

# pebble

## Meetup Playbook

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**Hello!** We are so happy you're interested in being a local leader for a Pebble developer meetup!

We have put together some guidelines for planning, launching, and growing a successful Pebble developer community. We look forward helping your meetup events run as smoothly as possible, if you have additional questions please don't hesitate to contact us at [events@pebble.com](mailto:events@pebble.com). Let's get started!

### *So you want to be a Pebble Rockstar...*

Here are the basics you need to know about creating and maintaining a new Pebble Meetup! Be sure to check out our [sponsorship information](#) to see what we provide you in detail.

1. Email us at [events@pebble.com](mailto:events@pebble.com) to tell us you're interested in starting a new Meetup group.
  - a. Let us know your preferred 2-4 letter acronym of your city/region, such as PebbleSF, PebbleNYC, or PebbleLDN.
2. We'll take a look at our analytics and let you know what the developer community base looks like in your region and how many people you can probably expect to host.
3. Once we talk about what it means to lead this event and what Pebble will provide, we'll get you setup with a new Meetup page under the [PebbleDev Pro account](#).
  - a. Pebble will create the group for you, add basic content (which you can customize if you want to), and promote the new group to our userbase.
4. You take it from here! (and we'll support you)
  - a. Read below for information on how to host your first event, gain new members, and keep the community going.

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# Organizing a Pebble Meetup

Pebble meetups are a great way for new and current Pebble developers to have a physical place to gather on a regular basis and share the amazing apps they are building and learn from each other in a fun and relaxed environment. The guidelines below were created based on what was successful and we learned from our previous meetups. We hope to continue learning how to make these events successful and continuously update this Playbook.

## Pebble Sponsorship



Depending on the size of the event you host Pebble can sponsor you in \$\$ and swag for the attendees (these are based on per event registration numbers, not the total list of members). If the venue you have chosen requires payment, it is important to supply this information when you apply for sponsorship and will be considered separately from the \$\$ we support you with for food and drinks. The more effort you put into a great meetup, the more we'll help support you!

## Sponsorship Levels

This is based on average event registration numbers.

### Pebble “Fresh” Tier

#### **25 or fewer people registered**

Pebble will give you the following BEFORE your event:

- Send you 1 Pebble to raffle off once a quarter.
- Send you stickers/light swag.
- Tweet on @PebbleDev about the meetup.
- Mention in the weekly Pebble developer newsletter.

AFTER your event:

- Reimbursement for up to \$100 of food/drink receipts.
- Link your blog about your meetup on our developer blog (optional).

## Pebble “Hot” Tier

### **25 - 99 people registered**

Pebble will give you the following BEFORE your event:

- Pre-pay for venue/catering if needed (please provide invoice ahead of time).
- Send you custom meetup stickers/light swag.
- Send you 1-2 Pebble/Pebble Steels to raffle off.
- Tweet on @PebbleDev about the meetup (2x).
- Feature your meetup in one of our weekly developer newsletters.
- Post your meetup on our community events page at [developer.getpebble.com/events](http://developer.getpebble.com/events).

AFTER your event:

- Reimbursement for up to \$300 of food/drink receipts (including pre-paid catering).
- Link your blog about your meetup on our developer blog (optional).

## Pebble “Fly” Tier

### **100+ people registered**

Pebble will give you the following BEFORE your event:

- Pre-pay for venue/catering if needed (please provide invoice ahead of time).
- Send you a Pebble Time Steels to raffle off.
- Tweet on @PebbleDev about the meetup (3x).
- Feature your meetup in one of our weekly developer newsletters.
- Post your meetup on our community events page at [developer.getpebble.com/events](http://developer.getpebble.com/events).
- Send someone from Team Pebble to your meetup (if dates are arranged with us ahead of time).

AFTER your event:

- Reimbursement for up to \$700 of food/drink receipts (including pre-paid catering).
- Link your blog about your meetup on our developer blog (optional).

## Planning Your Meetup

Meetups can vary quite a bit in format, but meetup guests typically have a good time if they walk away after the meetup a) having learned something, b) met interesting people, and c) had something to eat/drink in the interim. The great thing about Pebble is there is always something new to learn and an awesome community of people building great apps to meet and network with.

When scheduling a meetup day, we recommend choosing a Tuesday, Wednesday, or Thursday and allowing at least 2 to 3 weeks advanced notice from announcement to meetup date (unless there is a holiday on a Monday and would skip Tuesday that week) for obtaining the optimal number of rsvp's.

## Pre-event Planning Tips

- Prepare to set aside about 10-15 hours per month for organizing and running your meetup.
- Continuity is key. Set realistic expectations for future events with yourself and your meetup members. Will you be meeting monthly? Bi-monthly?

## Finding a Venue

Finding the right venue for your meetup will likely be the most time-consuming part of the pre-planning process. We recommend looking for a developer-friendly location like a startup incubator, accelerator, startup company office space, etc. that is used to having groups of developers use their meeting space.

