

Running A Successful Local User Group

JS.LA

A monthly user group focusing on all things JavaScript
in Los Angeles



DollarShaveClub.com

#js.la
on PC

@JSdotLA
on Twitter



Successful User Group?

...

Professional

Support Group



Stitch-n-bitch

It can be helpful to just talk

Craftsmen



Guild / Union

Stay Healthy

Mix it up

Make an effort to keep things diverse and include
passionate people.

So do you want to start a
user group?

First

Lets talk about community

Community doesn't "exist"



You participate in it

Culture doesn't "exist"

You participate in it

an organization's culture is an emergent thing.
communicate and collaborate if you want to shape or
change it.

→ @sixwing

YOU NEED TO BE ONE
OF US

Not an opportunist



ONE OF US



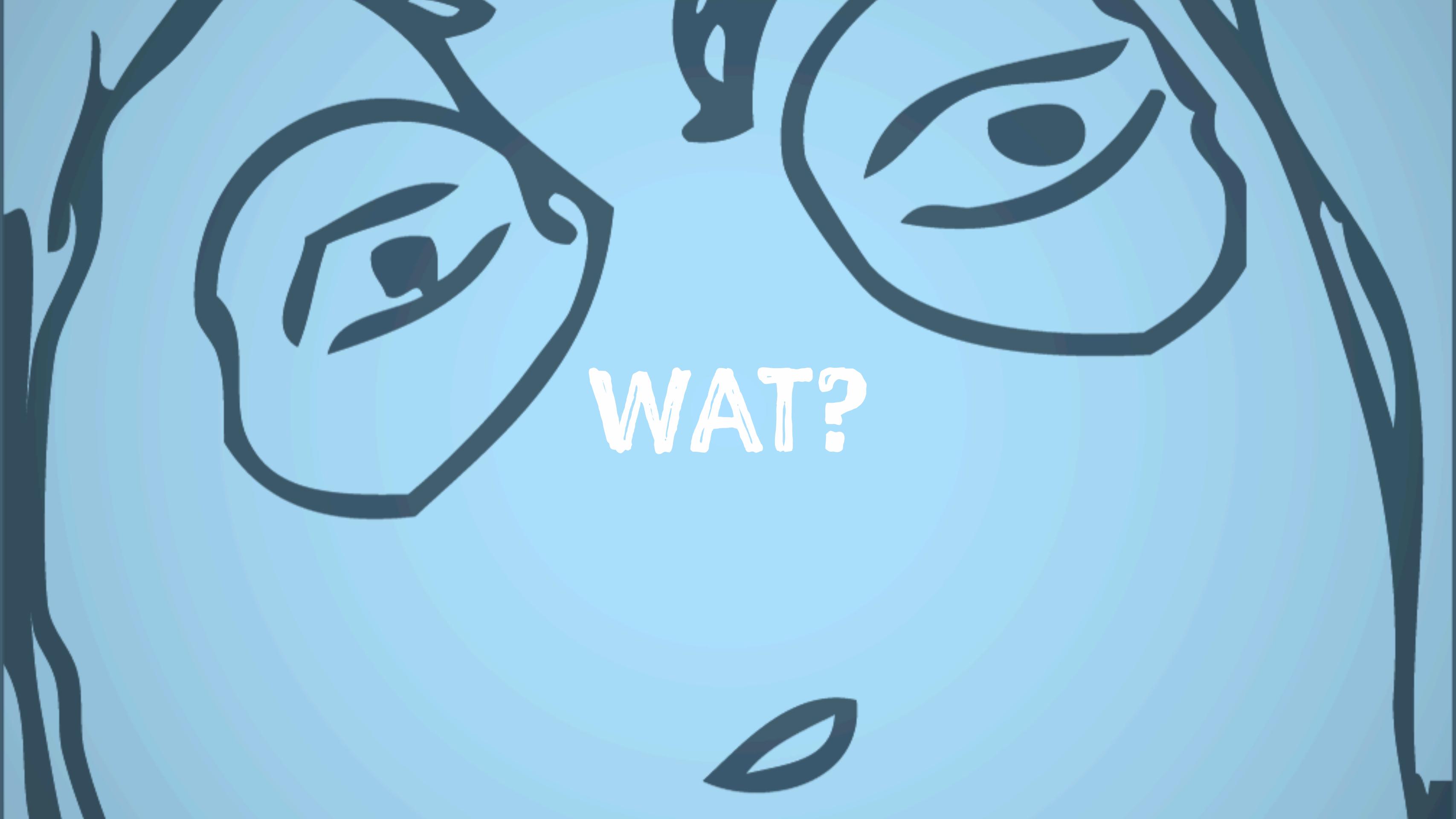
DIY ethic



DO IT YOURSELF

Temporary Autonomous Zone





WAT?

There's tech in LA?



There's tech in [your locale]?

Your people are not from
here



Tech is not just for people
with time and access

Why aren't things better
in my town?

content - leadership - consistency

A photograph of a social gathering in a dimly lit room. In the center, a man with glasses and a purple sweater is smiling and shaking hands with another person whose back is to the camera. He is holding a bottle of beer labeled "BLUE PAGE". To his right, a man with a beard and a dark zip-up hoodie is also smiling. In the background, other people are visible, including a woman with long hair and a man with a beard. The overall atmosphere is casual and friendly.

Where are my people?



jsla init

Knowing what you don't
want isn't enough

Take the time to really analyze what's
missing

Don't ask for permission



Instead ask for help!

Other local groups are not
competition



Have a clear vision

Content

Curate, don't regurgitate

Don't pander to the status quo

It's a recipe for mediocrity

BUT



Be responsive to feedback

Don't cater to beginners

Instead nurture a community that is
welcoming



Blow people's minds

Or at least try to

