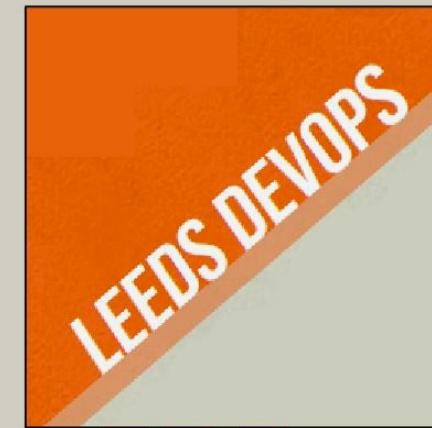


# HOW TO MAKE A KICKASS DEVOPS MEETUP GROUP FOR 20€

@ANDYBURGIN  
SENIOR DEVOP ENGINEER



@LEEDSDEVOPS



# LEEDS ? IS THAT NEAR LONDON ?



## DIGITAL/IT EMPLOYMENT

LONDON - 251590

BRISTOL - 61653

MANCHESTER - 56145

READING - 54527

LEEDS - 44951

SOURCE @TECHCITYUK TECH NATION REPORT



# GREAT TECH SCENE, BUT NO MINI DEVOPS DAYS

FOREFRONT

HEYSTAC

AGILE YORKSHIRE

LEEDSPHP

DRUPAL YORKSHIRE

LEEDSAWS

LEEDS RUBY THING

LEEDS DATA THING

LEEDS SHARP

LEEDS JS

WORDPRESS LEEDS

CODE DOJO

CODE AND COFFEE

LEAN STARTUP YORKSHIRE

MANY MORE...



# WHY IS IT KICKASS ?



# WITH A LITTLE HELP FROM OUR FRIENDS



Meetup

LeedsDevops - March 2015 Meetup

20 went

Leeds, United Kingdom

Founded Feb 3, 2014

About us...

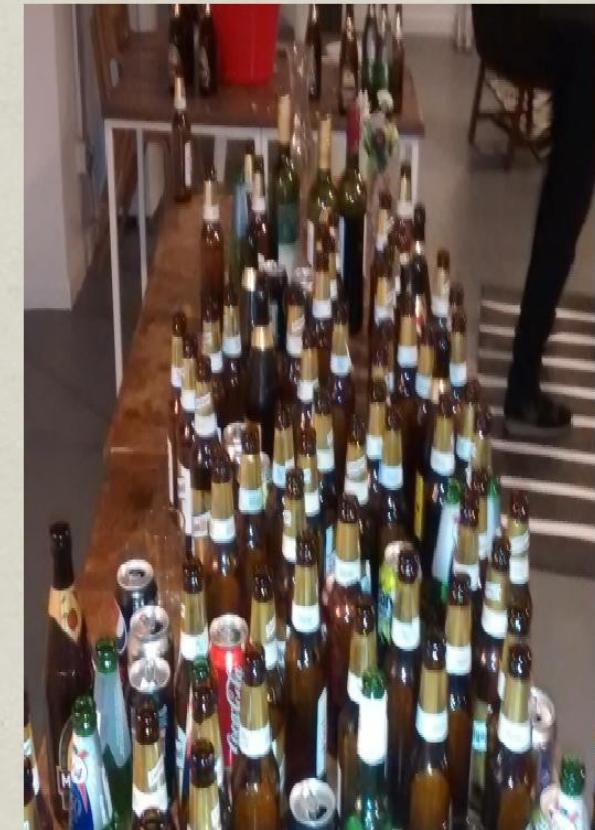
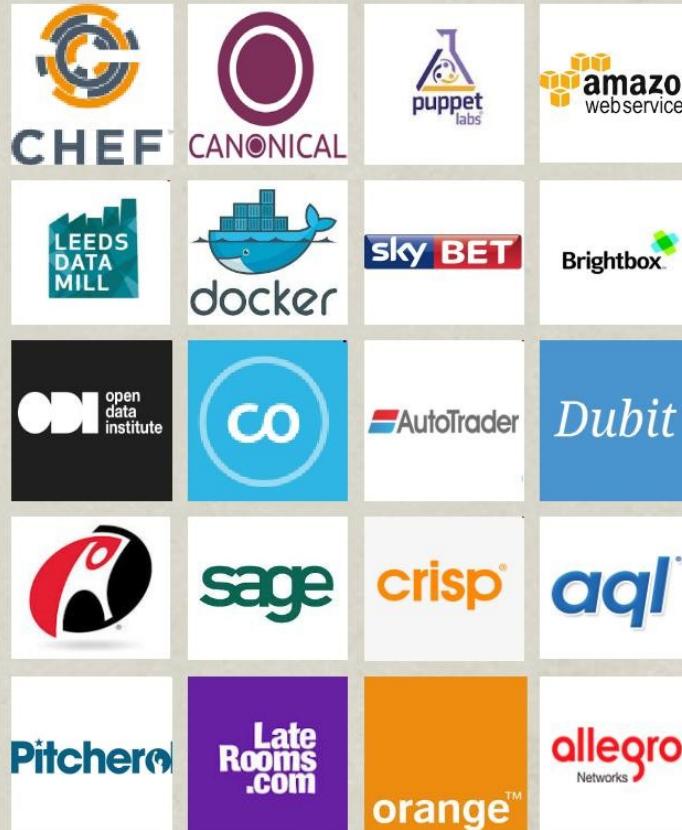
March 10 · 7:00 PM  
ODI Leeds Node

