Web Engineering Düsseldorf

Deutsche Version: Informationen für Locations für das Hosting eines Web Engineering…

Information for Locations on Hosting a Web Engineering DUS Meetup

This document provides all the information you need as a location host to sponsor and hosts a Web Engineering DUS Meetup (WebEngDUS).

It is also intended to provide clear, consistent communication and realistic expectations.

If you have any further questions, please post a comment on this document or contact us (see contact information below). We will be happy to assist you.

Sponsoring a Web Engineering DUS Meetup

Web Engineering Dusseldorf is a local meetup group about software and web engineering that has been organizing monthly meetups for over 10 years. The meetups are organized by the community for the community, and the events are free.

Since mid-2018, we have been changing locations monthly to provide

1. attendees with insights into different local companies
2. several companies in Düsseldorf the opportunity to participate.

Participants have very positively received the concept.
Companies such as Sipgate, InVision, Vodafone, trivago, Stepstone, TWT, Valtech, Peakwork, TYPO3, SMS Digital, and Metro Markets have already offered the Meetup a home.

General information on location sponsoring

Motivation and expectations

It is helpful to be clear about your motivation to support a WebEngDUS Meetup - primarily regarding the associated expectations.

- Common motivations are
- Recruiting
- Employer Branding
- Giving something back to the (local) community

We, the organizers of WebEngDUS, cannot in any way promise that a Meetup at your premises will result in a job application or the like.

In our experience, this has a positive impact on employer branding, as well as a company's impression on attendees.
In the past, there has been a proven situation where Meetup attendees have applied for jobs in software development with a location sponsor. However, we cannot influence this.

What we need from the location

- A contact person
- Space to hold the Meetup with room for 30 to 50 people (including seating)
- A beamer or large TVs for presentations
- An audio system with a microphone
- Persons/employees of the company on the evening of the event (for support on the premises, which are foreign to us)
- If the premises are not directly accessible: persons/employees of the company at the reception desk
    - e.g., in a multi-story office building
- The company logo (for inclusion in graphics as a sponsor)
- Directions (car + public transport)
- Information about the parking situation/recommendation for parking

Food and drinks

Generally, Meetup attendees come directly from their employers. Thus, the last meal is the lunch break.
Catering for attendees can be considered good manners in the Meetup scene.
The location sponsor provides food and beverages.

About the food:

- There are no expectations - The implementation and scope are entirely up to you.
- Everything was there, from pizza, sandwiches, and finger food, to a catering-like buffet or BBQ/grill.
- It is recommended to think about a vegetarian or vegan option as well
- The meetup scene is moving further and further away from "junk food" (aka pizza and nerds)
- We recommend choosing a "when all is out, all is out" crowd to avoid food waste

On drinks (one recommendation):

- Our recommendation:
    - Water + soft drinks
    - Beer (non-alcoholic + alcoholic)

Sponsorship (advertising and money)

- The event itself is free for the participants
- The organization of the Meetup itself takes place voluntarily, and no money is paid to the organizers.
- Advertising for you, the location sponsor, takes place in three ways
    - Logo on the Meetup Event Page as well as mention in the Meetup Location
    - Short introduction of the Meetup sponsor during the welcome / intro speech
    - Execution of the event on your premises

Sponsored Talks

In general, we refrain from sponsored (product) talks.
Each talk should fit the topic (web engineering), community, and philosophy of further development/knowledge sharing. (Product) advertising is not welcome.

If you have people who would like to give a talk at the Web Engineering Düsseldorf Meetup on a Software Engineering relevant topic, we are thrilled to talk about it there.

We avoid a speaker of the location sponsor giving a talk on the same evening. This often looks like a "fully sponsored corporate event" and is often perceived as such.

That said, we are always looking for speakers for future events.
Usually, the speaker mentions the employer (e.g., in the introduction) via which employer branding is given.

General information about the evening

Procedure

Enclosed is a (rough) flow of a Meetup evening:

5:30 p.m.
Arrival of the organizers at the Meetup location.
Set up of the Meetup Beachflag + testing of beamer and setup.

6:00 p.m.
Doors open. Meetup guests trickle in. Grab a snack + drink. Socializing and networking.

