



Meetup Starter Packet

Thank you for contacting us about holding a meetup in your area. We appreciate active members like you and want to do all we can to help you succeed. To help get your meetup off the ground we've put together this starter packet. In it you'll find a number of helpful suggestions that will assist you with planning and holding a successful event.

In this packet you will find:

- Ideas for where to hold events
- Recruitment and publicity suggestions
- Suggestions on how to create a dedicated Zenfolio site for your group
- An outline for a meetup agenda
- A Getting Started Checklist
- A premade flyer that you can customize for your own events

Holding a regularly scheduled meetup in your area is a great way to network with other like-minded photographers. You'll be having fun while honing your craft at the same time. Plus, Zenfolio will provide you with support and suggestions, and a few free goodies to ensure your meetups are informative and well attended.

If you have any questions about anything in this packet please feel free to contact us at marketing@zenfolio.com.



Venue Ideas

Repetition is the key to success

The first step to organizing any event is to find a venue where it can be held. We suggest that whatever location you choose, try to hold it there all the time. Having a consistent place to meet makes it easier for people to know where to go every time and they'll also be able to tell potential new attendees where to meet for upcoming events.

Come one, come all

Holding a meetup in a public place should be your first option. This eliminates any need to prepare and clean up your home. Many people also feel more comfortable meeting in a public place, especially when starting to attend a new group. Plus, public places are usually easy to find, which is very important. Your goal should be to make it as easy as possible for attendees so they'll come back time and time again.

Suggestions for venues:

- Local camera shops
- Libraries
- Community centers
- Coffee shops
- Restaurants (oftentimes they have banquet or meetings rooms for groups)
- Town halls or municipal buildings (they also have meeting rooms for events)
- Student unions or other public places on a local college campus

Fonzie had Al's. Where do you hang out?

In general, think about places that people naturally tend to congregate in your community. Also keep in mind what you will be doing in your meetups. You don't want to pick a place that is too noisy or will have too many distractions for attendees, or vice versa. You'll also want to choose a venue that has Internet access so you can look at the group's Zenfolio site when you are all together.

Avoid haunted houses or places with moats

We should probably also mention a few places that you should steer clear of. Anyplace that is gated or has restricted access, such as one where you need to show ID to enter, should be avoided for obvious reasons. Also, try to avoid religious institutions, since the meetups are open to all and some may be averse to attending at such a location.

Whichever place you finally do decide on be sure to publicize it well and include a map or a link to the venue if one is available.

Recruitment and publicity suggestions

Every superhero has a sidekick. Who's yours?

Once you have a venue selected you're ready to start recruiting members to attend your meetup. One of the fastest and easiest ways to do this is via the Internet. But before we review strategies on that, let's talk about finding a co-chair for your meetup.

It is a good idea to select a co-chair for your meetup from the start. By having a co-chair you will be able to divide up some of the planning and organization necessary for each meetup. You also will have someone who can take over if you are not able to attend a meetup for some reason.

Your co-chair should be someone you trust and communicate well with. If possible, try to select someone whose skills complement yours. For example, if you enjoy planning the logistics and details of meetups and they're more social you might ask them to handle the outreach to new members. The bottom line is that by having a co-chair you'll be able to share duties with each other, making the whole process easier and more enjoyable for you both. Now, here is more info about recruitment and publicizing your events.

If you publicize it, they will come

Before you can publicize your events you will need a place where people can go for information. A Facebook group is the perfect tool for this. It's free and easy to create, and allows for easy sharing among like-minded people. Once you have done that, send us a link to your group page and we'll promote it on our Facebook calendar and our website. This is an excellent way to quickly reach a large number of like-minded photographers.

You don't have a bullhorn or speakers mounted on top of your car?

There are lots of other ways that you can publicize your event and recruit new members.

Here are a few ideas:

- Place a link for your group in the About section of your Zenfolio account.
- Link to your group page on your Twitter and Facebook accounts.
- Consider using Google+ as they offer a community feature that would be good for this.
- Post your event for free on your local Craigslist.org website.
- Place a detailed flyer (using the attached template) on local bulletin boards at coffee shops, libraries, local camera shops, community colleges, and community centers/municipal buildings.
- Email photography clubs that would be a natural fit with your group.
- Place an announcement in the community/events section of a local paper.
- Reach out to any existing groups in your area or even other Zenfolio meetup groups.

Creating a dedicated Zenfolio site

Once you have a Facebook page created and have begun recruiting members you are welcome to create a Zenfolio website for your group. This site will allow you to easily upload and share photos among your group members and act as an additional resource for information about your meetup. If you decide that a Zenfolio site will help your group, please follow the steps below:

1. Create a trial account using this [link](#) (you will need to use a different email address than the one assigned to your personal Zenfolio account).
2. Email the user name you created for the trial account to marketing@zenfolio.com, and include the name and location of your meetup group.
3. You will receive a confirmation email after your account has been upgraded to an Unlimited subscription (at no cost to you).
4. Start uploading images from your meetup events.



If you need help with uploading and account management, feel free to reach out to support@zenfolio.com for timely assistance.

Meeting Agenda Outline

It is important to maintain a consistent content format from meeting to meeting. Feel free to use this outline or amend the items listed to suit the specific needs of your group.

Sample Agenda:

1. Greetings ('Hello' to new attendees and 'Welcome back' to previous attendees)
2. Brief review of topics covered in last meetup
3. New topic discussion
4. Q&A
5. Shootout/Photowalk
6. Final thoughts and details on next meetup

Getting Started Checklist

- Create a Facebook group

- Create a Zenfolio site (for sharing your group's images)

- Confirm your location

- Post flyers

- Email invitations

Customizable Email Invitation

Copy and paste the text below into your email program to invite potential members. Make sure to enter in all relevant details where applicable.

Are you interested in learning more about photography and meeting fellow photographers? If so, please join [\(name of meetup group\)](#) for our [\(weekly/monthly\)](#) meeting.

What: Zenfolio Meetup [\(Or insert name of meetup group\)](#)

Where: [\(Insert location info\)](#)

When: [\(Insert date and time\)](#)

We discuss all the current photography trends, share tips and ideas with each other, and discuss any questions or concerns that arise in the industry. The meetups are both fun and informative and are open to all levels of photographers.

In addition to having speakers, we also go on photo walks, share our photos, and enter photo contests. We also occasionally receive free goodies from our sponsor, Zenfolio, the website choice for tens of thousands of photographers around the world.

For more information please visit [\(insert link to meetup website\)](#) or visit www.facebook.com/Zenfolio. You can also contact the meetup host at [\(insert contact info\)](#).

Customizable Event Flyer

Use the attached Word document template to create a flyer to promote your event. We have provided suggested text, but make sure to enter in all relevant details where applicable, such as your meetup name, dates, and location.