**CAMUNDA
COMMUNITY
SUMMIT**
2021

Session Notes:

<Session 9>
Topic: **Leading a Successful Camunda User Group**
Moderator: Michelle Chand

Interesting Notes:

Benefits of strating a Camunda User Group:
- Connect Camunda Experts & Beginners & Enthusiasts
- Meet like-minded people
- Get exclusive Camunda Swag
- Share knowledge & help other along their way
- Learn something new
- You'll have fun!

Tips for starting a Camunda User Group:

-Check to see if a group already exists in your area. https://camunda.com/events/meetups/
    -If yes, reach out to the co-organizers
    -If no, reach out to Camunda
-Set meeting cadence
-Co-organizers & volunteers
-Plan ahead - Find topics that interest your audience & speakers
    -Camunda can also help find speakers!
    -Slack group with other Community user groups
-Online sessions, but when in person, have both options
    -Use Google Hangout or Zoom platforms
    -If in person, offer food and drinks - Camunda can sponsor!
-Promote! Promote! Promote!
    -Camunda will also list on their Events page
    -Meetup Platform is very useful
-Coordinate with presenters
    -Focus on timing, flow, meeting/sharing platform preferences

**CAMUNDA
COMMUNITY
SUMMIT**
2021

Tips you can do during your session:

-Keep it informal, fun and interactive!
        -ice breakers, polls, quizzes
-Contests, prizes and swag are always a nice touch
-Remember your primary goal is networking!
-Record your session, with sound!
-Consider inviting other Camunda Customers to show off their successful use cases and talk about any lessons learned in their journey with Camunda
Get to talk through approaches with other companies--This is a good experience and a way to meet and connect with others in our area.
Try to make it a mix of sessions between code heavy, design, stakeholder, and management conversations
Drive it by what the audience wants
Switch up the format - Panels, Q&A, two sessions...There will be people with different experiences and levels of code familiarity with Camunda in the target audience

After your session:

-Send a thank you to show appreciation
-Continue to Interact with your audience
-Send session recording to Camunda team to promote on social media
-Keep the meetup page active!
-It's a good strategy to use meetups/internal company events as a way to hire new people as well
-

Questions:
-   I'm curious if most or all of the presentations are code-heavy, or if there are business / design / quality / stakeholder management presentations, and what the ratios are. (And I know the answer can be "it depends" on your local community)

High-Level Takeaways:

1) Keep it informal, fun and interactive!

CAMUNDA COMMUNITY SUMMIT

2021

2) Primary goal = Networking

3) Consider inviting other Camunda Customers to show off their successful use cases and talk about any lessons learned in their journey with Camunda

4) Send a thank you to show appreciation