After our Winter break we're pleased to announce that we'll be back at... See all

DevOps 136

Pitchero Past Meetups 9

Our calendar



# HOW TO START A DEVOPS GROUP

- AN ONLINE PRESENCE
- RUN A MEET UP EVENT
- PROMOTE THE GROUP AND EVENTS



**ONE MORNING AND 20€ LATER...**

**LEEDSDEVOPS.ORG.UK**

**INFO@LEEDSDEVOPS.ORG.UK**

**@LEEDSDEVOPS**

**MISSION STATEMENT**

**LEEDS DEVOPS**

**IN A DEVOPS ENVIRONMENT, DEVELOPERS AND  
SYSADMINS BUILD RELATIONSHIPS, PROCESSES,  
AND TOOLS THAT ALLOW THEM TO BETTER INTERACT  
AND ULTIMATELY BETTER SERVICE THE CUSTOMER.  
THIS IS WHAT WE TALK ABOUT HERE.**



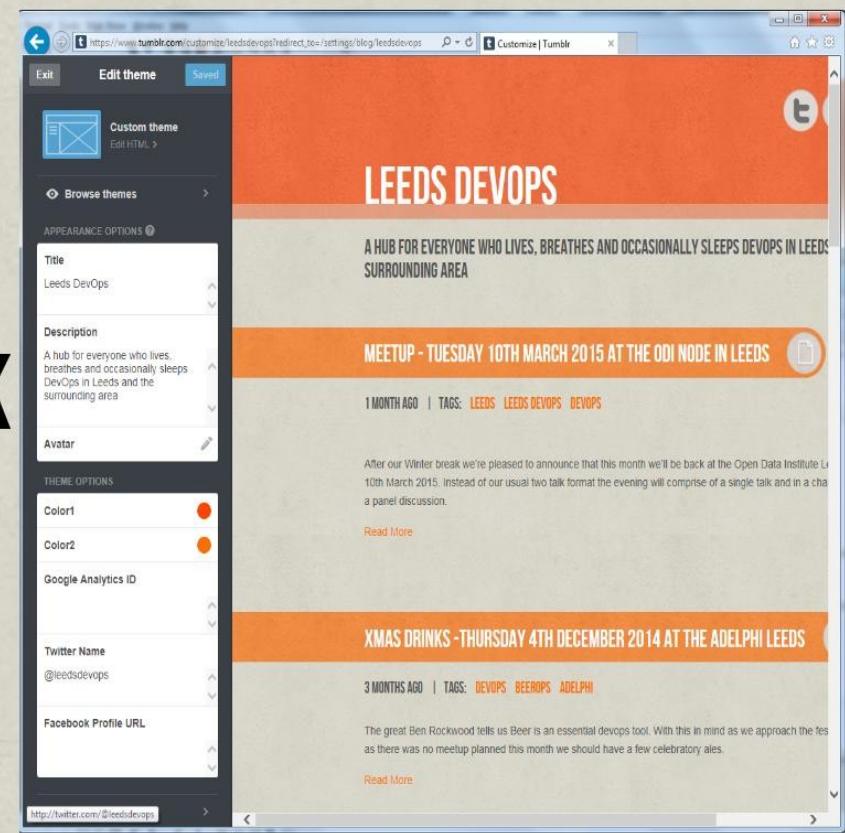
# TUMBLR ? REALLY ?

