

Draft Public Copy

Radix Revelation Meet-Up In a Box

Resources:

[Radix Brand Assets](#)

[Event Application Form](#)

[Radix Videos](#)

[Reclaim Expense Form](#)

[Book a call with Jacob](#)

Events [Telegram](#) & [Discord](#)

RDX Works is looking for leaders in the Radix community who will help give builders the tool they need to obsolete traditional Finance.

Hosting a Radix meet-up is an incredibly important contribution to the community. You will help create a network of Radix Hubs around the world, where people can come to meet Co-Founders, hire developers, find a marketing partner, present a new project, or just learn more about Radix and DeFi. As a host, you will get access to other Radix hosts around the world, along with RDX Works team members.

Our vision is for event Ambassadors to take a leadership role in their region. You will be a beacon of light to those interested in crypto, DeFi, and Radix.

You will be helping newcomers down the road to Radix Revelations, you will introduce developers to Radix, and users to dApps. You and nurturing the seeds of a growing ecosystem.

In this way, we can create a decentralized marketing machine, at a scale that would be impossible for

The style of meet-up may vary depending on the location and your personal interests. Each is equally valuable and will require a different style of planning.

The goal of these events is to coach people down the Rabbit hole, supporting them along the way to their own Radix Revelation.

We can loosely categorize them as:

Social Meetup:

This is solely for networking and socializing. It can be in a bar, restaurant, or even your house. This is great for smaller towns or cities that may not have a huge population of Radix fans. Perfect to introduce people to Radix or Crypto for the first time.

Panel Discussion:

This is a larger scale event where you would set a theme for the event and invite guest speakers. It could take a debate format, or even have guests speak on a particular topic. This requires more preparation and planning and may require you to act as an MC during the event.

Developer Meetup:

If you have development experience and knowledge of Scrypto, you may be able to host a meet-up of local developers and walk them through some basic Blueprints, Components, or more technical aspects of Radix. RDX Works will supply content to meet your requirements, or live stream members of the RDX Works tech team!

The Planning

Step 1: Initial inquiry.

- Post in the event [Telegram](#) or [Discord](#) to check if there is already someone running events in your area. You may be able to assist.
- It is important to [book a call with Jacob_XRD](#) to discuss the time, date, location, and any expenses you may incur.
- The Radix team will cover event-related expenses that have been agreed upon in advance. We will ask you to submit a budget request in writing when you [submit an event application](#).
- You can reach out to Jacob_XRD or others in the Radix marketing team via the [Discord](#) or [Telegram](#) groups to let him know about your event and make sure someone else in your area does not already have one in the works.

Step 2: Meetup Location + Time and Date

- Potential areas for consideration: Hotel conference room, employer conference room (if space is professional and spacious), or a bar/resturante
- A lot of venues will offer special rates depending on the amount of RSVP's you have. You will be able to negotiate with the owner/manager.
- The type of event you want to host will dictate what sort of space you need. For instance, if it's social events, a bar will suffice. If it's a developer event, you will need an appropriate conference room that is quiet, has adequate powers, projectors ect.
- You will need time to get attention for your event within the local community. This is particularly true for
- Avoid days that may also be the same day as a huge community event (i.e. professional sports team game), or major holiday where people have to be with family. These are just a couple of items to consider just to name a couple.
- Avoid having the meeting at times where people would normally meet with family for dinner (5 pm), unless you plan on paying for people's food and drink (can be very costly).

Step 3: Meetup Marketing:

Once you have locked down a definitive date and location, which you have reserved, it is time to start setting up all your messaging and make the announcement.

- We suggest managing RSVP's via Meetup.com or Formsite.com. Both have paid versions and free trials. If you decide to use an alternative method to have attendees RSVP, please share with the community as there could be better low-cost options that are used in communities than in others
- Share your event via your personal LinkedIn, Facebook, Twitter, Discord, Reddit.
- Use the groups to post links to your event, asking people to RSVP + share.
- Contact the Radix Marketing team via these groups, they will assist you by sharing via Radix DLT Twitter, Announcements channels, Radi subreddit, and Discord.
- Continue to circulate the RSVP form up to the day of the event, don't assume everyone saw it the first time.
- You may be able to contact local project founders, who will present their projector and speak at the event. This is a great chance to support local contributors to the Radix ecosystem!
- If there is a Validator in your area, contact them about the meet-up, they may be a great resource for the event.
- You can reach out to local professional organizations where their members may be interested in attending. Speaking to the president of the organizations and talking about the purpose of the meeting will help to establish why their members would be interested.
- Look for other Meetup groups with overlapping interests, send an invitation to attend.

External groups to invite:

- Student groups or clubs
- Other Crypto meetups
- Local Fintech groups
- Developer groups.
- Professionals associations

Giveaways (Optional)

This is your chance to start to develop an identity for your meet-up. You can create specifying event branded merchandise, as demonstrated [here](#). While this step is not

necessary, it can help to drive more interest in your meeting. Reach out to the Radix Marketing team to discuss what options are available to your area.

Step 4: Meeting Format

For initial meetings, we suggest having a watch party of the Radix APE event that took place in NYC. This is an excellent way to introduce people to the project. The video perfectly lays out the vision of the Radix team in the presentation, and in the second half of the presentation walks the audience through the new programming language Scrypto.

This format can be informative to people of all backgrounds and professions. Best is that the methods used by both Piers and Matthew can be understood by anyone, whether new to the space or in the space for years.

This is a general guide and will be dependent on the style of the event you choose.

- Meeting introduction (3-5 minutes): You will have to have a brief 2–3-minute introduction of who you are and how you found Radix. What was your Radix Revelation? Why do you think it's the future of DeFi?. Talk about the agenda for the meetup and then jump into the video.
- Watch the video (40 minutes): Start watching the Radix APE November preview event at the 5:40 mark and ending at the 47:30 mark.
- Q&A (5-10 minutes): Thank everyone that was able to come out and discuss your idea to have more of these meetings monthly or whatever you decide. You can have the ongoing topic for future meetups be about discussing the crypto space, as well as developments in the Radix ecosystem. But the main point will always be spreading more awareness about Radix.
 - a. Recommend people to join Telegram Radix groups to get to see questions that people are asking the Radix team and the answers that are provided by both the team and community.
 - i. https://t.me/radix_dlt - Radix DLT Official
 - ii. <https://t.me/RadixDevelopers> - Radix Developer Discussion
 - b. If an attendee asks a question that you are not able to answer, not to worry, kindly let them know that you are not sure, but can take their information and get back to them. No one is perfect and we do not know all the answers. It is better to be right by taking your time, than wrong by just guessing and turning someone off from the project due to lies.

Networking: This is the whole reason for the meeting, allowing people to connect with one another, as well as helping people to connect with you and find out their interests. If you are involved at all in the Radix community via social media, you may have ideas on how others could help with ongoing projects or assist locally with future meetups/projects.

Be aware that for most, speaking to strangers is very intimidating and difficult for the average person, so please try to have as welcoming an attitude as possible

Step 5: After the event - Debrief & Reimbursements

- Immediately after the event, send an email out to guests thanking them for attending, and include any links to Radix blogs or articles. Remind them these events will be once per quarter.
- We will ask that you post photos or videos of the event, and send them to us so we can celebrate the event and your success.
- Keep any receipts, you will need to submit them via the linked form. Reimbursement is in 14 days.
- Book a call with Jacob to talk about the event, it is important that we work together to make these events a success, and easier for the next person to host. Your feedback is essential.

Step 6: Start planning the next one!