

ELA MEETUPS 101

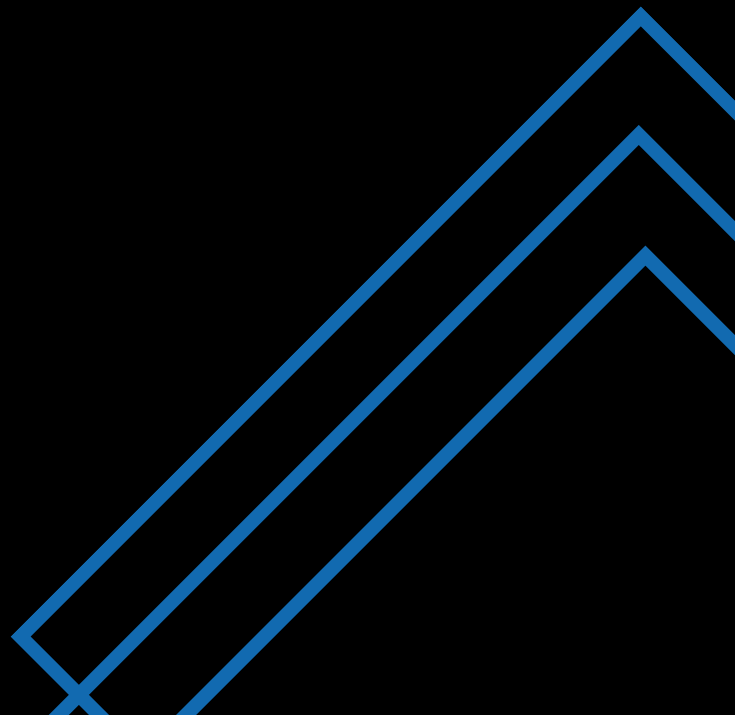
THE BASICS OF DOING YOUR FIRST FEW
MEETUPS



Prepared by: Bindi Raja & Roshan Ghadamian
Region: Melbourne, Australia
Elastos Foundation

Contents

Timeline.....	pg 03
Introduction.....	pg 04
First things first.....	pg 06
Next steps.....	pg 07
Promotion.....	pg 09
Venue (expanded).....	pg 12
Pre-event.....	pg 13
Day of the meetup.....	pg 15
Most meetup.....	pg 17
On a final note.....	pg 19
Cheat Sheet.....	pg 20



Timeline

This timeline gives a brief over-view of the main aspects to consider leading up to and after the event. Please note that this is just a guideline and would vary based on your region, networks and community.

> 1 - 2 month <

- Build a basic agenda for Meetup
- Determine time and date
- Find a venue
- Promote event

> 1 month - 2 weeks <

- Promote meetup.
- Build materials for distribution and presentation & practice!

> 1 week <

- Promote meetup
- Finalize catering & Drinks

> On the day <

- Print all material for meetup
- Reminders to attendees for the event
- Have a timeline of events

