



# HOW TO HOST A SUCCESSFUL WDS MEETUP

## Thanks for your interest in hosting a meetup at the 2016 World Domination Summit!

The goal of WDS is to bring together people who believe in and live out the core values of **Community, Adventure, and Service**. For the past 5 years, attendee-led meetups have been an integral part of the WDS experience and the best way for us as a community to learn from each other.

The goals of meetups are to:

- Help each other in our pursuits to live remarkable lives
- Make new connections within the WDS community
- Do something fun and memorable together

As an attendee, you have the opportunity to propose and host meetups, attend meetups, or do both. This document was created to help you plan the best, and most successful meetup possible.

*Before submitting a meetup proposal, please take a few minutes and read this document completely. Submitted proposals that do not include all required information will not be approved.*

## Planning Your Meetup

WDS attendees come from all over the world to experience community, and meetups are a large part of that experience. From photography to business to travel—and many other subjects—part of what makes these events so valuable is the breadth of topics and experiences they can cover. Here are some of our golden rules to consider when planning your meetup event:

**1. Have a Plan.** Even the most loosely organized social event has a plan. Think about your agenda, flow, space—and how it all works together to create a compelling event.

**2. You Are Responsible For Your Own Meetup.** WDS provides the avenue to host, promote, and to RSVP for a meetup through our online system and mobile app. We will publish meetups that meet our guidelines. However, you are the master of your own meetup and are responsible for ensuring a quality, well-prepared experience (including all planning, execution, promotion, etc.).

**3. Be Realistic and Strategic Regarding Attendee Numbers.** Most meetups won't have hundreds of people, nor should they. Bigger is not necessarily better. Your meetup size should be based on what will be the best experience for all. If you have an audience of your own at a venue and expect 20+ people to attend, make sure to contact the venue ahead of time. Some outdoor public areas, like Pioneer Courthouse Square, are great places to meet but they have their limitations as well (competing events, not quiet, etc.).

**4. Your Meetup Should Foster Discussion and Community.** Whether a formal Q&A session, or groups of people talking while on a hike, or gathering around a table at a restaurant—a sense of community must be created through valuable discussion. Meetups are NOT about selling yourself, promoting a product, or pitching a service. WDS is about bringing people together to learn from each other and strengthen relationships.

## Choose a Meetup Type/Format

You'll want people attending your meetup to have a good idea of what to expect. The following are the 3 most common types of meetups hosted at WDS. Choosing a specific meetup type will also help with your planning.

## Discover (Class/Workshop)

Workshops are a great way to teach or train and sometimes entertain. Don't forget that most attendees that come to this type of format style are there to learn and to socialize. You can host one alone, with a partner, or do a panel type discussion. The best experiences facilitate community.

*Discover meetup examples:*

- *how to learn a new language*
- *what's it like to live in a tiny house or RV*
- *how to improve your coaching business*

## Network (Hangout/Collaborate)

These meetups bring together people who share similar interests and facilitate a conversation. Presentation of content by the hosts should take up no more than 20% of the time, so that the focus is truly on interaction and networking.

*Network meetup examples:*

- *solo female digital nomads*
- *health enthusiasts*
- *higher education reformers*

## Experience (Activity)

These meetups are focused on doing something together and creating a shared experience. Tip: make sure that the activity is approachable so that enough people will be able to do it.

*Experience meetup examples:*

- *cacao tasting*
- *urban hiking in Portland*
- *service project at a local non-profit*

## Choose a Venue

Selecting a location depends on your meetup format. A bar may work for a networking event, but the noise wouldn't suit a panel discussion. A list of suggested venues can be found at the end of this document. Here are some additional things to consider:

- It's usually best to host your meetup event in a place that is somewhat close to WDS HQ in Downtown Portland (1111 SW Broadway, 97205) so that it's easy for attendees to get to. If it's further away, make sure that it's close to public transportation. (Exceptions can be made for something like a hike in the Columbia River Gorge or Forest Park.)
- Ensure that the place you choose is not too loud. Even if you are hosting a happy hour at a bar, make sure that the volume of the music there is low enough so that people do not need to yell or have a hard time hearing others that are a few feet away.
- Make sure you choose a place that works for the number of people you expect to attend. Set an RSVP limit on your event that is appropriate for the space.
- If your meetup requires special equipment such as a chalkboard, mirrors, TV screen, or a projector, make sure that your venue can accommodate you (or that you plan to bring these items on your own).
- If you are planning to host an event outdoors, have a backup location in case of inclement weather.

When choosing a venue, think about your ideal attendance, how participants will flow through the space, and how they will communicate with each other. Consider access to basic necessities including restroom facilities, food and water. If you're in a private room at a bar or restaurant, try to make sure that the staff know who you are and that they'll communicate to arriving guests where the event is being held.

## Write Your Meetup Description

Your title is the first thing other attendees will see, so make sure it's catchy and has some information on what they should expect. *For example: "Hollywood Stunts - Trampoline, Free Fall, and Fight like a Movie Star." This is more clear than "Hollywood Stunts - come out and have fun."*

Your meetup description should aim to answer the following questions:

- Who is the meetup geared toward?
- What topics should be covered?
- What's the tone or vibe of the meetup?
- What will the format of the event be?

