MuleSoft Meetup Leader Handbook

Congratulations! You are now officially a MuleSoft Meetup Leader. We're excited to have you and appreciate your dedication. This handbook provides everything you need to succeed, so please review it carefully. Let's get started!

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What is the MuleSoft Community?

Welcome to the largest community for integration and automation professionals! Whether you're a developer integrating with code or a business user integrating with clicks, this is the best place to **learn, network, and share** with others in the MuleSoft Community.

We offer many opportunities to participate and grow with us. Our programs are designed to be complementary, so you can join the Mentor program, lead a local MuleSoft Meetup, etc., engaging in any combination that suits your passion.

Our Community team is dedicated to supporting your growth. You'll be working with:

- **Sabrina Marechal**, Director of Community
- **Sabrina (Hockett) Barnes**, Community Marketing, Mentors, and Ambassadors
- **Isabella Navarro**, Community Enablement & Evangelism
- **Sydney Lee**, Community Programs and Meetups
- **Caitlyn Maddux Mayda**, Strategic Events and Internal Engagement

We're here to answer any questions, provide feedback, and guide you through your journey!

What is a MuleSoft Meetup?

MuleSoft Meetups are an excellent way for leaders and community members to connect, share knowledge, and find solutions to integration challenges. The primary goal is to help attendees succeed with their integration and automation needs.

These events are run **by the community, for the community**, sometimes with support from local MuleSoft team members. Topics are decided by organizers and attendees, which allows for open discussion and real-time problem-solving.

Anyone passionate about MuleSoft can become a Meetup Leader. Leaders should:

- Embody the MuleSoft mission and values.
- Be recognized as MuleSoft experts.
- Be motivated to engage with current and potential users.

Perks

We deeply appreciate your support and want to recognize your contributions. Here's how we support you as a Meetup Leader:

- **Recognition and Visibility**

Enjoy the MuleSoft Meetup Leader title with a special badge to showcase your role. We may also feature your achievements on our website, blog, social media, and events.

- **Knowledge**

Access regular Q&A sessions, enablement opportunities, and the latest product updates.

- **Gifts and Materials**

Receive a Welcome Kit if you become active within your first quarter and host a MuleSoft Meetup; plus special discounts to attend Salesforce events.

- **Exclusive Access**

Engage directly with our team through a private Slack channel for Meetup Leaders.

Resource Library

Our Resource Library offers slide decks, cheat sheets, tips, templates, and graphics for your Meetups. It's regularly updated with product launches and major updates. You can also share your presentations with other Leaders. Learn how to contribute [here](#).

Engaging With Meetup Leaders

Slack Workspace

Join our Slack workspace to discuss ideas and strategies, and get support from other Meetup Leaders and the MuleSoft team. You can also request a dedicated channel for your group to continue discussions post-Meetup. You're encouraged to share the workspace with

colleagues and friends who could benefit. If you know someone interested in learning more about MuleSoft, invite them [here](#).

Managing Your Events

Using Bevy

Bevy powers Meetups.MuleSoft.com and is your primary tool for managing your in-person and virtual events. With your Bevy account, you can oversee your group page, events, invitations, newsletters, and attendees. The admin panel in Bevy offers attendee data and check-in features, enabling you to accurately track your community's growth and engagement.

Event Publication
When an event is published on Bevy, group members will automatically receive an email notification 45 minutes after it has been published. Reminder emails are sent 3 days before the event, and a post-event survey for feedback is distributed after the event concludes.

Survey Results
View attendee feedback by going to Dashboard > Select your group > Events > Completed > Select Event > Surveys Post-event.

Virtual Events

Meetup leaders can host virtual events to engage a wider audience. To create a virtual event, watch [this step-by-step video](#) or follow the steps below:

1. Log in at meetups.mulesoft.com and navigate to the dashboard.
2. Click 'New Event' on the right side.
3. Select 'Virtual Meetup.'
4. Fill in event details (title, description, date, time, panelists, and moderator).
5. Choose 'Bevy Virtual' as the platform.
6. Add event tags based on the topic of your Meetup.
7. Click 'Publish.'

Registration and Check-in
Attendees must register to receive a unique URL for the event, included in their email confirmation and reminder emails. Bevy will automatically manage check-ins for the event.

Roles in a Virtual Event
- **Host:** Admins with full control (e.g. remove or mute users).
- **Presenter:** Speakers who have audio and video capabilities but no moderation tools.
- **Attendees:** Viewers who can participate in the chat. Attendees can be promoted to either Presenter or Host status by changing their role via the participant list.