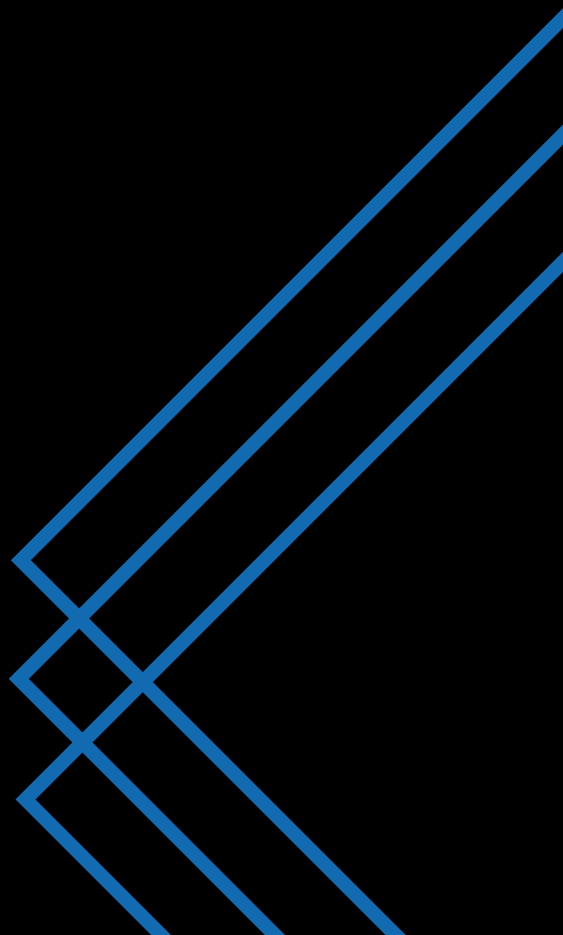
> The day after <

- Send thank you email and start preparations for the next Meetup

Introduction

This document will provide an overview of running your very own ELA meetup wherever you are in the world! Filled with the basics and a timeline, it will ensure that you have the best opportunity for success and attendance!

Note: This is only a guide, it will depend on your region, country and support that will determine how fast or slow you can get these aspects completed.



ATTITUDE

First and foremost, running a meet-up can be quite personal when you are invested in ELA itself, but if there is any tip that is the most useful, remember that...

Do not take anything personally

You will have people come along to challenge you and discredit the project. You may have low attendance rates to start and you may even lose people to other blockchains. Irrespective, know that none of this is personal, you will be supported by all of us here at Cyber Republic.

Now that we have the most important lesson out of the way, let's help you make the best meetup possible.

CULTURE

Elastos is not 'just a blockchain', and we shouldn't act the same way. We are not competing with other blockchains. Every other blockchain will become a sidechain on Elastos, so everyone is a friend so conduct yourself with class, you now represent the entire Elastos community.

We have a culture that is open, transparent, inclusive and knowledgeable and we should embody that same culture in our meetups and behaviour. We encourage:

Thoughtful questions and answers - we all started somewhere, don't look down on those who ask 'dumb questions'

Preparation

make an inviting environment for all people
- blockchain enthusiasts, developers, women, non-technicals - we don't want too many 'traders'

Our meetups should always strive to be:

Fun, engaging and inclusive

Have good food

Be constantly relevant to the latest things happening in Elastos

First things first...

Know what you want to talk about on the night...

We recommend using your first Elastos meetup to introduce the Elastos ecosystem because it's large, very complex and takes quite a while to digest for even the most experienced blockchainers, let alone people who are new to the space.

You are welcome to use the 'Elastos Beginners Guide' which we used as our agenda to introduce the Elastos ecosystem using visual infographics as a slide deck on a TV. These were also printed out and distributed for people to digest and read in their own time if at any point and time they got stuck or lost in the presentation.

However we recommend that you use this as a guide only, feel free to add your own flavour, add and subtract as you like for your own meetups. This is a living document that we (Elastos Australia) will continue to update and modify based on feedback we receive.

Other topic suggestions:

- What is Elastos
- New use cases (IoT, MovieCoin, Gaming etc)
- Software Development updates, SDK's
- Company Partnerships (Bosch, Microsoft)
- Blockchain partnerships (NEO, MAN)
- Latest News, Events, Hackathons, Upcoming Airdrops

Next steps

1. Team or Solo

- It's always great to have a team around you to assist with various aspects such as catering, venue, photography and videography. However that being said, it is NOT a necessity. A meetup can very easily be done solo - with some time management, organisation and practice you can most definitely run a ELA meetup on your own.
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- Plus, you will meet people through the meetups and can build your team out from there.
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- For example: Roshan and Bindi have split roles in running their meetups in Melbourne, Roshan focuses primarily on content & partnerships and Bindi on event management. Both of us work fulltime

2. Create a Meetup group on Meetup.com (e.g. Elastos Australia)

Recommendations

- Feel free to copy the descriptions, and images on our page:
<https://www.meetup.com/Elastos-Melbourne/>
- Start with the free package, once you get to a sufficient size you will have to pay to use Meetup.com (>50 ppl)
- Create a Local group (e.g. @ElastosAus) on Telegram

2. Date/Time of the event

Recommendations

After work - mention you're providing food / alcohol

In the city or close to office where your target market are

Make the meetup several weeks away for people to find out about it and also give you time to promote and organise

Consider a time that you can regularly commit to on a monthly/weekly basis (whatever works for you)

NEVER change your date and time for other people or low attendance - consistency and reliability is your biggest strength

Recommendations

- WeWork (free venue, if you have one in your city). WeWork owns Meetup.com - they will possibly even throw in a free keg of beer
- Book this in several weeks in advance - can usually do it online
- Other co-working spaces
- A 'nice' contemporary space you'd like to hang out in - this is a great project, lets find a venue that matches