## Promoting Your Meetup

If approved, your meetup will be posted to the WDS app for lots of people to see, but it is up to you to further promote your event. Use social media—Facebook, Twitter, Instagram, etc—to let folks at WDS know what you're up to (our hashtag is **#WDS2016**). Tell people about your meetup as you meet them throughout the week.

## Meetup Planning Checklist

### Prior to the Event:

- ☐ Think through your goals and audience
- ☐ Select a format style: Discover, Network, or Experience
- ☐ Find the right venue for your meetup event
- ☐ Confirm with the venue (if necessary) where you will have the meetup event
- ☐ Outline an agenda for the meetup
- ☐ Prepare all the items you will need: signs for people to find you, camera, projector, microphone, etc.
- ☐ Promote your meetup in person and on social media
- ☐ Connect with RSVPed attendees using the WDS App

### Day Of:

- ☐ Arrive at meetup location at least 30 minutes early
- ☐ Go over the agenda with any guest speakers or co-hosts
- ☐ Greet attendees as they arrive and take attendance
- ☐ Give your attendees a brief overview of how the meetup will go
- ☐ Use an icebreaker to get them socializing with others
- ☐ Take pictures/videos and share on social media

## Venue Suggestions

There are lots of different venues in Portland each catering to a different sized crowd and type of activity. Here are some suggestions and things that have worked well in the past. We strongly suggest contacting venues ahead of time to discuss any policies/guidelines. We also suggest using an online resource like **workfrom.co** to search for other venues that are potentially good places to meet.

Venue	Description	Cost	Cap
<b>Ace Hotel</b>	Small but convenient to WDS. Stumptown coffee/Clyde Common restaurant	\$/\$\$\$	< 20
<b>Americano</b>	Coffee and cocktail bar	\$-\$\$	5-15
<b>Barlow</b>	Artisanal cocktail bar very close to WDS	\$\$	5-20
<b>Blitz Pearl</b>	Great for larger casual meetings. A bit of a “college sports bar” feel	\$\$	10-50
<b>Coffee Time</b>	Quietest coffee shop in NW Portland	\$	5-15
<b>Century</b>	Theater style sports bar with cocktails	\$\$	10-25
<b>Departure</b>	Great rooftop space close to WDS; busy weekend evenings (make reservations)	\$\$\$	10-50
<b>Deschutes Brewery</b>	A little crowded; great location	\$\$	10-25
<b>Director Park</b>	A little more crowded than Park Blocks but makes a great central meeting place	Free	10-50
<b>Fat Head’s Brewery</b>	One of Portland’s most spacious breweries; in the Pearl District	\$\$	5-50
<b>Jackknife Bar</b>	Large cocktail bar in Sentinel Hotel; large selection of vegan/GF food	\$\$	5-25
<b>Keller Auditorium</b>	Near WDS; foyers and halls are open to public and make a quiet meetup spot	Free	10-20
<b>Lownsdale Square</b>	Park block near WDS; includes benches and some green space	Free	10-15
<b>Nel Centro</b>	Popular outdoor bar inside Hotel Modera (make reservations)	\$\$\$	12+
<b>The Nines (Lobby)</b>	Open atrium with options for drinks at adjoining Urban Farmer bar	Free	10-20
<b>Park Blocks (South)</b>	Great for any kind of outdoor activity or place where people come and go	Free	10-100
<b>PAM Sculpture Park</b>	Outdoor sculpture garden between Portland Art Museum buildings	Free	10-15
<b>Pioneer Courthouse Sq</b>	Portland’s living room; an easy, central place to meet up	Free	5-50
<b>Pips &amp; Bounce</b>	Great Eastside casual place to have a drink and play ping pong	\$\$	< 25
<b>Prasad</b>	Juice/wrap bar adjacent to yoga studio; good for quiet health-conscious meetups	\$\$	< 25
<b>Punch Bowl Social</b>	Huge space in Pioneer Place mall; multiple bars and activities, games, etc.	\$\$	5-500
<b>Raven &amp; Rose</b>	For bigger meetups; great location close to WDS (make reservation)	\$\$	5-50
<b>Red Star Tavern</b>	Inside Hotel Monaco; bar for small groups or backroom (make reservation)	\$\$	25-100
<b>Ringlers Pub</b>	Popular bar/restaurant for larger groups (call ahead)	\$\$	20-75
<b>Rock Bottom Brewery</b>	Large chain pub in downtown Portland; reserve tables upstairs	\$\$	10-50
<b>Shift Drinks</b>	Casual cocktail bar with upstairs meeting space	\$\$	10-50
<b>Tilt</b>	Fantastic food/drink in the Pearl District; meet at the bar	\$\$	10-25
<b>Yard House</b>	Very close to WDS but with less character; chain restaurant/bar	\$\$	5-15

## Outdoor Gathering Suggestions

If you are planning an outdoor gathering, such as a hike or run, it’s a good idea to start at a common, easy-to-find meeting point. You could meet outside any of the spots above, or here are a few additional suggestions:

- Salmon Street Springs Fountain: SW Salmon St & SW Naito Parkway
- Giant Elephant @ North Park Blocks: NW 8th Ave & NW Burnside St
- Starbucks @ Pioneer Courthouse Square
- Fountain @ Director Park
- (East Side) Front entrance to OMSI