

Aiming for Third Place



Dave DeLong, again

Deep Dish Swift 2024

josh.holtz

i have a thought for you

josh.holtz

how would you feel about doing the closing keynote? 

josh.holtz

the other closing keynote speaker i had in mind was Tim Cook but he (his PR team) rejected the offer

davedelong

i'm interested

Deep Dish Swift

2024

Deep Dish Swift

2023

Deep Dish Swift 2023

- Extending the *feeling*
- I thought “I should blog about that”
- Guess what I never did 

Utah Mac & iOS Developers Group

- Started as college club - “BYU CocoaHeads”
- First meeting in June 2008
- Advertised on campus

Utah Developers Organization

utahdevelopers.org

- Slack community of 950+ developers and 200+ channels
- Meetup group with 900+ members
- Weekly+ meetups (over 60/year)
 - Two CocoaHeads groups, with talks of a third
- Merch, anonymous salary surveys
- Will be forming a 501(c)(3) non-profit later this year





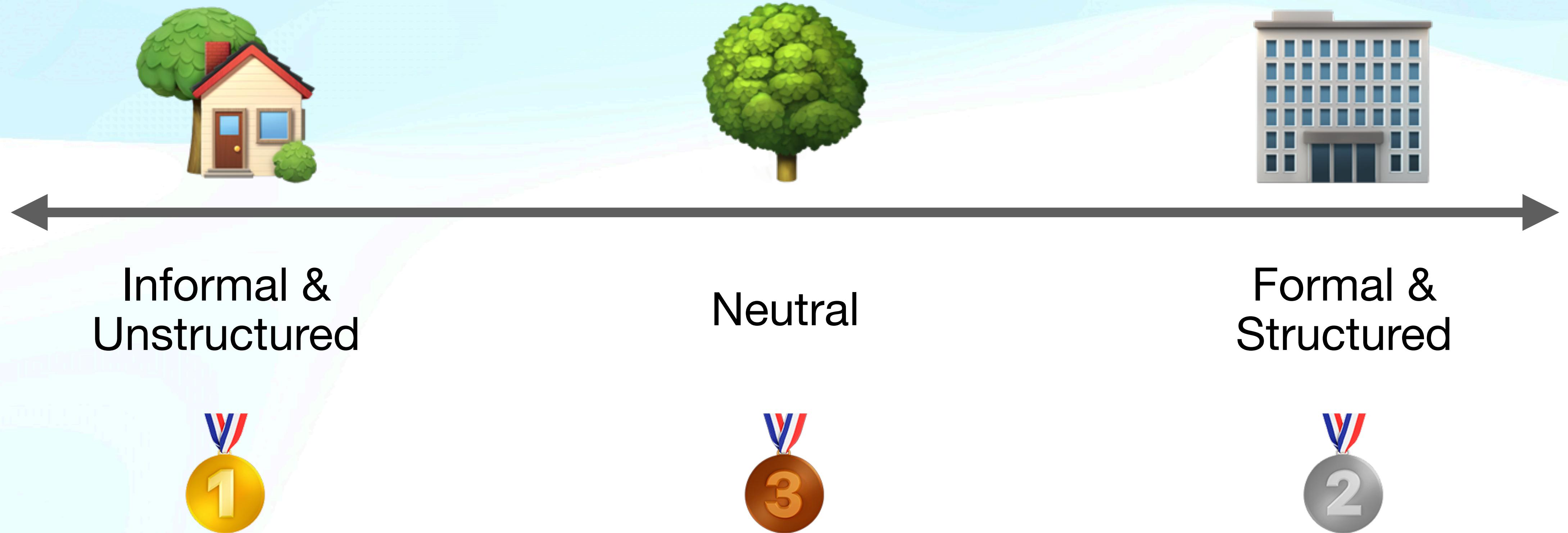




Third Place

Human Places

Disclaimer: I am not a sociologist



1. Neutral ground

Occupants of third places have little to no obligation to be there. They are not tied down to the area financially, politically, legally, or otherwise and are free to come and go as they please.

2. Leveler (a leveling place)

Third places put no importance on an individual's status in a society. One's socioeconomic status does not matter in a third place, allowing for a sense of commonality among its occupants. There are no prerequisites or requirements that would prevent acceptance or participation in the third place.

3. Conversation is the main activity

Playful and happy conversation is the main focus of activity in third places, although it is not required to be the only activity. The tone of conversation is usually light-hearted and humorous; wit and good-natured playfulness are highly valued.

4. Accessibility and accommodation

Third places must be open and readily accessible to those who occupy them. They must also be accommodating, meaning they provide for the wants of their inhabitants, and all occupants feel their needs have been fulfilled.