Considerations

- First meetups are usually small - think about size of room etc. - our first meetup was in a boardroom - cost approx. AUD\$330 (20 ppl)
- Find a place that's in an easy location to find, and a room that's equally easy to find within the building - think of your audience and who you want to come - make it easy for them

4. Put a proposal to Cyber Republic

Recommendations

- Register - ask for organiser privileges
- Submit a proposal for a meetup in your city
- Budget: Venue hire (possibly free), Food (alcoholic drinks possibly free), Printing, your time, Swag (not currently available with re-brand), Airdrops (5-10 ELA to be given for those who ask good questions, Cost of Meetups.com
- Join the Cyber Republic Slack

Promotion

Keep your promotions consistent and regular - the more that people see your event, the more they are going to be inclined to attend.

So...Promote! Promote! Promote!

This can have a heavy influence on the success of your event!

When you organising an event 1 month out of the event, you can have a lot of individuals say 'attending', but then forget about the event closer to the date. Be sure to send out reminders and updates leading up to the event.

Recommendations

- Weekly updates 3, 2, 1 week out from the event

Considerations

- Expect a 40 - 50% attendance rate for your first few meetups, so be mindful of that. Attendance rates will be highly dependent on your networks, ELA's presence in that country/blockchain community and marketing.

TIP

If people contact you, respond within 24 - 48 hours, this increases the likelihood of people attending the event and also starts to build personal relationships with individuals attending the event. Relationship and rapport building is everything, so get out there and be sure to engage with your potential attendees as much as you can.

In Person

- The best way to promote and get the event out there is to go to existing meetups and communities (technology, blockchain, fintech etc.). Some of the best people you can interest in Elastos come from existing cryptocurrency communities.
- Ethereum, Bitcoin, Hyperledger, Decred, Blockchain Center, NEM whatever happens to be popular in your city

Recommendations

- Be interested in what makes them passionate. Elastos is an inclusive project all of these projects will become sidechains on the Elastos Operating System so we're not competing.

Considerations

- Who is my target audience? Elastos needs more developers
- Junior
- Senior
- Open source
- Developer meetups
- Blockchain people - Blockchain meetups, blockchain centre
- Related/Interested parties - artists, graphic designers, movie producers, fintech
- Technology people - U/X
- University groups - computer science departments
- Thought leaders in your city - Blockchain innovation hub
- Go to other meetups - Ethereum, Bitcoin etc.

Online

- If you need nice graphics which are consistent with the other Elastos meetups around the world feel free to ask @RGhadamian for graphics on Slack. He needs the following from you:
 - Your city, Venue name and address, time/date (21 August, 6:00-9:00pm)
 - A high-res 1200x1200px photo (unsplash.com is a good place to start)
- If you need nice graphics which are consistent with the other Elastos meetups around the world feel free to ask @RGhadamian for graphics on Slack. He needs the following from you:

Recommendations

- Meetup.com
 - Make sure you keep your meetup event up to date, things change (dates/venue etc)
- Facebook
 - Official Elastos Facebook Page is run by @Gandhi13 on Telegram
 - Official Elastos Facebook Group is run by @mikedave25 on Telegram
- Twitter
 - Official Elastos Twitter is run by @njavic22 on Telegram
 - #hashtags
- Community Newsletters
 - Startup newsletters (we have a community group called StartupVic)
 - City newsletters (City of Melbourne newsletter)

Process

- Post the Meetup.com Event (with graphic if you want) on Twitter and tag @elastos_org, with these hashtags #elastos #ela \$ela
 - follow same process for Facebook & Instagram
- Tag influencers for Elastos @fayliela etc.
- Add these if you want: #crypto #cryptocurrency #bitcoin #blockchain #hodl #cryptonews #cryptocoins #cryptolife #blockchaintechology #blockchainnews #cryptomining #cryptocurrencies #cryptotrading #blockchainmeetup #cryptomeetup

Venue (expanded)

Choosing the right venue is crucial to ensure that you relay the right message to your attendees. Essentially, the venue will set the theme and the calibre of event that you are seeking to hold and will also attract a particular type of clientele.