6:50 p.m.
Intro Speech: welcome, dear guests, logistical stuff (WC, drinks, etc.) + what's happening tonight, the introduction of location sponsor and speakers.

7:00 p.m.
First presentation + Q&A

7:35 p.m.
: 10 to 15 min. break between the first and the second presentation

7:45 p.m.
: Second lecture + Q&A

8:20 p.m.
: Short moderation by the organizers. Transition to socializing and networking.

10:00 - 10:30 p.m.
: End

The exact times will vary a bit. Depending on location, program, number of people, etc.

No Show Rate

The No Show Rate describes the difference between the number of people registered on the Meetup event page and the number of people who showed up for the Meetup as a percentage.

Example:

- 80 people registered online
- 40 people showed up at the Meetup location that evening
- → 50% no-show rate

A low no-show rate is good or desirable.
We, the organizers, cannot influence the no-show rate.

The hurdle to registering online on the Meetup event page is low: one click on the "I'm in" button. The event is free for participants. There is no payment or anything like that.

Whether the person goes to the Meetup on the event evening is therefore dependent on many (external) factors:

- Weather
- Events in the surrounding area (soccer, concerts, etc.)
- How stressful the workday itself was
- Family
- Location/connectivity of the location

We describe this so explicitly because, from experience, this can lead to disappointment with the location sponsor.

From experience, our no-show rate is between 25% and 50%.

Web Engineering Düsseldorf

General information about the Meetup

Language

We are organizing the Meetup in English.
We primarily want to offer the greatest possible access because Düsseldorf is a very international city. Furthermore, the software engineering field is strongly influenced by the English language.

Audience

The audience consists mainly of software developers* in web and mobile development. Depending on the topic of the evening, people from the areas of

- Product and project management
- Data Analytics and Science
- Agile coaches
- Designers
- Team and Engineering Managers

the event.

The event itself is open to everyone.

External and internal recruiters who actively approach people at the event are not welcome. We strongly recommend refraining from this and applying the house rules for external recruiters if necessary.

Format and topic selection

The usual format is two presentations of 30 minutes each + 5 minutes of Q&A.

Alternative formats will be tried from time to time to intersperse some variety. These include formats such as:

- Explain Like I'm Five
- Lightning-Talks (3 x 20 Min. / 4 x 15 Min. / 5 x 10 Min.)
- The first 10 min. in (Python|Rust|Kotlin|JavaScript|Go)

The presentations themselves will be in English 🇬🇧.

The topics of the presentations are usually chosen by the speakers and coordinated with the organizers in advance. The organizers typically ensure two talks have a different topic category (e.g., design and project management or frontend and backend).

By taking this approach, we encourage the audience that has come for a talk to think "outside the box". Understanding other software development areas is necessary to foster good teamwork.

The topic focus of the meetup is "Web Engineering." We don't limit this to software development but rather look at this holistically: everything about web engineering and what is necessary to the life/job of a software engineer or to create software.
This includes topics like:

- Mobile Engineering
- Databases
- Teamwork
- Design
- UI/UX
- Engineering Leadership
- Cloud
- Product and Project Management
- and much more

Philosophie

The WebEngDUS is a community-driven Meetup: By and for the community.

It takes place once a month in a changing (company) location in Düsseldorf.

We try not only to offer experienced speakers a stage but also to give speaker newcomers a chance. We believe that's what Meetups are for.

We, the organizers, do not earn any money with the Meetup. For this reason, we cannot reimburse any expenses (such as travel or parking fees). The Meetup relies on the assistance and sponsorship of local businesses.

Our Code of Conduct can be viewed here: Code of Conduct @ GitHub.

Planning and announcements take place via our Meetup.com group: Web Engineering Düsseldorf @ Meetup.com

Web Engineering Düsseldorf

Social media

We are available on the following platforms

- Twitter: https://twitter.com/WebEngDUS
- GitHub: https://github.com/WebEngDUS
- Meetup: https://www.meetup.com/web-engineering-duesseldorf/
- LinkedIn: https://www.linkedin.com/company/web-engineering-d%C3%BCsseldorf/

Organizers and contact

You can contact us, the organizers, as follows:



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