Best Practices
- Select a co-host to help monitor the chat and resolve technical difficulties.
- Bevy has a native webinar tool for hosting your virtual events. Test your camera, microphone, and screen sharing functionality prior to the event.
- The session is open to attendees 1 hour before the event starts. You, as the host, have the option to join early.

For product releases or support, visit the [Bevy Help Center](#).

In-person Events

Selecting a Venue
Ensure your attendees have a clear date, time, and address of when and where the event is taking place. A company meeting room is ideal. Otherwise, consider these alternatives:

- Ask a group member to host.
- Check with local offices or partners.
- Explore co-working spaces.

Please avoid noisy bars or restaurants. If the venue changes, inform attendees promptly.

Recommended Setup

- **Registration Table:** Set up an entry table for volunteer-assisted check-in and registration.
- **Food and Beverage:** Plan to provide snacks and drinks (e.g., pizza, soft drinks) for approximately 70% of registered attendees, accounting for a 30% no-show rate.
- **Presentation Area:** Equip with a projector or large monitor, a speaker system, and microphones as necessary.

Budget and Reimbursement Guidelines

Meetups are generally low-cost. MuleSoft may offer support for expenses such as venue rental or food, on a case-by-case basis. All reimbursable costs must be approved by MuleSoft in advance:

1. Submit quotes and budget approval requests in the MuleSoft Community Workspace. Navigate to the #help-desk-community channel and submit the request via the 'Community Requests' workflow.
2. Request a Stripe onboarding link to receive a refund after the event.
3. Only incur expenses personally: Salesforce cannot reimburse companies. We will reimburse you as an individual community member.
4. Do not independently order custom MuleSoft-branded items or swag; follow our established swag request process in the #help-desk-community Slack channel.

MuleSoft can cover up to **$600 USD**. Below is the approved breakdown:
- Room Rental and Snacks/Drinks: $300-600 USD
- Food and Drinks Only: $100-200 USD
- For larger events requiring additional budget, submit quotes and budget approval requests before proceeding.

Swag
Swag must be requested **at least 2 weeks in advance** of your event. **Do not** independently order custom MuleSoft-branded items or swag.

1. Submit your request in the MuleSoft Community Workspace. Navigate to the #help-desk-community channel and submit the request via the 'Community Requests' workflow.
2. Send Sydney Lee a DM in Slack or email sydney.lee@salesforce.com with the following information for delivery:
   - Name
   - Phone number
   - Address

Find Speakers and Source Topics

As a Meetup leader, your primary role is to coordinate topics and identify great speakers, rather than delivering every presentation yourself. We recommend utilizing the first Meetup to introduce yourself, engage with group members, and collaboratively discuss future topics.

Finding Speakers

- **Slack Channel:** Connect with potential speakers by joining the #meetup-speaker-pairing channel in the Slack workspace.
- **Customer Stories:** We may be able to assist in finding local customers to share their success stories and best practices, or local employees to deliver technical content.
- **Panel Discussions:** For panel Meetups, assemble 3-4 speakers from diverse backgrounds to encourage interaction and new perspectives.

Sourcing Topics

Meetup Series
Consider creating a series of 2-3 Meetups to increase engagement. These can cover use cases, demos, or challenges in new and exciting ways.

In-person Events
To engage attendees and generate future topic ideas, provide each person with three sticky notes to write down their suggestions. Afterward, collect, categorize, and have the audience vote on their preferred topics. This helps build a pipeline of topics for future events.

Visual Identity

Maintaining our brand's visual identity is critical. Please use the provided designs in Bloomfire without modification. For additional assets, email meetups@mulesoft.com.

Communication

To communicate effectively and foster a positive environment in your Meetup groups...

Do:
- **Communicate with confidence and expertise.** Share your knowledge clearly and assure others of your understanding.
- **Respect diverse opinions and encourage debate.** Value different viewpoints and create a space for open discussion.
- **Be direct, succinct, and straightforward.** Get to the point efficiently and avoid unnecessary complexity.

- **Use humor to make participation enjoyable!** Lighten the mood and encourage engagement with appropriate humor.

Don't:
- Use profanity and bullying.
- Promote personal products or disparage competitors.

Promote Your Event

To effectively promote your event, ensure you **publish your Meetup at least 4 weeks in advance**.

To effectively promote your meetup, consider the following:
- Inform your colleagues.
- Share on social media such as LinkedIn and X.
- Post in relevant MuleSoft groups on Slack, LinkedIn, and our forums.
- Encourage your company to share with prospects and customers, always keeping in mind that Meetups are community-focused events.

