**Producing Events & Using Meetup.com**

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This handout describes how I produce events using the Meetup platform. I am not giving advice. Instead, I am just sharing my experience, for you to use as you wish. Upon request, I can send it digitally with sample exhibits..

**Using Meetup.com**

**Monthly Cost.** Meetup.com charges up to $15 per month for unlimited use. Discounted for 6-month rental.

**Naming the Meetup.**  The name should include WAPF or Weston A. Price Foundation but can have a generic name. Look at local meetup names to see what is already taken. WAPF suggests you use:  Eating Real Food WAPF … Food and Health WAPF …Healthy Foods WAPF Use home page, “What we’re about,” to describe scope of the meetup, including WAPF.

**Levels of Access.** There are four levels of access to functionality: visitors, members, Event Hosts, and Organizers. The Organizer is the person who first forms the Meetup. Event Hosts are named by the Organizer for a given upcoming event. They are typically the speaker or guest MC..

**Home Page**. Visitors can click on the “Meetups” tab to see descriptions of Upcoming and Past events. Click on first paragraph to see the whole description.

**Creating a New Event Description.** There are three possible steps for developing a new event:

 **Draft** – visible only to Event Hosts and Organizers
 **Publish** – visible to website visitors
 **Announce** – announced to all members

**Three Broadcast Emails.** Meetup promotes events three times to all members: when “announced,” a week ahead, and a day ahead.

A several days before the fourth broadcast email, write and “publish” the event description, Any visitor to the website can see the upcoming meeting and register for it.

**Fourth Broadcast Email.** To add a fourth broadcast email, send out a Save-the-Date message. In your message, provide title, date and time. Also, give the link to the event description already “published” on the website. A week or so later, “announce” the event.

**Individual Member Info.**  When new member wants to join, encourage completing the profile. Info includes date joined, # events, headshot, other Meetups, other interests, motivation to join, current diet, short background..

**Producing Events**

 **The Essentials**

**WAPF Promotion**.  WAPF staff will send out one announce-ment for chapter events and other related events to area WAPF members and non members. Write the email message and provide the ZIP codes ***(Exhibit 1)***.

**Promotion By the Speaker**. Speakers should want some of their customers, clients and friends in the audience. There is no better endorsement for the speaker!

**Sign-in sheet.** In addition to name, email and phone number, ask if attendees are members of the Meetup and/or WAPF ***(Exhibit 2)***. At closing, ask if everyone has signed in.

**Voluntary Donation.** To cover expenses, pass a donation container along with the sign-in sheet. Tape a suggested amount on the container, like “$3-$5”.

**Attendance Record.** This is pure gold! Having contact info on prior non-member attendees is most helpful to promote upcoming events. To save time in data entry, suggest “NC,” if no change to email or phone. ***(Exhibit 3)***

**Handout.** Keep to one page. Top half can have topical outline on left and space for note-taking on right. Bottom half can include key ideas, links, or resources

**Follow-up Email.** Send an email to all attendees within a day or two of the event. Send to yourself, BCC attendees, and CC the speaker. Include links that are mentioned during Q&A and attach the speaker’s handout. ***(Exhibit 4).***

 **Tips & Tricks.**

**Sourcing Speakers.** Attend farmer’s markets and other nearby gatherings. Just “meet and greet” at first event and give business card. Follow up a week later to explore their possibly speaking at an event.

**Discussion Format.** Instead of the usual presentation format, consider using a discussion format. This saves the speaker preparation time. Refer to the speaker is a “resource person.” She/he opens with just 2-3 minutes of remarks. Then facili-tate a real discussion, rather letting it end as merely Q&A.. .

**Sitting Near the Front By a Wall.** Once sign-in sheet is completed, use it to put names and faces together.

**Email registrants.** Use Meetup.com to email registrants 2-3 days before the event with a short, upbeat message. Invite first-time registrants (Meetup identifies them) to arrive a few minutes early “before it gets too busy.” This helps actual attendance bu the first-timers.

**Chapter Leader Business Card.** See WAPF website for details.