5. The regulars

Third places harbor a number of regulars that help give the space its tone, and help set the mood and characteristics of the area. Regulars to third places also attract newcomers, and are there to help someone new to the space feel welcome and accommodated.

6. A low profile

Third places are characteristically wholesome. The inside of a third place is without extravagance or grandiosity, and has a cozy feel. Third places are never snobby or pretentious, and are accepting of all types of individuals, from various different walks of life.

7. The mood is playful

The tone of conversation in third places is never marked with tension or hostility. Instead, third places have a playful nature, where witty conversation and frivolous banter are not only common, but highly valued.

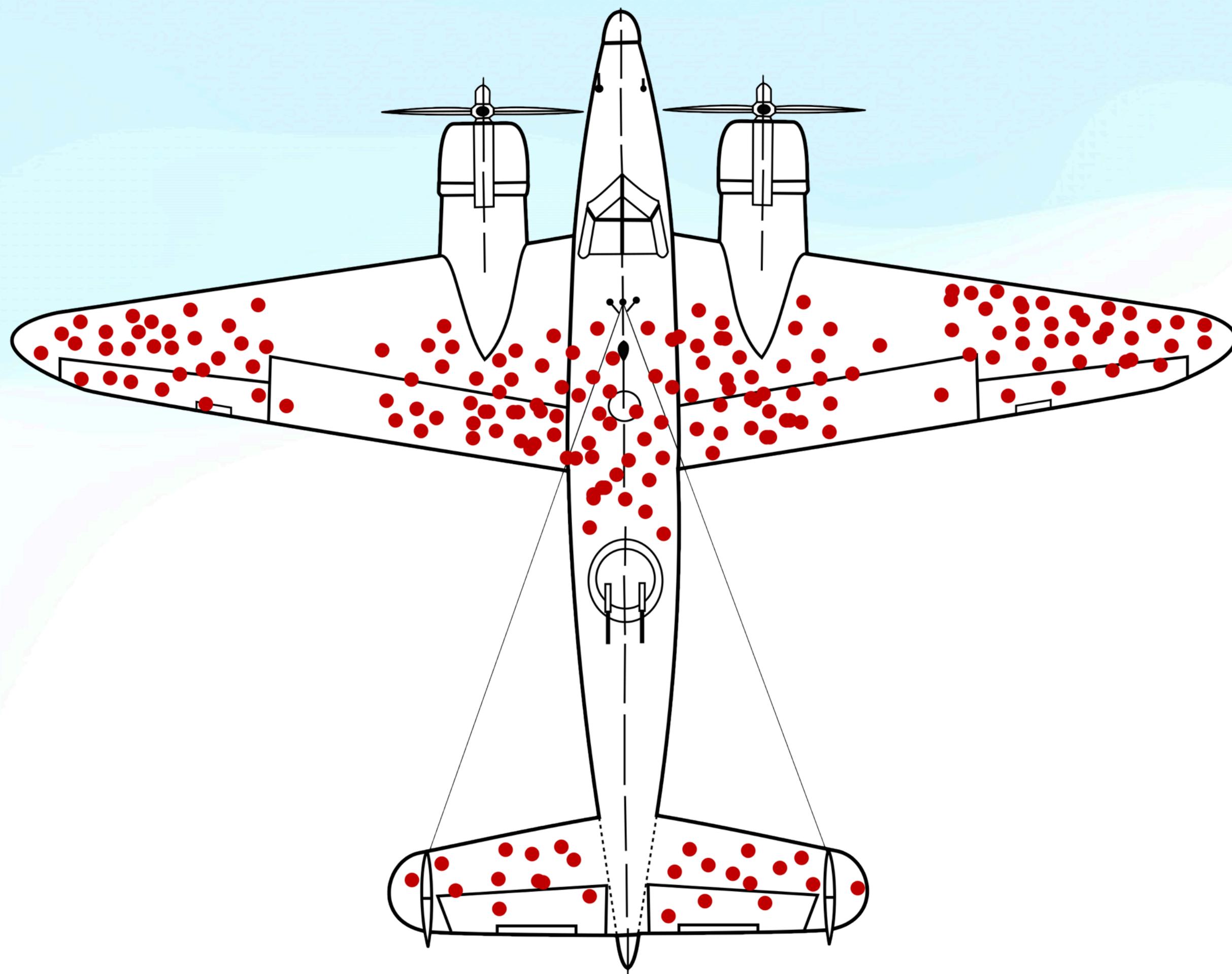
8. A home away from home

Occupants of third places will often have the same feelings of warmth, possession, and belonging as they would in their own homes. They feel a piece of themselves is rooted in the space, and gain spiritual regeneration by spending time there.

