

Modular Meetup guide

These are recommended steps you can follow that can help you organize a successful Modular Meetup. You aren't required to follow the entire checklist but it is available to help aid you in your journey to organize a Modular Meetup.

Before the Meetup

1. Determine the meetup topic and objectives.
2. Select a suitable date and time for the event.
3. Secure a convenient and accessible venue that can accommodate the expected number of attendees.
4. Finalize a schedule or agenda for the event, including speakers, presentations, and activities.
5. Prepare and send out invitations to potential attendees using various channels (email, social media, community platforms, etc.).
6. Create and share promotional materials (graphics, blog posts, etc.) to raise awareness about the meetup.
7. Confirm speakers, including their availability, presentation topics, and technical requirements. If you are working from a Speaker List, please reach out to Nat for any support needed on coordination with speakers.
8. Arrange any necessary equipment, such as microphones, projectors, and whiteboards.
9. Plan and arrange refreshments, if applicable.
10. Prepare and print any required materials, like agendas, name tags, and feedback forms.
11. Coordinate with volunteers or team members to help manage the event.
12. Set up a registration system or RSVP process to track attendance.
13. Send out reminder messages to registered attendees prior to the event.
14. Conduct a final review of the event logistics, including venue setup, equipment functionality, and volunteer roles.

During the Meetup

1. Set up the venue, including arranging seating, preparing equipment, and displaying any promotional materials.
2. Designate a registration area and ensure that someone is available to greet and check-in attendees.
3. Welcome the attendees and provide an overview of the event schedule.
4. Introduce speakers and facilitate any presentations or discussions.
5. Encourage networking and interaction among attendees during breaks or dedicated activities.
6. Capture the event with photos or videos for future promotions and documentation.
7. Collect feedback from attendees using forms, online surveys, or informal conversations if needed.

After the Meetup

1. Send follow-up messages to attendees, thanking them for their participation and soliciting additional feedback.
2. Evaluate the success of the event by reviewing feedback and assessing key performance indicators (e.g., attendance, engagement, etc.).
3. Analyze and document lessons learned, identifying areas for improvement in future meetups.
4. Share event highlights, photos, and key takeaways with the community through social media, blog posts, or newsletters.
5. Connect with speakers, attendees, and volunteers to maintain and strengthen relationships.
6. Begin planning for the next meetup, applying insights gained from the previous event to enhance the experience for future attendees.

Logistics and guidance

These are provided guidelines for different components of kickstarting a Modular Meetup to help you get started on the logistics of organizing a meetup. A lot of those guidelines are thanks to the wonderful write ups in [Ethereum Meetup Support Program](#) and [Elastic Community Organizer Guides](#) .

Venue

Selecting the perfect venue for your Modular Meetup is essential in creating a welcoming atmosphere for the Celestia community.

1. Startup Incubators* Often they would have spaces for meetups.
2. Libraries* Libraries can normally have spaces for meetups at little to no costs
3. Co-working spaces:* Co-working spaces might be able to offer necessary equipment like microphones, projectors, and whiteboards.
4. Restaurants:* Restaurants might have private rooms for larger groups of people that you can book, depending on the restaurant.
5. Universities and Blockchain Clubs:* Partnering with universities and their local university clubs can offer you a lot of spaces for meetups, as well as necessary equipments if needed for giving a talk.

6. Other options:* If you're having difficulty finding a venue, don't hesitate to ask for help within the Celestia community. Your fellow organizers and attendees may have valuable suggestions or connections.

An ideal venue should offer:

- Sufficient seating for the audience
- A projector and screen
- A microphone (especially for meetups with 10+ attendees)
- Optional: A whiteboard for speakers or workshops (not always necessary, but a nice addition)

Consider recording the event, even with a smartphone, to share with the community later. If the speaker uses a microphone, their voice will be more audible in the video. We might be able to post those recordings of the meetup talks on a meetup youtube channel after.

Remember to negotiate on costs and seek discounts, emphasizing that your meetup benefits the community.

