



USER GROUP GUIDE

Vectorworks User Groups are an important part of the design community, providing a forum in which our users can learn about the software and share knowledge, experiences, and advice, as well as ask questions and network with their peers.

DELIVER BENEFITS TO LOCAL MEMBERS

Seasoned and beginner software users all benefit from the unique opportunities that User Group Leaders help to deliver:

- New tips, tricks, and techniques to use Vectorworks software more effectively
- Support and answers about usage questions
- Opportunities to network and form friendships with local designers
- Support from Vectorworks, Inc., including guest speakers, promotional material, and more

STARTING A USER GROUP

Interested in launching a User Group? It's easy, and we'll support you all the way. Just follow these recommended steps.

1. **Register Your Group:** Once you commit to starting a local User Group, register your group by emailing Marketing Coordinator Tyler French at tfrench@vectorworks.net. You will sign a User Group Leader agreement, and then Vectorworks will provide you with a complimentary, Not For Resale (NFR) license of the latest version of Vectorworks software.
2. **Organize Your Meetings:**
 - Set a time and date.
 - Follow a regular schedule. Most successful groups meet on a regular basis (e.g., the first Thursday of every month).
 - Keep meetings concise.
 - Allocate time for questions and socializing at the beginning or end of each meeting.
 - Understand that members will not always be able to attend your meetings due to other obligations.
 - Plan meetings far enough in advance for users to adjust their schedules to attend.
 - Select a venue.
 - Choose the best possible meeting location. Things to look for include a low noise level, easy accessibility/central location for members, enough room for your group size, parking availability, technology hookups to accommodate computer equipment for demos, options to have food and drinks, etc.
 - Reserve the meeting facility in advance. Explore these types of sites in your area:
 - a. Libraries
 - b. Business conference halls
 - c. Colleges, technical institutes, or public school auditoriums
 - d. Hotel meeting rooms





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- Be prepared.
 - Set objectives and focus of your group. Know what will make a meeting successful and how often you will need to re-evaluate what keeps it successful.
 - Ask members what they want out of the User Group. Ask them to complete a brief form, focusing on who they are, how they use Vectorworks software, what they hope to gain from the group, and how they can share their expertise. Their responses will generate ideas for meetings and a potential pool of speakers.
 - Provide a topic and/or agenda before each meeting.
 - Have a computer available and loaded with a copy of Vectorworks software for hands-on demonstrations or to answer questions that arise during the meeting.
 - Recruit a speaker. Review each presenter's outline before the meeting to avoid surprises during the presentation. For example, don't let speakers make sales pitches.
- Set expectations for your next gathering at the end of your current meeting.
 - At the end of each meeting:
 - a. Announce the next meeting date, time, and place.
 - b. Collect questionnaires or remind members of action items, if necessary.
 - c. Thank speakers and/or members who helped organize the meeting.
 - d. Thank all members for attending.
 - e. Gather all trash and leave the facility as clean as you found it.

3. User Group Leader Responsibilities:

- Create a membership database or listserv. While you receive support from Vectorworks via email blasts to your area announcing meetings, it is a good idea to contact your regular members through your own email, directing them to the Eventbrite registration link for your meeting.
- Sign a non-disclosure agreement and a Vectorworks Service Select contract.
- Use the current version of Vectorworks software during your User Group meetings.
- Hold a minimum of four User Group meetings each year, once per quarter.
- Provide Marketing Coordinator Tyler French (tfrench@vectorworks.net) with your meeting details in a timely fashion (one-week prior at a minimum), so that we can promote each event to your local network of Vectorworks users. Please include the date, time, location, and topic of your upcoming meeting.
- Use the Eventbrite registration link provided by Vectorworks, so members can register for your upcoming events. This is an easy way to deliver your membership lists to us automatically. Further, you can take advantage of Eventbrite's free online advertising and social media benefits to boost attendance at your meetings. You will receive your Eventbrite link for each meeting once you email your meeting details to Tyler.
- Maintain five active members. If you do not currently have five members, you need to identify new ones. It is possible that not all five people will attend all of your meetings; this is reasonable.





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4. Recruit and Make the Most of Members:

- Recruiting members:
 - Create flyers and distribute them to local businesses related to the product or meeting topic.
 - Vectorworks will send an email on your behalf announcing the establishment of a new User Group, or a scheduled meeting, to people within a one-hour distance from your chosen meeting location.
 - Contact your local TV/radio stations and newspapers to see if they have public service announcements or an events calendar section. Provide them with meeting details and your contact information.
- Member involvement:
 - Find out who enjoys certain tasks, and do your best to assign duties accordingly. Be sensitive to your volunteer members' workloads.
 - Every User Group member has something to offer the group. Make sure everyone gets a chance to contribute.

5. Other Details:

- Refreshments and food: Many groups offer pizza and beverages. Ensure your meeting facility permits food and/or alcoholic and non-alcoholic drinks. To cover costs, you can either charge a small fee at the door or ask a local business to sponsor your meeting.
- Meeting dues: "Dues for future meetings" may be a good agenda item for your first meeting to see if members would be interested in having food and drinks at each meeting and, if so, if they are willing to cover those costs through dues.
- Stock up on supplies: Have basic office supplies on hand for each meeting. Examples include: name tags, pens/pencils, paper for notes, any questionnaires and forms you want completed during the meeting, product literature, or other related information.

QUESTIONS

If you have any questions, please feel free to contact Tyler French at tfrench@vectorworks.net or 443-542-0443.





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MEETING CHECKLIST

This checklist will help to ensure that you've completed the necessary tasks to hold your meeting. It is only a sample of activities. Feel free to customize this checklist or use it as a reference while you get comfortable with setting up meetings.

SET DATE & TIME

Date:

Time:

RESERVE MEETING FACILITY

Location:

Directions:

Optional:

Arrange for delivery of refreshments and/or food. Create promotional flyers and promote your event to prospective attendees.

OBTAIN SPEAKERS

Speaker's names:

Speaker's occupation/qualifications:

CREATE AGENDA

Topic:

MEASURING SUCCESS

- Ask yourself:
 - Are you and your members meeting professionals from a variety of local companies?
 - Is the group networking?
 - Are you exposing members to new information about Vectorworks products?
 - Are members learning new product features that help them with their work?
 - Are members helping each other to solve workflow-related problems?
- After a year of regular meetings, review your progress. Share your thoughts with your members and see what improvements you can make for the coming year.