Building a Third Place



Survivorship Bias

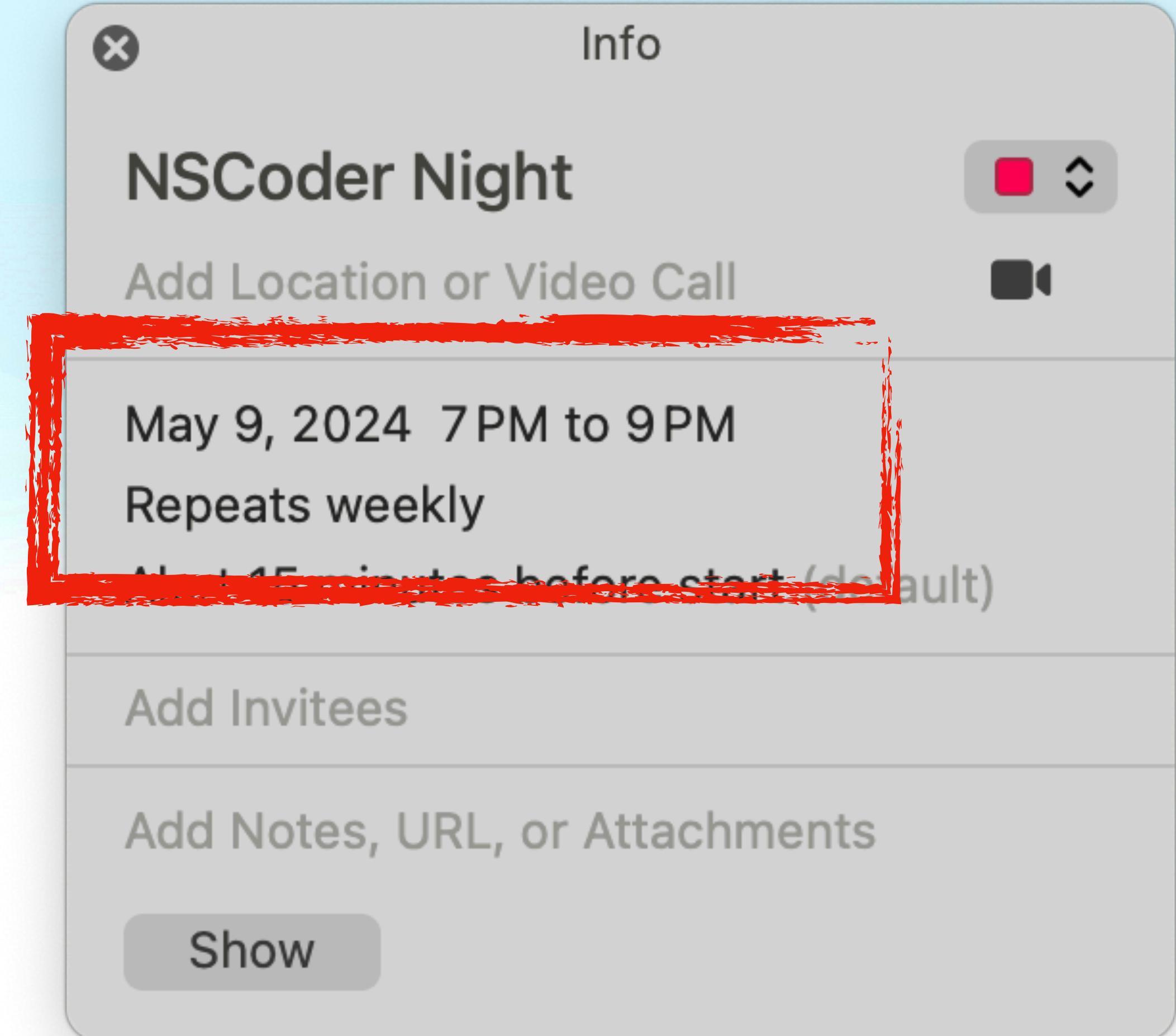


Maybe one already exists!

- Existing group you can join and rejuvenate?
- CocoaHeads, Meetup, NSCoder Night, ...
- Decide to attend

Picking a Time

- Weekday evenings
- You're in charge!
- Make a personal commitment to be the regular
- Add a repeating event to your calendar



Picking a Place

- Avoid using places of employment
- Casual – coffee shops and cafes, parks, bookstores, food courts
- Formal – libraries, community colleges, co-working spaces, Apple Store?