Collaborate with your venue provider to explore options like borrowing recording equipment, tripods, or even having them record the event for you. Some providers may offer these services for free or at a reduced cost.

Catering and refreshments

Providing refreshments or catering for your Modular Meetup enhances the overall experience and encourages networking among attendees.

1. Determine your budget* Identify the amount you can allocate for food and drinks at your event which will help you determine how much you can bring in refreshments. You can also contact the Celestia Devrel team for ideas and support. Costs for refreshments and drinks can vary depending on your location, so be mindful to be flexible on your plans according to your specific location and budget.
2. Offer a variety of refreshments* If you're ordering in, pizza and finger foods work well, but you can also have more budget-friendly options for food.
3.
 - Offering drinks like beer, soda, or lemonade are great, but water also works. Keep in mind that not everyone drinks alcohol so it's not a requirement. But having at least water and plastic cups works well.
4. Plan ahead* Order refreshments 1 or 2 days in advance and schedule delivery to avoid last-minute stress during the event.

By following these recommendations, you'll be able to provide enjoyable refreshments for your Celestia Modular Meetup attendees while fostering a friendly and engaging atmosphere.

Audience

Understanding your audience and estimating attendance are crucial for organizing successful Modular Meetups for Celestia.

1. Research the local tech scene:* Investigate the types of meetups and events popular in your area. Attend other technology-focused events to get a sense of the audience size and interests. This information will help you tailor your meetup to attract a larger audience.
2. Assess the availability of speakers:* Before organizing a meetup, ensure that you have access to a pool of knowledgeable speakers. If you anticipate difficulty in securing speakers, consider joining forces with an existing meetup group or speaking at other events before launching a new group. This approach will help spread the word about your planned Modular Meetup and gauge interest. Speakers are covered in the following section with a reference to Speaker List offered by the Modular Meetup program.
3. Establish connections with other user groups:* Forge relationships with other tech-focused meetup groups to mutually promote each other's events, potentially increasing attendance.
4. Set a regular routine for your meetup:* Communicate how often you plan to hold meetups, whether it's monthly or quarterly, to help attendees manage their expectations and maintain their interest.
5. Organize casual meetups:* If there's a gap between more formal events, arrange casual meetups at pubs or cafes to keep people engaged and connect with potential speakers for future events.
6. Estimate the number of attendees:* Consider factors such as the size of your city, the popularity of the topic, and the appeal of the event description when estimating attendance.

Speakers

Securing engaging and knowledgeable speakers is key to hosting an exceptional Celestia Modular Meetup.

1. Define your event topic* Determine the theme of your event, focusing on areas such as DeFi, Gaming, NFTs, coding workshops, protocol changes, rollups, data availability, or other topics relevant to the Modular ecosystem. This will help you find speakers with expertise in the chosen subject.
2. Utilize the [Speaker List](#)
3. provided by the Modular Meetup program* As a meetup organizer, you have access to a curated list of talented speakers from Celestia Labs and the broader Modular ecosystem. This valuable resource can connect you with

experts who can share their knowledge with your meetup attendees.

4. Aim for multiple speakers* Ideally, invite 2-3 speakers to your event, allotting 20-40 minutes per talk. Schedule short breaks between presentations to maintain audience engagement.
5. Organize the speaker lineup* Discuss the topics and slides with your speakers before the event to ensure a smooth flow. Arrange the talks in a logical order, saving the most impactful presentation for last.
6. Invite local speakers* For your first meetup, consider presenting an introduction to the Celestia ecosystem or a specific area of interest. Encourage local experts or enthusiasts to speak at future meetups. This approach fosters community involvement and helps build a network of potential speakers.
7. Seek speaker referrals* Ask your current speakers, attendees, or other meetup organizers for referrals. Personal connections often lead to discovering new speakers with valuable insights.
8. Leverage your meetup discussion board* Post a call for speakers on your meetup discussion board to reach out to potential presenters within your community. Be clear about the event theme and requirements to attract relevant speakers.
9. Offer incentives and appreciation* Reward speakers with tokens of gratitude, such as T-shirts, gifts, or public recognition, to show your appreciation for their contribution to the meetup. The Celestia Labs Devrel team can help with swag logistics if needed.

