Microsoft

Community-led Party Guide

Would you like to bring Microsoft content and technologies to your local community? We are thrilled to have you as a Community-led Party host! This Guide will provide tips on how to create the best Microsoft Watch or After Party experience to engage your community.

Being a Community-led Party host is a rewarding, and purposeful experience, despite the work involved. As you deep dive into the topics and localize the content, imagine the impact you can help create in your local community!

We hope the information in this Guide will make the process of planning and running your Community-led Party better one! Have fun, and we hope to hear more about your experience after your Community-led Party.

Contents:

What is a Community-led Party?

A Microsoft Community-led Party is an event in which you invite your local community members to come together to either watch a pre-selected session live (Watch Party) or use a similar format but watch the session after the Microsoft event (After Party). In both cases, the goal is to bring content closer to your community and deep dive into a particular topic.

Suggested format and duration

We typically recommend Community-led Parties be 60 to 90-minutes long. You may want to start with your attendees watching either the live or recorded event together, followed by a deeper discussion led by you (and your co-host), and ending with a Q&A.

Culture and audience demographics play a vital role in shaping the format of your Community-led Party.

We have learned that some attendees prefer to watch the recordings before they arrive at Community-led Parties, ready to dive right into discussions. Explore formats that you think will benefit your community, we'd love to hear what works best for you. As you continue in the Guide, you'll see additional tips based on past participants' feedback.

Remember, Community-led Parties should be held during a designated time – ideally within one to two months after the event to ensure that topics are still relevant.

Your checklist
T-45 days before your Community-led Party

☐ Think of what value you want to bring to the attendees at your Community-led Party and the type of content you would like to bring to your local community.

☐ Consider your attendee's journey starting from when your attendee initially learns about your event, to registration, to pre-event preparation and any other steps you want them to take.

☐ Decide whether you will be doing your event in-person, online, or hybrid.

☐ Decide on the date, time, venue (if physical) and tech stack. Be mindful that holidays could impact your final attendee count or how you generate demand. Your tech stack may range from where you plan to host your landing page, how you collect RSVPs, and production tools needed.

☐ Plan the agenda for your Community-Party (suggested 60-90 minutes in length). See the sample agenda below:

- Welcome and introduction by host and co-host.
- Playback of actual event/specific session (we recommend a session of no more than 20-30 minutes).
- Technical discussion and Q&A led by host (20 minutes).
- Close and call to action (5 minutes).

☐ Consider completing a Microsoft Learn [Module](#) together. There are dozens of modules to pick from so you and your attendees can dive into specific topics discussed at Build. As a host you should have received a unique aka link for you and your attendees to share. If you do not have one, reach out to suzanne.chen@microsoft.com.

T-25 days before your Community-led Party

☐ Use the [assets](#) provided, craft your invitation and mail out to your network or user group.

Here's a sample invitation that you can customize and use.

"Hi Friends, I'm hosting a Microsoft [Name of Community-led Party] and I would like you to join me [and co-host -optional] on [event date, time].

[Reason why anyone should attend the event and what they can expect]. I can't wait to share this experience with you. Find more details here [registration or event landing page]. I hope you join us for this two-way conversation as we debrief the breakout session together."

☐ Decide which other platforms or channels you can use to amplify your event (social media, email, Meetup pages) and reach out for support from the local Microsoft office or Reactor if available in your area.

☐ Promote your event. Get your speakers to help amplify on their socials.

☐ Prepare any materials (presentation decks, planted questions or polls) to engage your audience. Remember that your materials should be inclusive and accessible!

☐ Meet your co-hosts and speakers. Arrange for tech checks. Ensure that you are capable of technically producing your show and playback sessions.

Day of your Community-led Party

☐ Create the right ambience, be present, silence your phone, and invite your guests to do so.

☐ Optional – record the session and share your Community-led Party with members of your community who were unable to attend.

☐ Welcome your attendees – we are sure you know what to say, but if you need a quick guideline, here's something simple you could use for your opening!