## LOW VOLUME

## FREE, NO MAINTENANCE

## HTTP://WWW.LEEDSDEVOPS.ORG.UK

## THEMES AND BRANDING

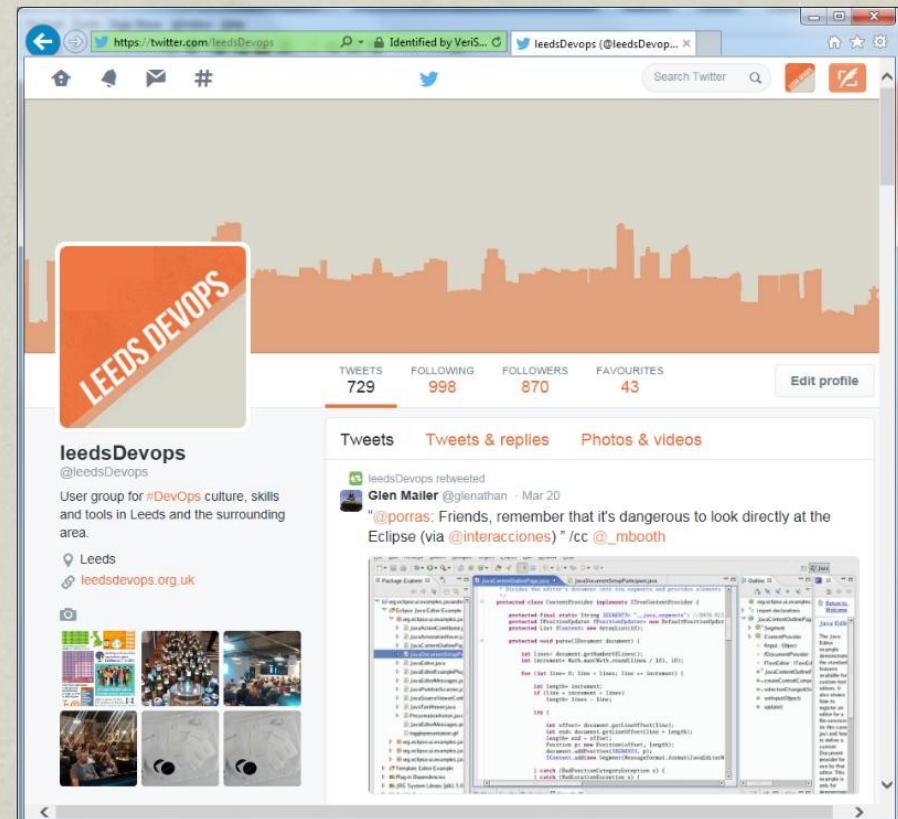


# BUILDING A TWITTER FOLLOWING

FOLLOW #DEVOPS ROCKSTARS

RETWEET THEIR WISDOM

A SOCIAL MEDIA STRATEGY



# BUILDING A TWITTER FOLLOWING

**FOLLOW LOCAL TECH**

**FOLLOW LOCAL EMPLOYERS**

**100 FOLLOWERS IN 5 DAYS**

**FOREFRONT**

**HEYSTAC**

**AGILE YORKSHIRE**

**LEEDSPHP**

**DRUPAL YORKSHIRE CODE AND COFFEE**

**LEEDSAWS**

**LEEDS RUBY THING**

**LEEDS DATA THING**

**LEEDS SHARP**

**LEEDS JS**

**WORDPRESS LEEDS**

**CODE DOJO**

**LEAN STARTUP**

**YORKSHIRE**

**MANY MORE...**

# HOSTING A MEETUP

<http://www.leedsdevops.org.uk/post/110881994815/meetup-tuesday-10th-march>

## LEEDS DEVOPS

A HUB FOR EVERYONE WHO LIVES, BREATHES AND OCCASIONALLY SLEEPS DEVOPS IN LEEDS AND THE SURROUNDING AREA

### MEETUP - TUESDAY 10TH MARCH 2015 AT THE ODI NODE IN LEEDS

1 MONTH AGO | TAGS: LEEDS LEEDS DEVOPS DEVOPS

After our Winter break we're pleased to announce that this month we'll be back at the Open Data Institute Leeds Node on Tuesday 10th March 2015. Instead of our usual two talk format the evening will comprise of a single talk and in a change to previous months a panel discussion.

- 6:40 - 7:10 : Grab a beer, have a natter.
- 7:15 - 7:30 : Group updates/news/announcements
- 7:30 - 8:00 : Wes Thompson will be talking about how Reconix use docker
- 8:00 - 8:15 : Intermission
- 8:15 - 9:00 : "DevOps - Real Lessons Learned"
- 9:00 - late : Decamp to the Wardrobe