A lot of co-working spaces and corporate spaces are very interested in blockchain and cryptocurrency. It is currently the 'hot' topic and makes them appear 'forward-thinking' if they are engaged in this space. So, be sure to find venue that you can potentially get for free with the promise of promotion and new members attending their space.

Tip: WeWork has recently acquired 'Meetup.com', therefore this means that every meet-up event can now be held at Wework for FREE. They are modern, forward-thinking and generally have multiple locations with a large database that they will also market too for your event. You get a free venue, marketing and sometimes even a free keg of beer! Win-win-win!

Considerations

Is it easy for people to get to?

Are there ways for people to get lost? Think about putting up signs and consider parking and/or public transport

Do the doors lock at the venue after a certain time? Make sure you have access keys

Do you know where the bathrooms are?

Does it have good audio visual?

Is it the right size for your meetup? Is there enough space or place to put drinks and sit or relax?

Small size

Think of a boardroom up to 20 people

Medium size

- Up to 50 people

Is it too noisy? Is it too dark/bright?

Is there good Wifi? Do you know the Wifi code?

Look after the venue and clean up afterwards

Don't do

- Don't do it at a bar unless it's just 5 or less people
 - Too noisy, can't really learn
- Don't pick a venue that does not align with the values of ELA, it can potentially damage your reputation

Pre-Event Preparations

First of all...

Practice, Practice, Practice

Do your research, understand about blockchain, ethereum, bitcoin etc.

Catering

Let's be honest here...most people love food, so it's a little exciting point for attendees to look forward too if it is well catered as well.

The typical go to is...pizza and beer. Mix it up for your attendees (especially important for women) - try asian, mexican and healthier options. Definitely supply the alcohol if the venue permits, but try to have people come and provide food that will help them to be engaged and interested.

Tip

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- Be sure to lock this in at least 3 - 5 days prior to the event, as at this stage you will have an idea of the number of attendees. Most places require at least 48 hours to accept catering requests.

Recommendation

- Get food that is self contained (in a box) if possible
We do vietnamese rolls - etc.
How much to order? I'd say 50% of your RSVP list.

Stay up to date

- Leverage this information to keep your attendees engaged and send it as a weekly update if you can. Things are happening all the time - just in the month of July we had

Stay up to date

- Leverage this information to keep your attendees engaged and send it as a weekly update if you can. Things are happening all the time - just in the month of July we had:
 - DID's launch
 - Sidechains launch
 - First step towards merge mining
 - Airdrops announced
 - Bosch advisors
 - Movie Coin partnership
- Follow: ELAnews, Twitter @Elastos_org

Photography and videography (optional)

