So you want to host a meetup?

Please use the bullet point boxes to check off and answer all meetup steps:

- **Minimum of 6 months prior to meetup**
  - Research existing IEEE conferences coming to your area or non-IEEE conferences within the next 6 month to 2 years
  - Reach out to the organizer to see if you can host a meetup in conjunction with a conference reception
  - Are there any local companies that would be interested in sponsoring your event? Reach out to them and ask!

**Research the area of the conference/program**

- What is the conference program about?
- How can my meetup supplement the conference program?
- What venue is the conference located at?
- Could my meeting take place at any of the surrounding local bars and restaurants?

**NOTE — It is OK to host your meetup in the same venue as the conference but, you will need to coordinate this with the conference organizer**
Meetup Checklist

Food and Beverage questions

☐ Will you need drink tickets (beer, wine, soft drinks, water)?
☐ Will you be serving food?
☐ Who will be covering the cost of food and beverages?
☐ Will this be hosted at a hotel or a restaurant/bar?

Pitch your proposal to the organizer

In your pitch, you may wish to include:

☐ Meetup theme
☐ Meetup goals
☐ Food & Beverage information
☐ Registration process & fees
☐ Point of contact

**Note—while your meetup doesn’t have to be part of a larger conference/event, it does help in drawing interest and attendees because you do not have to bring together your interest group or audience on your own. You can pull from an existing event. However, if a conference organizer does not wish to collaborate with you for a meetup as part of the conference activities, you can still host your meetup on your own.**

After you have spoken to the conference organizer...

☐ Reach out to IEEE Meetings, Conferences, and Events Strategic Programs Team if you need assistance with facilitation/planning of your meetup, registration website set-up/management, and financial management services.
Get Social!

- Create a meetup #hashtag
- Create a meetup website with information about the event
- Create a registration website for attendees (i.e. Eventbrite)
- Make arrangements with the local bar/restaurant/venue. Sign contracts if necessary. It is important to know exactly what is being provided to your group: costs, Wi-Fi connection, menu, etc. The IEEE Meetings, Conferences, and Events team can assist with this as well.

3 months prior to meetup start date...

Will you have any guest speakers?

- If you will have guest speakers at your meetup, be sure to collect speaker agreements and photo release forms from them prior to the meetup
- Notify guests of who will speak
- Confirm the format/session style of your meetup, i.e. casual happy hour at a bar, slightly facilitated meetup with ice breaker activities, fully facilitated meetup with activities planned, etc.
- Determine who will take photos, video, and be managing social media engagement for your meetup (before, during, and after the event)
- Engage your registrants on social media and through discussion on your meetup website

USE YOUR MEETUP #HASHTAG!!
Meetup Checklist

**1-2 weeks prior to conference start date...**

- Send a “Know Before You Go” email to registrants with key information about the meetup.
  
  Include in e-mail:
  - Time
  - Location
  - Directions to the event, parking information, etc.
  - Topics to think about
  - What to bring

**Also don’t forget to...**

- Print [name badges](#) for your registrants
- Ship name badges and any other materials required for your meetup to meetup location
- If you are hosting at a bar or restaurant, you will likely need to ship these items to the hotel where you will be staying or bring them with you if you are local.

**Day of meetup!**

The big day has arrived! Here are a few points to remember:

- Call bar/restaurant/venue to confirm all details and set-up time
- Bring registration list and name badges with you if you are tracking attendance/admittance for your event
- As the meetup host/organizer, arrive at your meetup location at least one hour prior to the start to set up any materials and make sure the room is set for your needs
- Set up an IEEE sign-up booth with a laptop connected to [www.ieee.org/join](http://www.ieee.org/join) for new members
- Encourage members to use the meetup hashtag through social media. You may choose to visualize all social media posts and tweets with a free online visualizer tool
Meetup Checklist

After the meetup event...

- Send a thank you email to all attendees. Include key take-aways from the event.
- Gather feedback on content quality and meetup value from attendees.
- Upload all photos to your Affinty Group’s Facebook page and share photo album with attendees.
- Create an event after-video to be shared on our global "365: Around the World” YouTube playlist.

- Create and continue an online community through:
  - IEEE Collabratec
    - Geographic based communities to tie the event and its attendees
    - Private research groups for contained discussions and file sharing
    - Peer to Peer networking capabilities (messaging, connections, filtered lists)
  - LinkedIn Groups

- Complete a success metrics analysis. Some suggested measures of success might include:
  - **Attendance**—If you sell 75% of your target attendance, your event was successful but, if you sell out, you have achieved maximum success. Also, note how many attendees were “qualified attendees” (meaning they were valuable players and contributors to your event as far as their influence or participation.)
  - **Connections made**— Note the number of LinkedIn Group members prior to your Meetup and evaluate how many new members have joined since your event.
  - **Social Media Impressions**—use Google Analytics or Twitter Analytics based on your event hashtag to find how many tweets, retweets, and social media impressions your event made.
  - **Revenue**—Did you charge for your Meetup? If you broke even, you were successful but, if you made profit then you maximized your success. Additionally take into account if you were able to gain sponsorship to measure your success. Did someone sponsor and cover the cost of your food? That is a measure of success.
  - **Participation**— Were valuable discussions taking place at your event? Did your group actively engage and leave with take-aways?
  - **Membership Growth**—Note if your membership numbers have increased immediately after your Meetup.

Thank you for hosting a meetup and please submit an event report to IEEE!