We're thrilled to have Wes talk about how Reconix use docker in their development and how they use it in production to run legacy code, going to be great to hear about it's pros and cons. Rather than a second talk we decided to do something a little different and have a panel of local industry experts share their wisdom during "DevOps - Real Lessons Learned".

Tickets

Tickets are free and are available over on eventbrite or meetup.com

- <http://leedsdevops-march-15.eventbrite.co.uk/>
- <http://www.meetup.com/LeedsDevOps/>

Ticket Information

This event is not available.

<https://www.eventbrite.co.uk/edit?eid=1574842295>

## LeedsDevops - March 2015 Meetup

Leeds, United Kingdom | ODI Node Leeds

Tuesday, 10 March 2015 from 18:45 to 21:00 (GMT)

EDIT DESIGN MANAGE

### 1 Event Details

Event title \*

LeedsDevops - March 2015 Meetup

Location

ODI Node Leeds

Munro House

Duke Street

Leeds

West Yorkshire LS9 8AG



<http://www.meetup.com/LeedsDevops/events/230481644/>

## Leeds DevOps

Leeds, United Kingdom

Founded Feb 3, 2014

About us DevOps Past Meetups

### LeedsDevops - March 2015 Meetup

March 10 - 7:00 PM ODI Leeds Node

After our Winter break we're pleased to announce that this month we'll be back at... See all

How was the Meetup? ★★★★☆ 2/2 • 4 reviews

Add a question, share something, or leave a comment...

Andy Burgin ORGANIZER EVENT HOST

Oliver Burkhill Good to see you

David Cellom Good to see you

# SPEAKERS

FRIENDS/WORKMATES

OTHER GROUP SPEAKERS

DEVOPS PERSPECTIVE



**leedsDevops**  
@leedsDevops

@docker do you know anyone in the UK who would give a technical talk at our October meetup ? - 10 Aug

[More Tweets](#)



**Docker**  
@docker

@leedsDevops maybe @bfirsh ? - 11 Aug



**Ben Firshman**  
@bfirsh

@docker @leedsDevops might be able to  
depending on dates! email me:  
[benf@docker.com](mailto:benf@docker.com)

