

# How to Start a User Group

# Who am I?

- Elizabeth Tucker Long (Beth - @e3betht)
- Editor-in-Chief of php|architect magazine



Want to write?  
See me after.

- PHP Essentials Instructor
- Freelance consultant



# Audience Participation?

- Absolutely, please ask questions, offer suggestions - this is for all of us.

Where to Begin?

**Want it**

# Is there one nearby?

- Meetup: <http://php.meetup.com>
- PHP User Groups  
<http://www.phpusergroups.org>
- German User Groups  
<http://www.phpug.de>
- PHP.UG – <http://php.ug>
- PHP.net Events - <http://www.php.net/cal.php>
- Zend's List:  
<http://www.zend.com/en/community/local-php-groups>
- Google – <http://www.google.com>

# Where to Get General Help

- E-mail me: [beth@musketeers.me](mailto:beth@musketeers.me)
- php.net's User Group Handbook: <https://wiki.php.net/usergroups>
- IRC:
  - #phpgroups on Freenode
  - #phpc on Freenode
- ug-admins mailing list: [ug-admins-subscribe@lists.php.net](mailto:ug-admins-subscribe@lists.php.net)

# Sponsors

- php|architect: [beth@musketeers.me](mailto:beth@musketeers.me)
- EngineYard's PHP User Group Program: <https://blog.engineyard.com/2012/announcing-our-new-php-user-group-program>
- O'Reilly's User Group Program: <http://oreilly.com/ug/>

# Where to Get Local Help

- Recruiters and Tech Temp Agencies
- Development Companies
- Tech Colleges or schools with developer degrees
- Other nearby PUGs

# Where to Meet

- Sponsor's office
- Tech Colleges or Schools
- Community Centers
- Pubs
- Sports Bars
- Libraries

# How to Advertise

- Twitter
- Recruiters and Tech Temp Agencies
- Development Companies
- Tech Colleges or schools with developer degrees
- Other nearby PUGs

# How to Find Speakers

- Ask on Twitter or in IRC
- Check the speaker lists at local conferences
- Ask nearby PUGs
- Contact sponsor companies
- Be prepared to talk
- Consider Skype talks

# How to Keep People Coming

- Giveaways, contests, swag
- Social nights
- Ask for topic suggestions
- Get attendees involved in speaking
- Nag

# Stay the Course

- Don't get discouraged
- Lean on us

# Find Me

- Twitter: e3betht
- E-mail: [beth@musketeers.me](mailto:beth@musketeers.me)
- Madison PHP User Group (Meetup)  
<http://www.madisonphp.com>
- Slides Available on joind.in and:  
<http://www.TreeLineDesign.com/slides>



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php|architect magazine!  
<http://www.phparch.com>