The more comfortable they are with the idea of hosting a meetup the smoother things will go and the more likely they will have access to the equipment you will need like projectors, tables, chairs, etc. Also, many startup-friendly venues are often happy to have new developers come by their space and possibly learn about their product.

One approach that often works well is to offer venues 1-2 minutes to pitch their company or product to the meetup group at the start of the meetup in exchange to use their space. The best venues can offer you their space on a recurring basis and even better, provide food and/or drinks! Free spaces should be possible to find until your group gets to about 100 people, which shouldn't be your goal for the first meetup anyways and should give you time to find out more about your region. Reach out.

## Topics and Speakers

In addition to having a great networking event, it helps to focus your meetups around specific topics or speakers. A few examples include:

- Intro to Watchface hacking.
- "Hello World" intro to Pebble development.
- Theme-based events: e.g. Internet of Things, User experience design for smartwatches, etc.
- Spotlight an area of the API.
- [Pebble demo showcase.](#)
- [Here is a collection of previously used presentations](#)

## Getting the Word Out

- Make sure to submit each event to our [events website](#) by using the "Submit Event" button. That way we can get the word out to our developer community about the event!
- When your meetup page is ready, click "announce this meetup" to go live on meetup.com
- If you don't already have one, create a meetup.com member profile for yourself and update your profile to include "Organizer of "X" Pebble Meetup.
- Join other relevant meetup groups on Meetup.com related to wearable tech, quantified self,

mobile, hacking, etc. which helps get your name out to other events.

- Attend other meetups that seem to have a larger number of attendees scheduled and if you can, make an announcement to the group about your meetup if their events allow community announcements - either during their meetups or on their group comment page.
- Partner with other meetups in a similar space, mobile, smartwatch, internet of things, hacking
- Use social media, like Reddit, Facebook and Twitter to announce your event.

## Food and Drink Recommendations



### Local is Great!

Do you know of any local food or drink companies looking for some marketing help? Try and reach out to local/small food shops who may want to provide some free snacks in return for exposure. Think about local drink vendors as well! We've had great experiences (and great prices!) with local food trucks. If needed, Pebble can incorporate them into the tweet about the meetup to increase their incentive.

## Food Recommendations

### Fewer than 25 people

- Depending on the time of day you might decide not to do food at the meetup and have it focused on the content instead. If you schedule the meetup during your locations normal dinner hours though it's polite to offer food.
- No pizza please - it's far too common at meetups and people generally appreciate other options. If you do decide to do pizza please have healthy salads in addition or gluten free alternatives.
- Appetizers are a good option for a group this size as long as you have a varied spread. Things

like chips, salsa, hummus, pita chips, cookies, veggie platters, fruit trays, and cheese and meat spreads.

- If you host the meetup at a bar or restaurant location please make sure food is available and ask what they have on the menu for groups of your size.

#### **25-75 people**

- Catering can be a good option if you can find a place that is willing to do smaller orders for 25-50 or so people.
- Appetizers might be a better bet though with a group this size as long as you buy enough to keep everyone satisfied and have a varied spread. Things like chips, salsa, hummus, pita chips, cookies, veggie platters, fruit trays, and cheese and meat spreads.

#### **75+ people**

- Catering is typically the best option here. Burrito bars like chipotle or others can work well to give everyone plenty of options but still be cost effective for big groups.
- Food trucks can be great for large groups if you can pay by the hour or a set price for large groups and remove the fuss of preparation and cleanup for you!

### **Drink Recommendations**

#### **Fewer than 25 people**

- Bottles of beer are cost effective at this range of people, especially when purchased in large box quantities of 24 or 32-packs.
- Please consider offering cider as a gluten free/alternative option to beer for participants.
- Always make sure to provide soda and water for people who are not drinking alcohol.

#### **25-99 people**

- Bottles of beer are cost effective at this range of people, especially when purchased in large box quantities of 24 or 32-packs.
- Please consider offering cider as a gluten free/alternative option to beer for participants.
- Always make sure to provide soda and water for people who are not drinking alcohol.
- You may be at a location that has a kegerator on site but unless it's already stocked, it typically isn't cost effective to buy a keg for an event this size unless it's a very small one.

#### **100+ people**

- Bottles of beer are only cost effective at this range if you can buy large box quantities of 24 or 32-packs at discounted stores like Costco or other wholesalers.
- Please consider offering cider as a gluten free/alternative option to beer for participants.
- Always make sure to provide soda and water for people who are not drinking alcohol.
- You may be at a location that has a kegerator on site which can be great for buying a keg and not having to buy bottles. Remember to bring cups though!

### **Networking**

When people leave an event the two main things they remember are a) What did I learn? and b) Who did I meet? The meetup environment is a great way for people from a variety of backgrounds come together and connect around a specific interest, in this case - Pebble development. Your job as organizer is to help facilitate networking by providing the right environment and tools. This is pretty simple - often it's just nametags and beer.