Getting the word out

- Word of mouth
- Social media – Mastodon, Twitter X, Slack, Discord, etc
- Organizer sites – meetup.com, LinkedIn, Facebook groups, area subreddits
- Group website
- Ongoing communication

Inviting Others

- Don't shame people for not coming
- Invite and encourage
- Incentivize

Hi Art, are you free tomorrow evening? We do a weekly casual meetup at the Lehi Harmons (upstairs on the mezzanine from 7-9 PM) and that'd be an ideal time to chat about your project. If it's straight-forward, we could conceivably even just get it all done right then.

Welcoming and Engaging Others

- Everyone is welcome
- Invite people to talk about themselves
- Fun introductory questions
- Explore together

What to Expect

The Harsh Reality

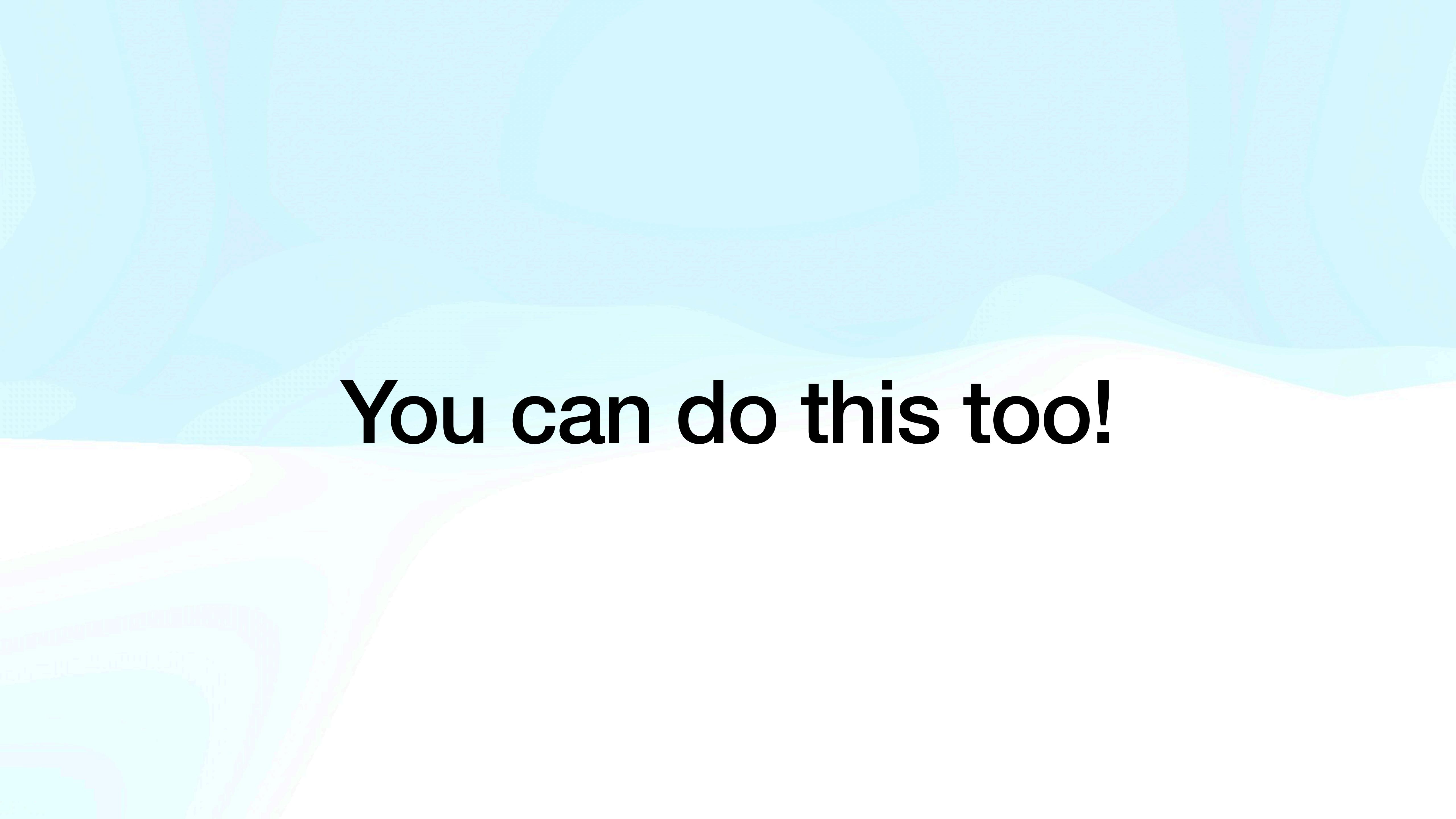
- Single-digit percentage attendance
- Many meetups where you are alone
- Feelings of doubt and discouragement

