



Creating a User Group

Spreading the MySQL love, on a scheduled basis

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Me

- Works on MySQL Community Edition
- Helps the community: Forge, blogs, DevZone, forums, lists, speak at conferences, etc.
- Previously:
 - Fedora Project
 - OpenOffice.org
 - GNOME



What is a user group?

Sharing of a common interest on a scheduled basis



Formal?

- Presentations
- Tutorials
- 1-2 hours per month
- Requires:
 - location
 - speakers with (interesting) knowledge
 - projector



Informal?

- Chit chat over:
 - coffee
 - beer
 - *mamak*
- Less technical know-how required
- More relaxed atmosphere



Alternating...

- Informal user groups have a higher failure rate than formal user groups
- Alternating between formal/informal monthly might be useful....
- Though what's been proven is:
 - 7-9pm: formal user group meeting
 - 9pm-late: informal user group meeting over dinner



Location, location, location!

- Who's your audience?
- What's convenient for them?
- Public transport? Reliable?
- Parking spaces? Affordable?



Schedule

- It **must** be regular
 - monthly has known to work
- Must take into consideration audience conveniences
 - 7pm: good time after work, post-traffic jams
- Day is very important
 - Friday?
 - Monday? People tend to be busiest
 - mid-week?
- Clashes



How do I start one?

- Find a user group leader
- Visit mysql.meetup.com
 - MySQL and Meetup.com have an agreement so this is completely free for you!
- Promote, advertise

I am a user group leader, now what?



- Find speakers
 - Try to have this at least 2-3 months in advance
 - Backups are also good
- Setup a mailing list – MySQL hosts these
 - ug-<city>@lists.mysql.com
- Promote: other user groups, universities (flyers), social networks, blogs, upcoming.org
- Reminders



Sharing

- Caring? The open source way?
- Find access to a digital voice recorder
- Get access to a video camera + tripod
- YouTube for video
- SlideShare for sharing notes



Carrots

- So... you have a user group meeting on the 2nd Tuesday of every month
- Pizza at meetings? Find an appropriate sponsor
- No presentations? Lacking knowledge base? Try utilising another that's online
 - http://forge.mysql.com/wiki/User_Group_Presentations



Housekeeping

- Make sure others know:
 - add your user group:
http://forge.mysql.com/wiki/List_of_MySQL_User_Groups
 - inform MySQL AB so we might announce it
 - video/photos/blog entries help promote
- Do this as cheaply, with as little work as possible!



Other places to get inspiration

- MyOSS – they have a monthly meetup (1st Thursday) at Open University Malaysia
 - learn from them
 - scheduling is important
 - continuity, if leader isn't around...
 - never repeat same mistakes
 - have talks in advance
 - announce early
 - remind timely



Continuing getting inspired

- Look out for speakers coming your way
- OSS conference in Singapore? In Sri Lanka?
 - look at speaker list
 - find a MySQL'er!
- Common interest groups?
 - Rails Brigade
 - PHP user groups



Questions? Thanks :-)

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