On the event page, provide a detailed engaging description. Highlight what attendees will gain and the types of people they'll meet. If you have notable speakers, showcase their expertise and what they will discuss.

The MuleSoft Community LinkedIn page

For all major MuleSoft Community updates, events, and more, please follow our [MuleSoft Community LinkedIn page](#).

Trailblazer Forums

For questions or content related to our joint Salesforce product lines, feel free to check out and contribute to our Trailblazer forums linked below. Please note that you will have to create a Trailblazer profile to participate.

- [MuleSoft](#)
- [MuleSoft Composer](#)

- [MuleSoft RPA & IDP](#)

FAQ

1. **Am I solely responsible for running a group?**
   No, we're here to assist as needed. We aim for up to five Leaders per group to enhance the experience through diverse profiles.

2. **Do all leaders need to attend every event?**
   Not necessarily. Leaders can divide responsibilities and organize events independently, but good communication is essential to avoid issues.

3. **How do I order swag for my event?**
   Swag must be requested at least 2 weeks in advance of your event. **Do not** independently order custom MuleSoft-branded items or swag.
   - Submit your request to #help-desk-community in the MuleSoft Community Workspace (in the channel, go to Workflow → Community Requests).
   - Send Sydney Lee a DM in Slack or email sydney.lee@salesforce.com with the following information for delivery:
     - Name
     - Phone number
     - Address

4. **How can I cover my expenses?**
   We can help find sponsors or partners and advise on venues. Financial support for events may also be available on a case-by-case basis and must be pre-approved before your event to qualify for reimbursement.

   Expenses can be reimbursed up to $600 USD. Submit quotes and your approval request to #help-desk-community in the MuleSoft Community Workspace (in the channel, go to Workflow → Community Requests).

   Request a Stripe onboarding link to receive a refund after the event. After your event concludes, send Sydney Lee a DM in Slack or email to sydney.lee@salesforce.com with the following:
   - All receipts for this event (NOTE: Without a receipt, we cannot reimburse)
   - Total requested reimbursement amount
   - The email that is connected to your Stripe account

5. **What are my commitments?**

We encourage you to organize at least one Meetup a quarter, but are required to host at least two Meetups a year to retain your Meetup Leadership role. If you can't maintain this or need to step down, let us know, and we'll find a new Leader. Adherence to our Code of Conduct, Privacy Policy, and the Salesforce Program Agreement is also required.

6. **How do I find a speaker for my event?**

Utilize the #meetup-speaker-pairing channel in the MuleSoft Community Slack workspace. Submit the 'Looking for Meetup Speaker' workflow, and provide information on your event. Potential speakers will respond to your thread with their interest.

7. **What are the benefits of being a Meetup Leader?**

We support your career growth by providing resources to become a MuleSoft expert. We also highlight your achievements on our website and within the MuleSoft Community.

8. **How do I interact with my group members?**

Use the e-mailing tool in Bevy for communication. A Slack channel can be provided upon request. We do not support local groups on social media like Facebook or LinkedIn.

9. **How early should I announce a Meetup? What if I announce it late?**

Ideally, announce events at least 4 weeks in advance. If it's less than 10 days before, be aware that our ability to support promotion may be limited due to a busy calendar.

10. **What if I forget to check in attendees or lack time?**

Checking in attendees helps track event growth. We strongly encourage this, but if needed, we can set permissions in Bevy for someone to assist.

11. **How can I get advice on running a Meetup?**

Post questions in the #meetup-leaders Slack channel to get advice from others.

12. **How does MuleSoft gather feedback on the program?**

We use surveys to collect feedback from local communities on Meetups. We value your suggestions and encourage you to share ideas for improvements.

13. **How should I structure a Meetup?**
    We recommend structuring Meetups with one to three 20-30 minute talks, a Q&A session for each, and networking time at the end. This format encourages discussion and attracts more attendees.

For those who are not yet Meetup Leaders:

14. **How do I become a Meetup Leader?**
    Those who are interested in becoming a Meetup Leader can apply during the limited open application period, once a quarter. Navigate to the 'Get Involved' section of https://meetups.mulesoft.com/ to check if applications are open. If applications are currently closed, please check for an open application announcement on the MuleSoft Community LinkedIn page.

15. **What are MuleSoft Meetups?**
    MuleSoft Meetups are an excellent way for leaders and community members to connect, share knowledge, and find solutions to integration challenges. The primary goal is to help attendees succeed with their integration and automation needs. These events are run by the community, for the community, sometimes with support from local MuleSoft team members. Topics are decided by Meetup Leaders and attendees, which allows for open discussion and real-time problem-solving.