Sponsors

Finding sponsors for your meetup can be challenging, but securing financial support is crucial for covering costs related to venue and refreshments.

1. Leverage Celestia Labs' support* Celestia Labs may offer co-sponsorship for your meetup. However, they also encourage organizers to find local co-sponsors to help cover costs and create a more sustainable event.
2. Offer value to your sponsors:* Show potential sponsors how partnering with your event will benefit them. Include their logo on event banners, mention them in the event description, and give them a shoutout at the beginning of the event. If they desire, allow them to place a rollup banner at the venue.
3. Reach out to your network* Ask friends and acquaintances if they know of coworking spaces, schools, universities, or companies interested in sponsorship. A personal connection can significantly increase the chances of securing support.
4. Approach speakers for sponsorship* Request speakers or their affiliated projects to contribute towards the event's expenses, such as catering costs. This can be an effective way to obtain additional funding.
5. Create a sponsorship deck* Develop a compelling sponsorship deck to pitch your event to tech companies in your city or potential online sponsors. This presentation should highlight the benefits of supporting your event and showcase past successful meetups.
6. Research local companies* Investigate businesses in your area that may be interested in sponsoring your event. Tailor your pitch to align with their industry and demonstrate how the meetup can benefit their company.
7. Engage sponsors during the event* Allow sponsors to briefly address the audience, participate in Q&A sessions, or mention their hiring needs. Remember to avoid sales pitches, as they can negatively impact the meetup experience.
8. Thank your sponsors* Express gratitude to your sponsors at the beginning and end of the meetup. Acknowledging their support encourages continued collaboration and enhances the credibility of your event.

Communications and marketing

Effectively marketing and announcing your Modular Meetup is essential for attracting attendees and ensuring a successful event.

1. Plan your announcement* Announce your meetup at least two weeks prior. This gives your audience ample time to prepare and increases the likelihood of their attendance.
2. Utilize Celestia Labs' resources* Celestia Labs can help co-promote your meetup on social media and Discord. They can also add your event to their online calendar, email local contacts, and share the event via their Developer Relations Team on Twitter. Don't hesitate to reach out to them for assistance.
3. Share on social media* Promote your event on Twitter and any other popular social media platforms in your area. Tag speakers, sponsors, and use relevant hashtags to increase visibility.
4. Leverage local community groups* Post your event in local Telegram, Discord, or other community groups relevant to your city. These groups often have many members who may be interested in attending your event.
5. Engage speakers and the venue* Maintain communication with speakers and the venue to ensure any changes can be announced in advance. Trust is critical, so avoid canceling planned meetups whenever possible.
6. Send reminders via [meetup.com](https://www.meetup.com)
7. (optional)* After announcing your event, send a warm invite to your meetup group members through meetup.com. Additionally, send a reminder email one day before the event to encourage attendance.
8. Share with friends and family* Invite your friends, family, and acquaintances to the meetup, as they may help spread the word or know someone interested in the event.
9. Utilize conference groups* If you've attended conferences, share your meetup in the associated Telegram or social media groups, as there may be members nearby who would be interested in attending.

Recording

Recording and live-streaming your Modular Meetup can greatly benefit those who cannot attend in person and expand the reach of your event.

