# Herding Cats

## Lessons Learned Organizing User Groups

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@sabiddle

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# Lenny doesn't want to start a user group

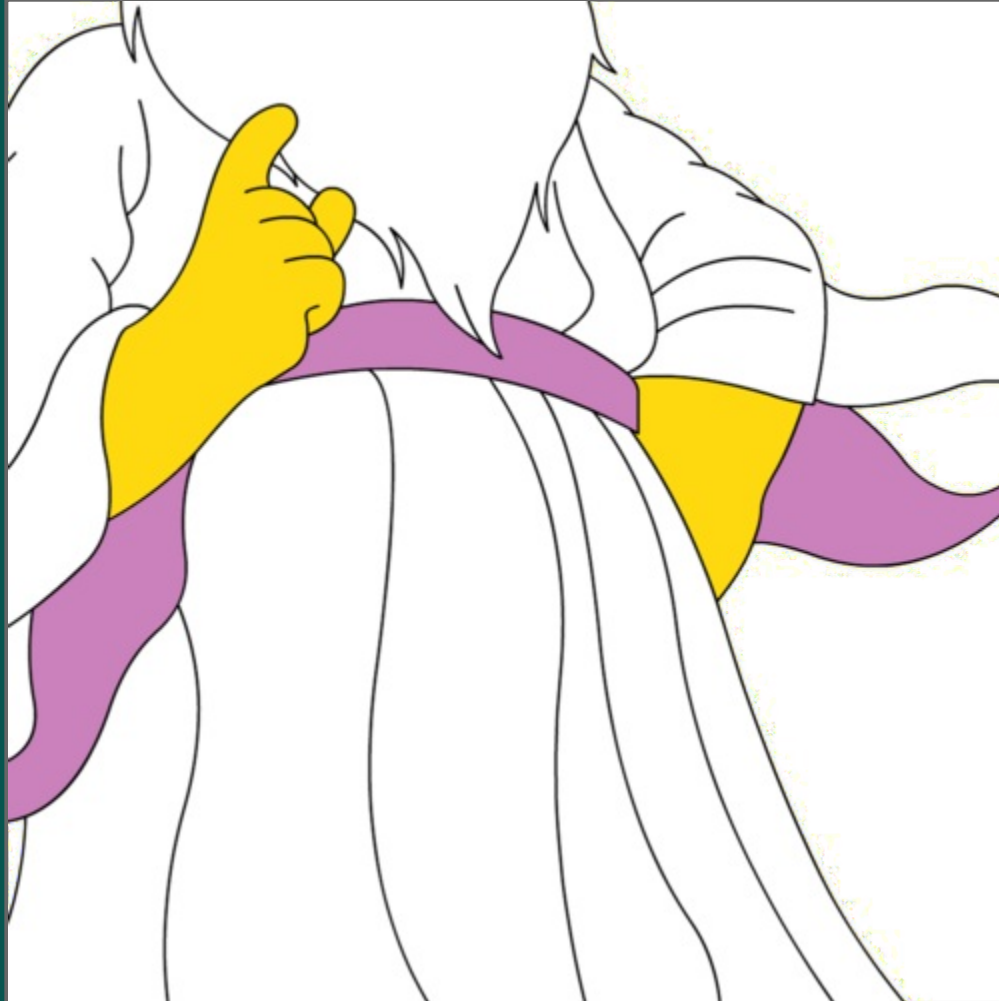# Don't be Lenny

# Necessary Evil of Meetup.com

BROKEN

# Picking Your First Venue



You think people are creepy, people think you're creepy

# Creating the First Event

# Don't Go Full Stonecutters

# Don't Get Discouraged

# You're Running the Show

# Or... maybe not

# Movin' On Up to Your Next Venue



Keep it public, but not in the middle of the crowd
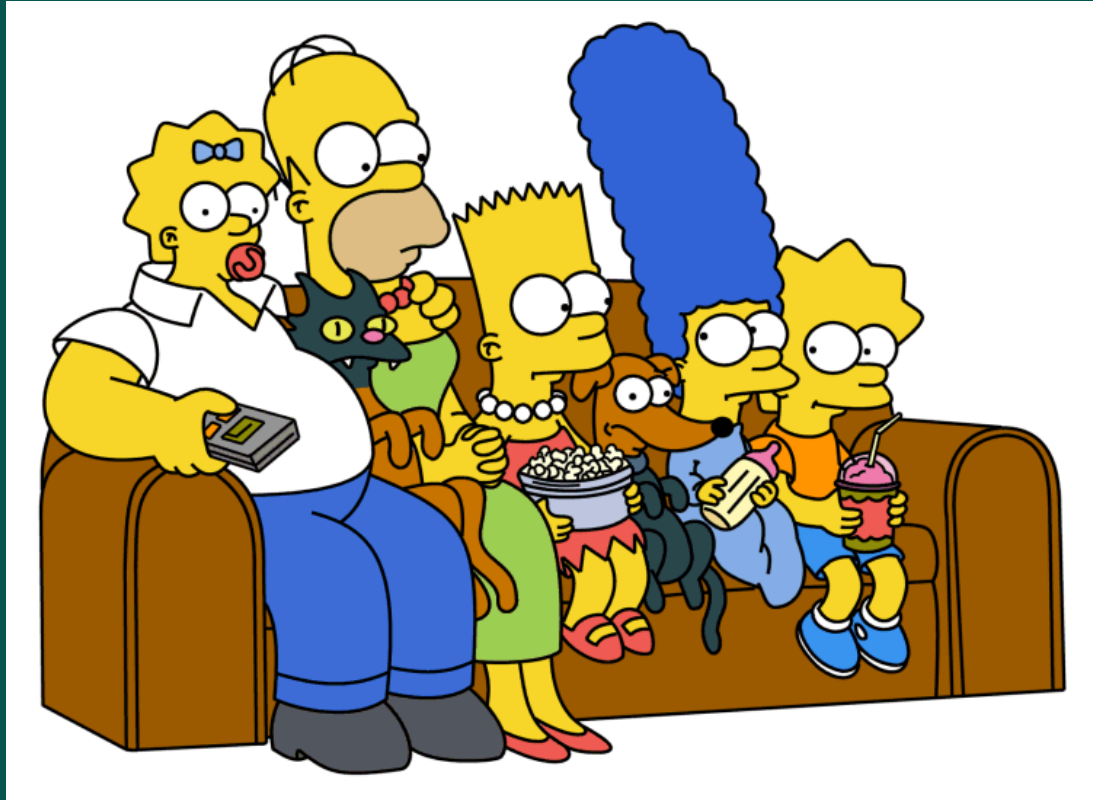
# Free Beer Is The Better Answer

# Be Nice to Troy

# May Start a Bit Rough

# Perfect Before You Know It

# I've Run Out of Relevant Simpsons Images



## Onto the Specifics

# BuffaloPHP's Setup

- Every 2nd Tuesday
- Always at 6:30p
- First 45 minutes are beginner content
- Half hour for introductions, food, and networking
- Last 45 minutes for advanced content
- I stay for anyone that wants to talk more

# Why Divide Content?



and

# Tools

nextplex.com

doodle.com

Have Fun