16. **Where do Meetups take place?**
    Meetups can be hosted virtually on https://meetups.mulesoft.com/, or in-person in your local community. Meetup Leaders select a venue ahead of the event date and will ensure you have a clear date, time, and address of when and where the event is taking place.

17. **How can I be informed of upcoming events/Meetups?**
    Meetup group members will be notified via email of all upcoming events in their group. To join a group, click on an active Meetup group on https://meetups.mulesoft.com/ and click 'Join This Meetup Group.'

    You can also follow the MuleSoft Community LinkedIn page to get weekly updates on upcoming events.

    Lastly, you can request to join the MuleSoft Community Slack workspace to get updates on upcoming events in the #community-event-announcements channel.

Code of Conduct

Last Updated: May 10, 2017

The MuleSoft Meetup Program has been developed to expand the MuleSoft community. Any profile can apply to become a MuleSoft Meetup Leader ("Meetup Leader"). If you are selected, you will have the opportunity to become a leader and organizer of MuleSoft meetup groups across the world.

Meetup Leaders are required to adhere to this Code of Conduct. Your Meetup Leader status is nontransferable and may be suspended or removed at the discretion of MuleSoft at any time. Any breach of this Code of Conduct shall be cause for immediate termination. If your Meetup Leader status is terminated, all rights granted under the Meetup Program and this Code of Conduct will immediately cease.

Meetup Leaders will be introduced as such on the official MuleSoft Meetup Program website (https://meetups.mulesoft.com) through a bio listing their experience in integration and the MuleSoft ecosystem. Meetup Leaders can promote MuleSoft and its Developer Community by contributing articles for the official program's website (https://meetups.mulesoft.com/past-meetups/), publishing content about their experience with MuleSoft's products and meetups on social networks and on their personal website. Any use of the MuleSoft name or logos must be in express accordance with MuleSoft's marketing and branding policies as provided to you.

MuleSoft may also help Meetup Leaders with the organization of local meetups. To assist and guide you, you will be granted direct contact with the Developer Relations Community Manager at MuleSoft. Unless otherwise specific in a signed writing between you and MuleSoft, MuleSoft has no financial obligations toward your meetups.

After demonstrating your commitment as a Meetup Leader during a three-month probation period, you may receive special MuleSoft swag. As a Meetup Leader, you agree to only use your Meetup Leader status to promote the MuleSoft ecosystem. You may not promote a MuleSoft competitor or another integration solution and may not harm MuleSoft's reputation. You further agree not to use your Meetup Leader status to promote your personal business and activities. As a MuleSoft Meetup Leader, your actions reflect on MuleSoft's reputation. You are expected to behave in a professional manner, appropriate to the given circumstances. You agree to conduct such promotions as an individual and not a representative of MuleSoft.

A Meetup Leader is an independent volunteer position with no compensation or pay implications. You agree that you will not be considered or deemed to be an agent, employee, joint venture, independent contractor, or partner of MuleSoft. You will have no status as an employee or contractor or any right to any benefits that MuleSoft grants its employees or contractors.

You agree that you: (a) will not allow anyone to use your Meetup Leader title; (b) will not sell, trade, or otherwise transfer any data you are provided or your Meetup Leader status to another party; (c) will not use any MuleSoft services to store or transmit any content, including your Leader Content (as defined below), that may be infringing, defamatory, threatening, harmful, or otherwise tortious or unlawful, including any content that may violate intellectual property, privacy, rights of publicity, or other laws, or send spam or other unsolicited messages in violation of applicable law; (e) will not use any data that you are provided with for any purposes other than in direct relation to your role as a Meetup Leader; (f) will not upload to, or transmit from, the MuleSoft services any data, file, software, or link that contains or redirects to a virus, Trojan horse, worm, or other harmful component; (g) will not attempt to reverse engineer, decompile, hack, disable, interfere with, disassemble, copy, or disrupt the integrity or the performance of MuleSoft services, any third-party use of the services, or any third-party data contained therein (except to the extent such restrictions are prohibited by applicable law); (h) will not access the MuleSoft services in order to build a competitive product or service or copy any ideas, features, functions, or graphics of the Services; (i) will not attempt to gain unauthorized access to the services or its related systems or networks; or (j) will not authorize, permit, or encourage any third party to do any of the above. MuleSoft reserves the right to correct or delete a Meetup Leader's content, close and delete the Meetup Leader's account, or report an illegal behavior to the authorities if necessary.

MuleSoft is a registered trademark of MuleSoft. You are granted a limited, revocable license to use the MuleSoft marks provided to you only in the scope of your Meetup Leader activities in accordance with this Code of Conduct and MuleSoft's marketing and branding policies.