What to Expect

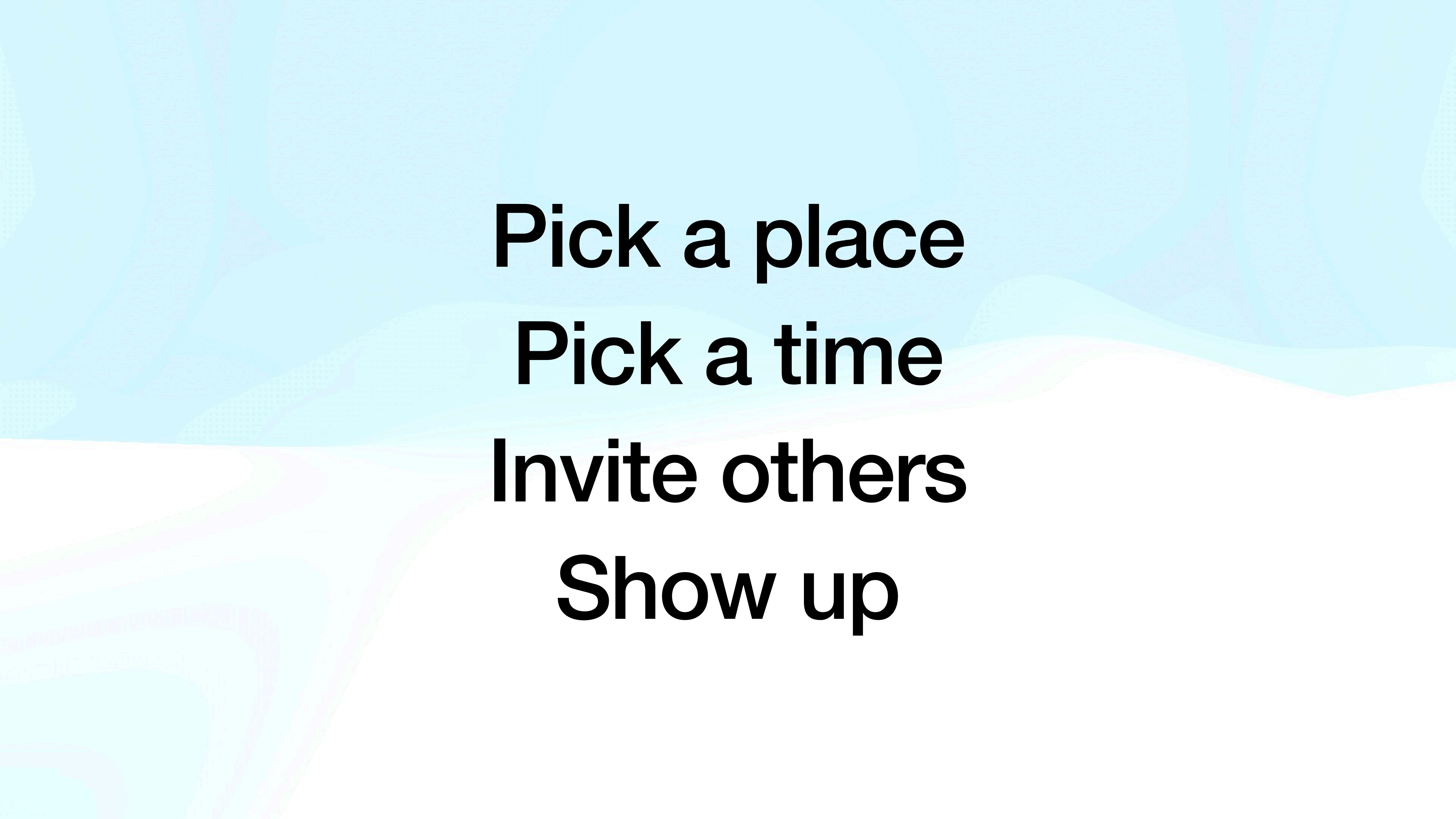
The Other Side of the Coin

- Lifelong friends
- Exposure to new ideas and interests
- Expanded social network



A faint background image shows a person in a white lab coat and a surgical mask, standing in what appears to be a laboratory or medical facility. They are looking down at something on a table, possibly equipment or samples. The background is a soft-focus blue and white.

You can do this too!



Pick a place

Pick a time

Invite others

Show up