## Additional Tips

- Recruit volunteers from your meetup group to help you with some of your duties.
- Once you've found a good venue, keep using it and you'll save yourself a lot of effort each month.

## The Day of Your Meetup



## Tips for Successful Meetups

- It's important to arrive at least 1 hour before event to prepare the venue.
- Answer all questions from attendees on the meetup page promptly.
- Be sure to print out an attendee list and have a check-in process. You may need to provide this list to the event space you're at or their front desk.
- It's very important to retain good relationships with host venues and always return room conditions as prior to event.
  - Turn off projectors and mics, dump ice into sink, take home ALL food and opened items.
  - Leave it better than you found it.
- If serving alcohol, must explicitly announce on event invite/details "Drinking allowed for 21 or older" If guest is suspected to be younger than 21, please verify their age via ID.
- Read and respect our [Code of Conduct](#).

## Don't Forget These!

### **If you're planning to have talks and/or demos you'll want to bring:**

- Stopwatch/phone/tablet to time lightning talks and stated way of stopping people.
- Make sure there are plenty of chairs and a high table/podium if speaker needs it.
- Secure wireless internet access information for attendees.
- AV equipment like speakers, mics, projector, projector screen and clicker.

Also be sure to check out our [checklist](#) for other things you won't want to forget!

## Pebble Resources

- Developer website with access to our guides and tutorials at [developer.getpebble.com](https://developer.getpebble.com)
- Community resources and event list at [developer.getpebble.com/community](https://developer.getpebble.com/community)
- Check out the other Pebble Meetup groups at [www.meetup.com/pro/pebble/](https://www.meetup.com/pro/pebble/)
- Ask us all of your questions and connect with community developers! Join us in Slack at [slack.pbldev.io](https://slack.pbldev.io) and join the #meetups channel!
- [Here is a collection of presentations, media, and logos for you to use.](#)

## After Each Meetup

- Contact [events@pebble.com](mailto:events@pebble.com) with your receipts for reimbursement and let us know what your actual headcount was and how things turned out! This helps us keep tracking of interest in your region!
- Post photos of the event and prize winners.
- Click through the “good seeing you” list of people on Meetup.com you actually saw at the event. Be genuine.
- Be sure to respond to any comments that come in afterwards.
- Follow up with a quick “Thank You!” note to your venue contact.
- Start planning the next one!!

## Pebble Meetup Coordination Staff

Please feel free to contact our meetup coordination team for any additional questions or concerns.

- Katherine McAuliffe, Developer Event Coordinator - [kat@pebble.com](mailto:kat@pebble.com)
  - USA and other regions point of contact
- Jon Barlow, Developer Advocate - [jonb@pebble.com](mailto:jonb@pebble.com)
  - EMEA point of contact
- General inquiries go to [events@pebble.com](mailto:events@pebble.com)

## Pebble Meetup - Quick Checklist

### Day before

- ☐ Confirmed food
- ☐ Confirmed drink
- ☐ Check in call/email to venue
- ☐ Check in call/email to guest speaker(s)
- ☐ Email reminder to meetup group ~1 day in advance

### Day of

- ☐ Confirm weather - if weird weather, give members a heads up whether the meetup is still on
- ☐ Check-in list printed (event space might require this)
- ☐ Buy Nametag stickers or make sure they are available at your space
- ☐ Buy raffle tickets if you're going to raffle prizes
- ☐ Swag set out at event
- ☐ Test AV equipment
- ☐ Set up food/drink
- ☐ Take photos and upload them to meetup.com afterwards so people can tag themselves
- ☐ Encourage people to post their own pictures to social media using the #Pebble[your acronym]

### Day after

- ☐ It would be great if you could send [events@pebble.com](mailto:events@pebble.com) a brief writeup of how the event went.

## Under Construction (NYC Meetup Example Concepts):

### Three Primary Offerings:

General gatherings that discuss new features, walk-throughs and demos (one or twice a month to start).

Hands-on workshops that focus on more in-depth coverage of topics covered in the general gatherings and as suggested by the greater Pebble community (monthly to start).

Virtual and possible in-person office hours for attendees of either gathering (weekly or bi-weekly to start).

### Rationale and Vision:

I think the key to more involved and consistent participation is to design the meetups for a wider audience– from the curious consumer to the advanced tinkerer.

To this end, I envision we start the year with an all-inclusive workshop intensive on all things Pebble. We might run it a couple of times in January (or even throughout the year if demand requires it).

Following the January kickstart, we could then delve into areas that lead into specific topics around software, the main hardware and peripherals (such as smart straps).

### Examples include:

Digital and Physical Fabrication for Pebble Smart Straps

Understanding and Selecting a Language for Pebble

Understanding and Selecting a Pebble SDK

Introduction to Pebble's Timeline

Pebble, IoT and M2M for Smart Cities

Augmented and Virtual Realty With Pebble

Designing Wearables for Pebble

Responsive and Material Design for Pebble

Pebble Unconference

Entrepreneurship, Crowdfunding and VC for Pebblers