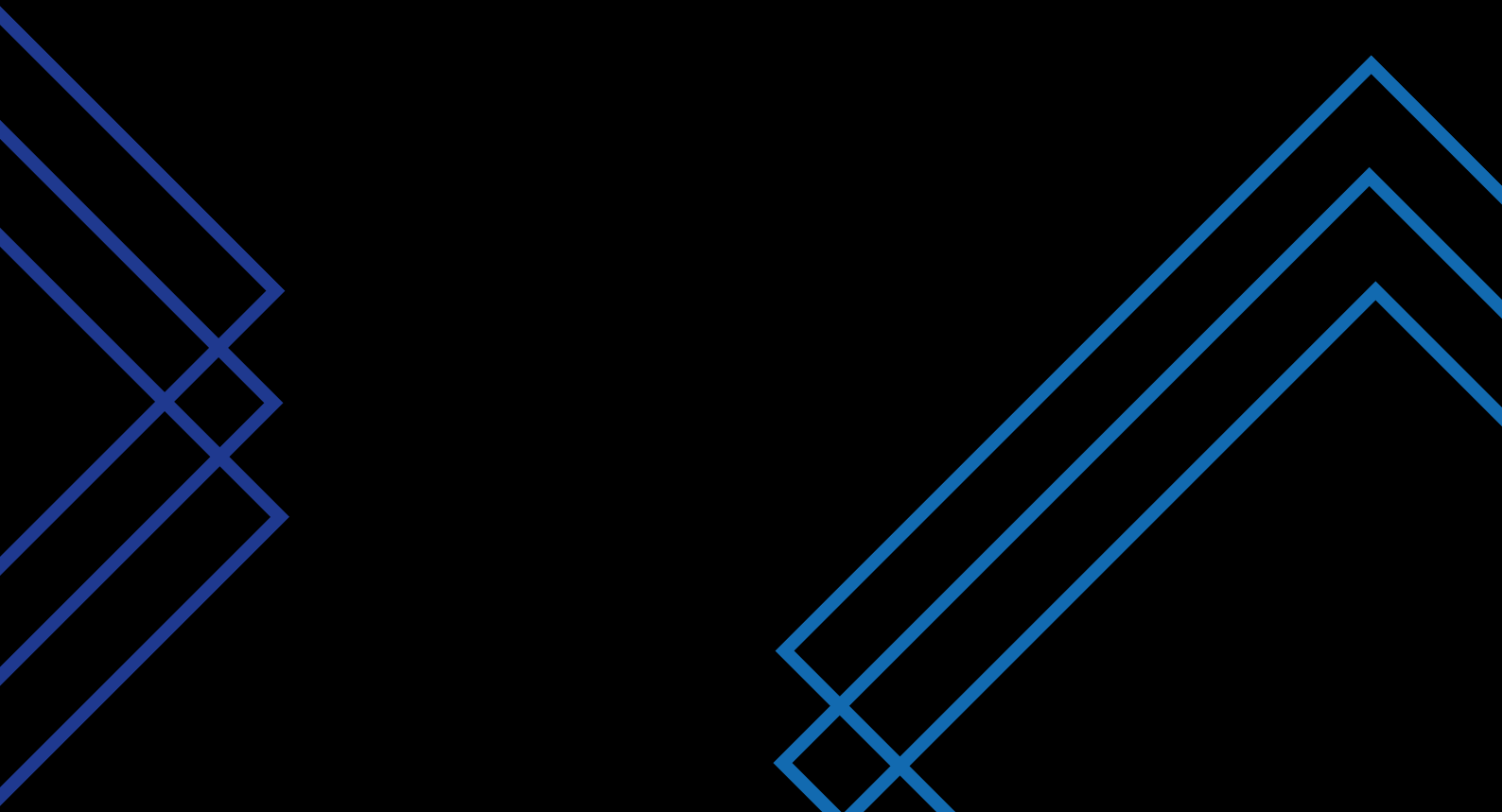
Get gear or mates to help out

See Video setup guide by @Jason

Printing (optional)

We printed the Elastos Beginners Guide for people to pick up and read

Ask @RGhadamian on Slack for changes to the 'Contact Us' page for your details to be updated