A man with short brown hair and glasses is shown from the side, looking down at a laptop. He is wearing a light-colored, checkered button-down shirt. The laptop screen is visible, displaying various icons and text, including "BitTorrent!", "Processing.js", and "DEFCON".

Mad Science

Show people exciting things

Remember programming is
supposed to be fun

A man with short hair, wearing a dark long-sleeved shirt, is standing in an office environment. He is looking down at a computer monitor which displays a presentation slide with the text 'Be excited as an organizer'. In the background, there are office cubicles and a window showing a view of buildings outside.

Be excited as an organizer

Curate things that inspire you

Passionate Speakers



Book speakers in advance

They can and do cancel, be prepared

Venues



Don't need to be perfect

Treat venues like sponsors

Exchange their time and space for
something

Don't burn out

Get help, lots of help.

Join Forces

- LA Dev Ops
- Spec.la
- Data Viz LA

Seeking consensus is the
enemy of getting things
done

Split things up instead

Have a single, omni-directional information authority

Get sponsors



Pizza for 80+ people is expensive!

It's okay to have more than one
sponsor

Balance sponsors' interests with your
audience's



Food and Beverages

2 slices and 1.5 beers

Don't forget water

A close-up photograph of a person's hand holding a can of Angel City beer. The can is silver with a logo featuring a sunburst and the words "ANGEL CITY". The background is dark and slightly blurred.

Beer is nice but not crucial

(Maybe) Do not use
meetup.com



Or anywhere opportunists lurk

Recruiters can sometimes be okay
though...

If you are genuinely excited and participating I don't care
what your day-job is.

But really

Don't tolerate opportunists

Be consistent



Don't be confusing.

Don't loose your mind

It's easy to burn out

A photograph of a person standing in a dark room, facing a white projector screen. The screen displays the word "Hello" in a large, bold, black font. A camera on a tripod is positioned in front of the screen, pointing towards it. The room has wooden beams on the ceiling and some equipment visible in the background.