All right, title and interest to anything (either in whole or in part) conceived, devised, developed discovered, invented or reduced to practice in connection with your role as a Meetup Leader ("Leader Content") shall be the sole and exclusive property of MuleSoft. You warrant that you are the proprietor of all intellectual property rights concerning your Leader Content and to comply with intellectual property laws. If you send MuleSoft any feedback or suggestions regarding MuleSoft or any MuleSoft services (collectively "Feedback"), such Feedback shall be the sole and exclusive property of MuleSoft without any obligation or compensation to you.

If you are permitted to publish content on MuleSoft websites, you shall be responsible for your content's compliance with all applicable foreign, federal, state, and local laws, rules, and regulations in connection therewith. You agree to be solely responsible for the accuracy, quality, integrity, and legality of your content and of how you acquired or generated this content. You are solely responsible for the content that you upload, publish, display, link to, or otherwise make available via the MuleSoft services, and agree that MuleSoft is only acting as a passive conduit for the online distribution and publication of your content. However, MuleSoft reserves the right to remove any content it deems in violation of this Code of Conduct or at its sole discretion.

No swag or promotional material provided by MuleSoft may be sold, loaned, rented, or used for any gain other than promoting MuleSoft. If you create an unofficial MuleSoft community page on Facebook, Twitter, Google + or any other social network, you must clearly state that the page is not a MuleSoft official page. Further, you may not use the MuleSoft name or trademark in a domain name without the written consent and authorization of MuleSoft.

You agree to defend, indemnify, and hold MuleSoft and its officers, directors, and employees harmless for any violations of this Code of Conduct.

As used in this Agreement, "Confidential Information" means all business, technical and financial information that is disclosed by MuleSoft to you. All Confidential Information is and will remain the sole and exclusive property of MuleSoft. You may not use the Confidential Information except as required to fulfill your obligations under this Agreement. You may not, directly or indirectly, communicate or in any way divulge to any other person or entity any Confidential Information without the prior written consent of MuleSoft. Upon the earlier of termination or conclusion of this Agreement, you will surrender to MuleSoft all Confidential Information including all memoranda, notes, records, drawings, manuals, and other documents or materials (and all copies of the same) pertaining to the Confidential Information. You will: (i) use commercially reasonable efforts to prevent unauthorized access to or use of the MuleSoft services, including keeping your password and username confidential and not permitting any third party to access or use your user name, password, or account; (ii) be solely responsible and liable for all activity conducted through your account in connection therewith; (iii) promptly notify MuleSoft if you become aware of or reasonably suspect any security breach, including any loss, theft, or unauthorized disclosure or use of your user name, password, or account; and (iv) use the MuleSoft services and the your Meetup Leader status only in accordance with applicable laws and government regulations.

You agree to comply in all respects with all applicable terms of any third-party services that you subscribe to or otherwise access in connection with your use of the MuleSoft Services and your Leader Status. If you use Eventbrite or other event platforms for the organization of meetups, you are responsible for conformance with all applicable laws, including but not limited to data protection laws about the personal data of the participants to the event as well as obtaining the consent of the subscribers and the subscribers' opt-in and opt-out. Any third-party service agreements are strictly between you and such third party and MuleSoft shall have no responsibility for such agreements.

Salesforce Program Agreement

Program Terms for Group Leaders

Last Updated: March 31, 2021

These Program Terms for Salesforce Group Leaders ("Program Terms") apply to participation as:

- a group leader within the Salesforce Trailblazer Community Group Meetings, as defined in the Trailhead Program Terms, (any such group leader, a "Trailblazer Community Group Leader");
- any group leader of any other Salesforce community group leader program led by a third party and not a Salesforce employee ("Community Group Leader Program") that links to the Program Agreement or these Program Terms ("Salesforce Group Leader");

Each Trailblazer Community Group Leader and Salesforce Group Leader is referred to as a "Group Leader." The Salesforce Trailblazer Community Group Meetings, and any Community Group Leader Program are referred to as a "Community Group."

These Program Terms are incorporated by reference into the Program Agreement, and form part of the Agreement between you and the Salesforce Party. Salesforce may also update these Program Terms from time to time, as described in the Program Agreement. Salesforce also reserves the right to designate or remove certain programs as Community Group, from time to time and without prior notice. Capitalized terms used but not defined in these Program Terms have the meanings given in the Program Agreement. You must not participate in any Group Leader Program unless you accept the Agreement.

Read the Program Terms [here](#).