Follow

# SPEAKERS

**JUST ASK, DON'T BE SHY  
WHAT ABOUT YOU ?**



**leedsDevops**  
@leedsDevops

@docker do you know anyone in the UK who would give a technical talk at our October meetup ? - 10 Aug

[More Tweets](#)



**Docker**  
@docker

@leedsDevops maybe @bfirsh ? - 11 Aug



**Ben Firshman**  
@bfirsh

@docker @leedsDevops might be able to  
depending on dates! email me:  
[benf@docker.com](mailto:benf@docker.com)

Follow

# EVENT FORMAT

2 SPEAKERS

NOT JUST TECHNICAL

NO SALES PITCHES

## TODAY

6:45 - 7:20 : WELCOME

7:20 - 7:30 : GROUP UPDATES/NEWS/ANNOUNCEMENTS

7:30 - 8:00 : JON MILSOM - PITCHERO INFRASTRUCTURE

8:00 - 8:15 : INTERMISSION

8:15 - 9:00 : JUSTIN ARBUCKLE - ACCELERATING THE  
DEVOPS JOURNEY

9:00 - LATE : PRIZE DRAW THEN DECOMP TO THE ADELPHI

# VENUE

**BAR, CONF SPACE, OFFICES  
COSTS - HIRE, FOOD, DRINKS  
SPONSOR**



# PROMOTING THE EVENT

## TWITTER HYPE TO GIVE AWAY TICKETS

- ANNOUNCE
- SPEAKERS + SPONSORS
- SELLING FAST
- NEARLY SOLD OUT
- ALWAYS INCLUDE LINK TO TUMBLR

EVENTBRITE 80%

MEETUP.COM 20%

leedsDevops @leedsDevops · Feb 27  
There's only 7 tickets left for our #devops meetup on 10/3/15 brought to you by @ODILeeds & @brightbox grab one here [bit.ly/1KQNRIA](http://bit.ly/1KQNRIA)

leedsDevops @leedsDevops · Feb 27  
Delighted that @uresu of @reconnix will be talking on 10/3/15 at our meetup about @docker in practice, tickets here [bit.ly/1KQNRIA](http://bit.ly/1KQNRIA)

leedsDevops @leedsDevops · Feb 14  
Wow 40 tickets gone in a day for our #devops event on 10/3/15 have tweaked allocations so some more on eventbrite [bit.ly/1KQNRIA](http://bit.ly/1KQNRIA)

leedsDevops @leedsDevops · Feb 12  
We're pleased to announce our next #devops meetup is on 10/3/15 at @ODILeeds with our friends @brightbox [bit.ly/1KQNRIA](http://bit.ly/1KQNRIA)

## ON THE NIGHT

### INTRO AND OUTRO TALK

- WELCOME
- SPEAKERS
- SPONSORS
- THANK YOUS

### AFTER PARTY = OPEN SPACE



# TELL PEOPLE ABOUT DEVOPS AND THE GROUP

TALK AT OTHER GROUPS

PUT DEVOPS ON OTHERS RADAR

I'VE LEARNED LOADS

- CAMS
- FLOW
- LEAN
- THEORY OF CONSTRAINTS
- DEVOPS != JOB TITLE



leedsDevops @leedsDevops · Oct 4  
We're speaking at the #phpnw14 uncon at 11:25 with our talk "Devops != Tools" come along!

1 1 ...

# **LESSONS LEARNED**

**NOT JUST ABOUT THAT GRID OF (COOL) LOGOS**

**GET PEOPLE TALKING ABOUT DEVOPS**

**BACK TO BASICS - GRASSROOTS**

**@ANDYBURGIN**

**@LEEDSDEVOPS**

**INFO@LEEDSDEVOPS.ORG.UK**

**GO HOME AND FORM A DEVOPS GROUP**

**REWARDING FUN**

**LAZY SHY IDIOT CAN DO IT, SO CAN YOU**

**I'LL HELP**

**@ANDYBURGIN**

**@LEEDSDEVOPS**

**INFO@LEEDSDEVOPS.ORG.UK**