Day of the Meetup

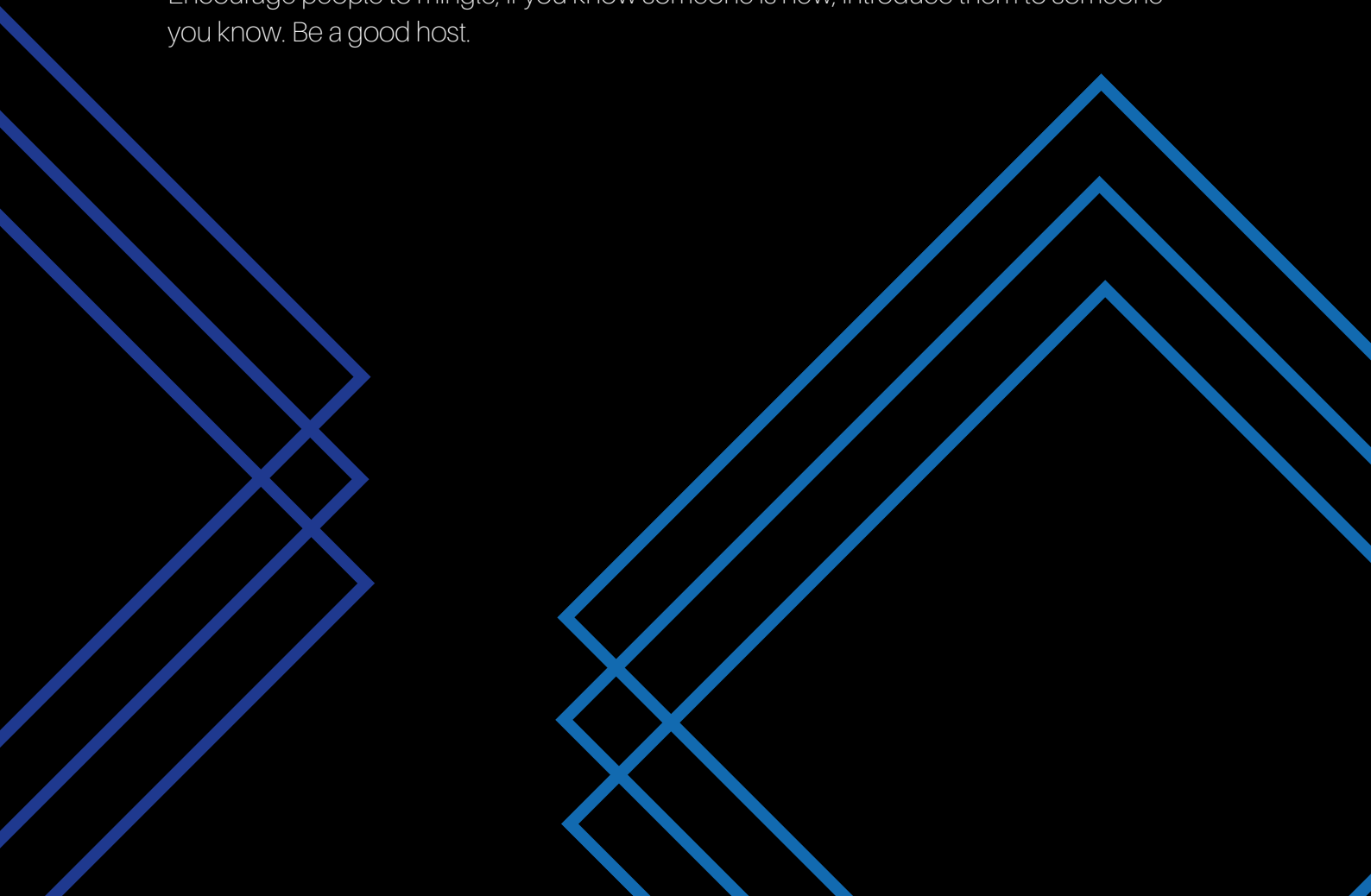
Depending on numbers, this can be daunting. Be sure to start within 30 minutes of the event time stated in your correspondence. Here are some tips that we have noted from our meetups:

Try to start within 30 minutes of the starting time, this is to respect the attendees that are there and also being mindful that it is usually a work night

- Put up notices for 'Permission to record' if you're taking videos or photos
- Welcome everyone at the door and get to know who they are:
 - What is it you do? How did you hear about Elastos? What are you most interested in about Elastos?
 - Get their emails on a Sign up sheet at the door
- Keep your presentation to 30 minutes with 20 minutes of Q & A time.
 - The more succinct you keep the presentation, the better it is. You would to keep them hooked with small packets of information, not overwhelm them.
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 - Don't be an expert! Elastos is a complicated project, very few people know everything about it and how it relates to the history and current day internet or computers - it's ok to say "I don't know the answer to that yet, but let me take that down and get back to you on that" or "I don't have enough information to answer that question for you today but let me get back to you"
 - If someone stumps you with a good questions reward them with 1 ELA
 - Don't tell them this before the meet up, make it a surprise for encouraging good behaviour and future preparation
 - Understand that many of the best answers will actually come from your audience to help explain some aspects of blockchain or computing or technical aspects better than you might be able to
 -
 - Write it down and get back to them at a later date. It is a good idea to have another person assisting you at the event so that they can take notes of the questions and person that has asked the question. @Kevin @KP did a fantastic job of answering all our questions, they even put it as a video - attached here
- Control your meetup - if questions get out of hand people start to hi-jack it, take control. This is your meetup. If things start to lul, bring it up a bit.

Considerations

- For starters you really need to explain what Elastos is the first few times
- It's no good if people only half know what you're talking about, we need to get people to a basic level of understanding of the project before moving on
- If you can get a few people more technical than you to explain it to others as well you're flying
- Arrive a little early like at least an hour to set up
- Videography/Photography
- Audio Visual - TV - computers - USB if no internet
- It's a late night usually, people have had a long day - be upbeat and engaging, soothe the hungry hoards! Have the food ready to go
- Be a good host! Get to know your attendees and don't just hang out with your mates, get around the room
- Encourage people to mingle, if you know someone is new, introduce them to someone you know. Be a good host.