1. Plan for recording* Consider recording your meetup to create additional learning resources and share the knowledge with a broader audience.
2. Consider live-streaming* Live-streaming your event on platforms like Twitch, YouTube, or Twitter allows remote participants to watch and engage in the meetup. This can also boost your event's reach and create a sense of inclusion for those who couldn't attend in person.
3. Coordinate with Celestia Labs* Celestia Labs can potentially help cover recording costs and promote recorded meetups. Reach out to them at [\[email protected\]](#)
4.
 - to discuss available options and support. They can also assist with finding local contacts for recording if you don't have one already.
5. Utilize available resources* If you have a small budget, consider allocating some funds for recording and live-streaming your event. Look for local professionals or affordable equipment rentals to ensure high-quality recordings.
6. Share recordings on Celestia Labs' channels* Celestia Labs can help promote recorded meetups by sharing videos in their meetups playlist on YouTube and hosting them on their website. Ensure you coordinate with Celestia Labs to provide them with the recorded video.
7. Promote recorded content* Share the recordings on your social media channels and meetup group after the event. This helps attendees revisit the content and allows those who couldn't attend to learn from the talks.

Utilizing Meetup.com platform

Celestia Labs is committed to supporting your meetup efforts by helping you with meetup.com, from setting up the group to covering organizer dues. Below is a detailed overview of how Celestia Labs can assist you.

1. Meetup.com organizer dues* Celestia Labs is happy to cover organizer dues for meetup.com. To get started, send an email to [\[email protected\]](#)
2.
 - and let them help you with the process.
3. Co-organizing existing groups* If you already have a meetup.com group but need Celestia Labs' assistance with organizing or covering dues, email [\[email protected\]](#)
4.
 - to add one of their employees as the Organizer.
5. Setting up groups on [Meetup.com](#)
6.
 - Celestia Labs will help you set up your meetup group, including logos, naming, custom URLs, group description, and other essential details. They provide a unique logo for Celestia Modular Meetups, which you can use for your group.
7. User group naming* Celestia Labs recommends naming your group "Celectia Modular Meetup" to encompass various aspects of the Celestia community and create a consistent brand.
8. Custom URL for the group* Meetup.com allows you to create a custom URL for your user group. Celestia Labs encourages consistent URLs across regions, making it easy for people to find your meetup group.
9. Group description* Celestia Labs has a standard group description to ensure consistency across all meetups. However, if you'd like to customize it, let them know.
10. New member intake questions* To improve the quality of your meetups, Celestia Labs suggests a set of intake questions for new members. The answers can help you better understand their needs and interests, allowing you to plan engaging meetups.
11. Welcome message* Celestia Labs provides a welcome message for new members joining your group. If you'd like to customize this message, let them know.

Onboarding questions for community members joining a Modular Meetup

1. Q1: How did you hear about this Modular Meetup?* Why: This information helps us understand the most effective channels for recruiting new participants to the meetup.
2. Q2: What do you hope to gain by participating in this meetup? (e.g., networking, learning about Celestia, learning about Modularity, finding a job, etc.)* Why: This information helps us cater to the needs of the user group members. If most attendees are looking for networking opportunities, we can schedule casual meetups alongside informative talks.
3. Q3: Are you currently using or planning to use Celestia, Rollkit, Celestia's Node API or any of the rollups deployed on Celestia? Tell us all about it. We will use your response to help us better understand what talks would be most beneficial to the group.* Why: Responses to this question help us determine the most relevant talks for the group members. If we discover that most participants are interested in a specific area, we can tailor the talks accordingly.
4. Q4: We love Celestia and the modular ecosystem, but we also appreciate other Web3 technologies. What other topics would you like to hear about? (e.g., Infrastructure, Data Storage, DID, MEV)* Why: Knowing our group participants' interests in other technical areas helps us understand what related topics would be useful and valuable to the group, which in turn helps when recruiting speakers.
5. Q5: Would you be interested in speaking at a future meetup? We welcome 2-minute lightning talks to 1-hour deep dives. Would you be interested in hosting a meetup? If you answer yes to this question, the group organizers will contact you to follow up.* Why: One of the challenges in hosting regular meetups is finding speakers. We hope this

question will identify people eager to share their stories and expertise with the group, making the lives of organizers easier. [] [\[Edit this page on GitHub\]](#) Last updated: [Previous page Overview](#) [Next page Toolkit](#) []