"Welcome to the Microsoft [name of Community-led Party] hosted by [name] and [co-host]. This session, [session title], will start at [time, time zone]. Here's what you can expect for today's session. [Briefly share your program]"

☐ Share Microsoft's Code of Conduct – please place this in your presentation so it's visible.

Microsoft's mission is to empower every person and every organization on the planet to achieve more. This includes all Microsoft events and gatherings, including on digital platforms, where we seek to create a respectful, friendly, fun, and inclusive experience for all participants. We expect all event participants to uphold the principles of this Code of Conduct, which covers the main digital event and all related activities. We do not tolerate disruptive or disrespectful behavior, messages, images, or interactions by any party participant, in any form, at any aspect of the program including business and social activities, regardless of location.

Microsoft will not tolerate harassment or discrimination based on age, ancestry, color, gender identity or expression, national origin, physical or mental disability, religion, sexual orientation, or any other characteristic protected by applicable local laws, regulations, and ordinances. We encourage everyone to assist in creating a welcoming and safe environment. Please report any concerns, harassing behavior, suspicious, or disruptive activity to Business Conduct Hotline (1-877-320-MSFT or buscond@microsoft.com).

Microsoft reserves the right to refuse admittance to or remove any person from Microsoft events.

Our values | Diversity & Inclusion | Accessibility | Sustainability

☐ Welcome diverse voices, be inclusive and demonstrate empathy. Our mission at Microsoft is deeply inclusive: empower every person and every organization on the planet to achieve more. We believe different perspectives help us all to achieve more.

☐ Engage your audience - encourage attendees to ask questions and share thoughts. As a host, have a few good questions ready to start the discussion.

Questions to engage your attendees and get a sense of who they are and their needs.

Where are you joining us from?
1. *Did you register for <the actual event e.g., Microsoft Build, Microsoft Ignite>*
2. *How many sessions have you attended? (0, less than 5, 5 and more)*
3. *What are some of the sessions that you have attended?*
4. *How can we improve today's session? (better content, better speaker, better engagement)*

Good to have:
1. *Have you ever used (platform/language – depending on topic of session)? Tell us about your experience!*
2. *How relevant is today's topic to your work?*
3. *What are your main takeaways from today's session? What stood out to you?*
4. *What is one thing you are hoping to learn from this topic today?*

Ice Breakers:
1. *Today I'm feeling … (happy, excited, sad, etc.)*
2. *I am currently drinking … (water, coffee, tea, beer, etc.)*
3. *Where do you work from most frequently at home?*
4. *What is one thing that you are thankful for right now?*
5. *What books, TV, movies, podcasts, etc. are you reading/listening/watching to right now that "feed your brain"? Share with us!*

☐ Share with us your success: track RSVPs, distribute evaluations and collect attendee feedback. Take photos and have fun!

Encourage your attendees to complete one or more Microsoft Learn Modules from the Microsoft Build collection. You can list them all on a presentation slide, or follow-up in a thank you email. Remember that learning should be an ongoing journey.

After your Community-led Party

☐ Thank you and call to action. Be sure to include the Learn Collection Modules as your post Community-led Party "go-do" in all your communications to encourage your attendees to skill up. We would be delighted to learn how many of your attendees completed a Learn Module!

☐ Submit attendance. Please provide us with your final attendee count for your Community-led Party. If you are hosting more than one Party, please give us a breakdown of the attendees for each.

☐ Acknowledge that the survey has been sent/shared with attendees.

Confirm that the survey has been shared with attendees. We will advise on the submission date for all evaluations nearer to the date.

☐ Share your success with us! Please let us know your final attendee count, attendee feedback, photos, videos, and learnings. You can also share some of these successes with your social channels! Remember to use the appropriate hashtags to join the conversations.

Contact us

We regularly update this document, so please do check back periodically for the latest version. Meanwhile, we're happy to answer any of your questions. Please drop us a note.

suzanne.chen@microsoft.com