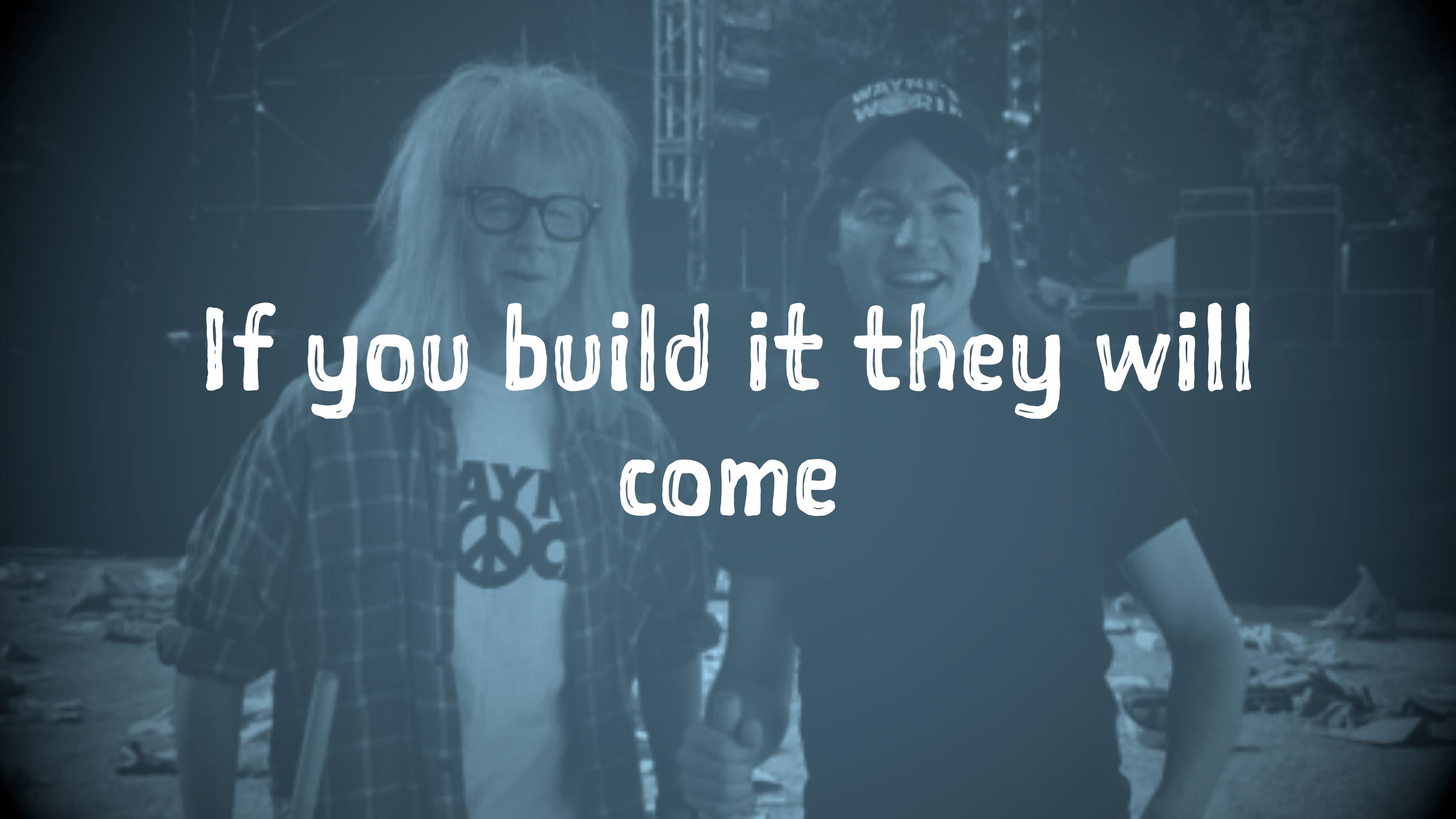
Hello

Produce Artifacts



Provide Extra Time and
Space

Drinks.js



If you build it they will
come

Thanks

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js.la contact info

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