Summary of UGM Connect Meeting 9/29/2008

Meeting Ideas

1. Break up the meeting into a few short presentations (10-15 min) followed by one long one (1hr). This gives a chance to a few different topics per night.
2. Get an Adobe employee to leak some good information.
3. Use UGTV vids or Lynda.com vids to supplement for the lack of a speaker
4. Share your presentations with other UGMs. By making available pre-prepared slides and samples, this will help presenters make a presentation to a UG without having to recreate everything from scratch.
5. Host Noob Night, or noob sessions to encourage newer developers to show up by offering them some more "personalized" time. Answer their questions, work with them on troublesome code, etc

Driving Membership Growth

1. Poll the membership via mailing list about what topics they would like to see. Topics rule the day.
2. Book Celebrity Speakers for interesting topics/New Releases
3. Use a points system for giveaways and assign points for attendance, for bringing a friend, for the friend converting to a member, and for presenting.
   <u>Bring a friend - point system.</u>
   - 1 point for showing up
   - 15 points for presenting
   - Giveaway every 6 months
   Have min point # to prevent someone who comes to one meeting from winning.
4. Host Social events like breakfasts, BBQs, Bar Time, LAN parties.
5. Push the Networking Aspect of the meeting. Find a new job or a new friend!

Marketing

1. Take advantage of partnerships with Publishers, Training Companies and other groups to get product for giveaways and for topics.
2. Send out a Pre-Meeting newsletter (This is quite popular)
3. Mine the User Group Mailing List
4. Keep a UG blog.
   1. BlogCFC: http://blogcfc.riaforge.org/
   2. Mango Blog: http://www.mangoblog.org/
   3. Wordpress: http://wordpress.org/
5. Work with other User Groups in the area to market and pick up new members
6. Push out PR Release to local newspapers and technical journals
7. Post to Craigslist Groups
8. Make available Flyers/Business Cards about your User Group and any upcoming meetings

9. Make sure the correct information about your group is listed on: http://www.adobe.com/cfusion/usergroups/
10. Find Student groups / colleges to gain new membership
11. Use Soundings or SurveyMonkey to poll your group about potential topics/meeting ideas

Sponsorship

1. http://ctcfug.com/files/Hartford.CT.Adobe.User.Group.Sponsorship.Programs.pdf
    1. The general feeling is sponsorship is a mixed bag and is declining.

Action Items as a Group

1. Bug HouseOfFusion.com to highlight the registry of User Groups on their publications/web properties
2. Bug Adobe to cross-market User Groups as part of retail stores and educational purchases
3. Bug Adobe to make a list of all Active User Groups and work with Conference Staff (MAX, CFUnited, FOTB, CFObjective(), 360Flex) to deliver in attendee packets

Information for User Group Managers

1. http://www.adobe.com/communitypartners/
2. http://www.adobe.com/communitypartners/pdf/NewManagerGuide.pdf
3. http://www.adobe.com/communitypartners/groupmgrs.html

Things That Are Hard

1. Growing the mailing list.
2. Finding the balance between n00b content and advanced content.
3. Finding Speakers

Things That Annoy Attendees

1. Canned Presentations
2. Connect Presentations without interaction
3. Salesy/Marketing presentations
4. To admit they are at a n00bish level