Post Meetup

As soon as the meetup has completed, make sure that within **24 HOURS**, you send a email with the following, you have a very small time frame to keep your guests engaged. So be sure to send it out and keep them in the loop.

Make it easy for them to stay involved and keep them 'warm'. (Do the things that other blockchains and meetups won't do)

- Thanking attendance to the event
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- Questionnaire (how you could improve, what went well etc.)
 - Template - typeform and MailChimp
- Further information about ELA

An overview of the event and what ELA is about

Any new information that has come through since the meetup

Links to ELA website and key stakeholders (i.e YOU)

Date for the next meet-up (try and keep this consistent, i.e. every 3rd Tuesday of each month)

TIP

Typeform is a easy platform to use, I have attached our template questionnaire here that is integrated into mailchimp, attached here. We have also attached an example of our Mailchimp flyer that goes out to all guests as well.

Managing new and regular guests

When starting your Meet-ups the primary problem will be getting attendees, however once you are regular, it will be maintaining your attendees and having regulars. Therefore, here are some tips that we recommend in building and keeping your clientele.

First few meetups

The idea of the first meetup is to educate attendees about ELA and start building a community, until you start having regular attendees. Just focus on building that community and educating. Repeat the cycle over and over again and encourage people to bring their friends along.

After a few meetups

One of the hardest aspects of doing a meetup is consistently keeping people engaged after you have done the first few meetups.

Be mindful that your meetup does not lose the heart of the mission of why you started as common situations that can arise are:

- It turns into a gathering of people who are having general conversations and catching up for free food and drinks and not about ELA, you want people who truly believe in ELA not those who are there just because it 'looks cool'
- They are the same information and so regular attendees begin to phase out

Once you have built your clientele, you need to ensure that you keep your meetups engaging for both the 'newbies' and the 'regulars' attending the event.

So a good idea is to build a relationship with your newbies and get them to work together with the regulars to work on ELA project together, whilst the newbies are getting the ELA 101 in another room. Then in the last 30 - 45 minutes of the event, you can bring together the two groups to intermingle and form connections. This way you ensure that your regulars have new and exciting projects to work on and the newbies can be well educated and informed about ELA.

Tip

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- To try and keep your attendees engaged, get the team to actively work on projects or help out with the meetups

On a final note...

Just remember...

'Done is better than perfect'

You will have mistakes and there will be hiccups from the presentation quality down to attendance. But don't worry, just do it and keep persisting at it.

It's persistence & consistency that will determine how successful your meetups will be, once you have locked in the venue, date and core team, attempt to keep it consistent at each meetup so that attendees know what to expect and you aren't re-inventing the wheel each and every time.

You will learn something new each time and your attendees will also help dictate the direction you will take each meet-up as it progresses, but all of this will fall into place when you start your first meetup and just give it a go!

For some further tips, check out Meetup.com 'Organizer Guide', this provides a great breakdown for running a meet-up, all whilst addressing some key issues that organisers commonly make.

Also, ELA has a fantastic community of so many countries holding their own meetups, here are a list of individuals around the world who are already doing their own meetups and are happy for you to be in contact if you need any help/advice:



Roshan Ghadamian
Australian Ambassador

Bindi Raja
ELA Australia Events Organiser

Cheat sheet

This is a collection of all the flyers, guides and various documents that we have created over time for our meetups, feel free to use them as a basis for your own meetups.

- ELA Beginners guide

<https://drive.google.com/open?id=1jKbPZq7EP4DSpfchZDncOy-BZOAgyx1v>

- ELA meetup flyer

https://www.canva.com/design/DAC8xb5SByM/share?role=EDITOR&token=chlQk6aaTlwFDesztMrTVfw&utm_content=DAC8xb5SByM&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

- Typeform questionnaire (for attendees post event)

<https://elastosaus.typeform.com/to/Ss6RZ5>

- Mailchimp campaign template

<https://mailchi.mp/5181f317eb49/wed-love-to-get-your-questions-and-feedback>

- Document outlining attendees questions from meetups for @KP & @Kevin to answer

https://docs.google.com/spreadsheets/d/1GA5cG9Y1ni7-7wC1M1k-BPlqejzrom2zUpKrd542g0l/edit?usp=drive_web&ouid=112770071275153449159