



Getting Local

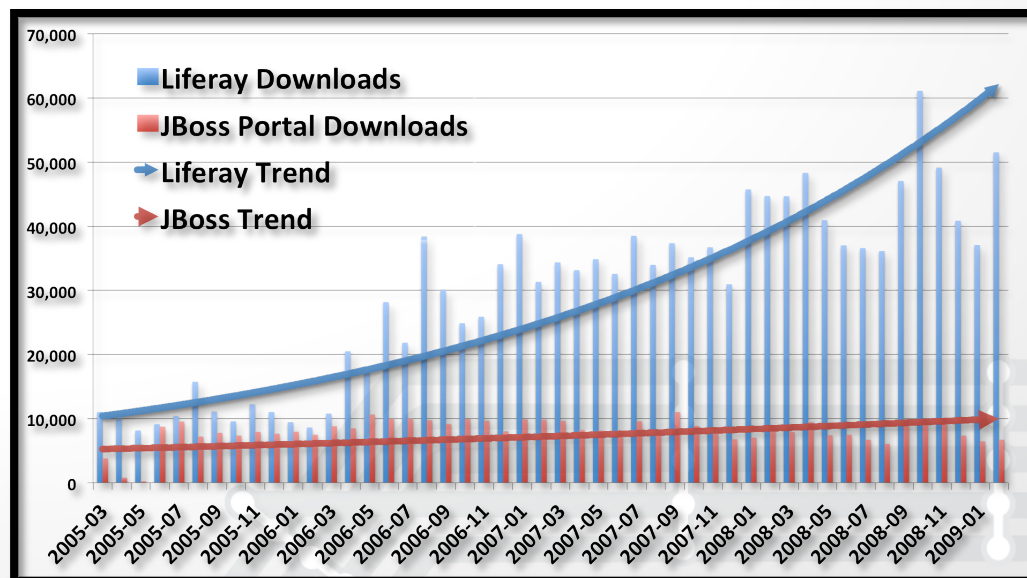
Starting and Cultivating your Very Own Local Liferay Community

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- 11 Years of open source
- Most popular and widely downloaded open source portal
- Over 4 Million downloads and 50,000 downloads per month
- 67,127 registered users on liferay.org
- 20,000+ forum participants
- 234,926 forum posts
- 50+ Active contributors
- ~500k CE Deployments
- **29 User Groups**
- LGPL
- <http://github.com/liferay>
- <http://liferay.com/downloads>





Liferay Parade of Nations

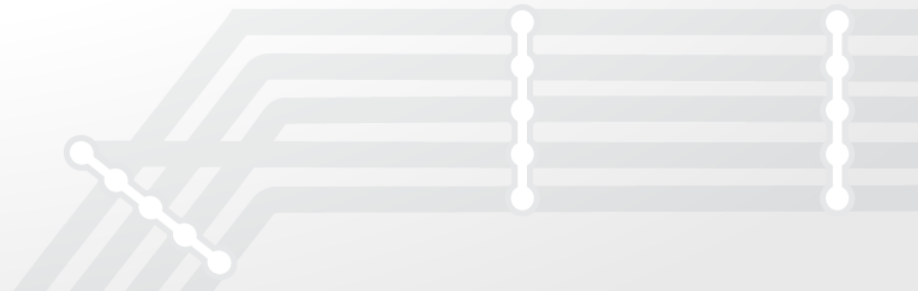
 LIFERAY NY/NJ USER GROUP Liferay New York / New Jersey User Group Group Home Page	 LIFERAY RTMUND USER GROUP Liferay Dortmund User Group Group Home Page	 LIFERAY DENVER USER GROUP Liferay Denver User Group Group Home Page	 LIFERAY HUNGARY USER GROUP Liferay Hungary User Group Group Home Page	 LIFERAY FINLAND USER GROUP Liferay Finland User Group Group Home Page	 LIFERAY DETROIT USER GROUP Liferay Detroit User Group Group Home Page	 LIFERAY WASHINGTON D.C. USER GROUP Liferay Washington DC User Group User Group Home Page	 LIFERAY UNITED KINGDOM USER GROUP Liferay UK User Group Group Home Page	 LIFERAY SWITZERLAND USER GROUP Liferay Switzerland User Group User Group Home Page
 LIFERAY BELGIUM USER GROUP Liferay Belgium User Group Group Home Page	 LIFERAY AUSTRIA USER GROUP Liferay Austria User Group User Group Page	 LIFERAY AUSTIN USER GROUP Liferay Austin User Group Group Home Page	 LIFERAY NETHERLANDS USER GROUP Liferay Netherlands User Group Group Home Page	 LIFERAY MOROCCO USER GROUP Liferay Morocco User Group Group Home Page	 LIFERAY ITALY USER GROUP Liferay Italy User Group Group Home Page	 LIFERAY SPAIN USER GROUP Liferay Spain User Group User Group Page	 LIFERAY SLOVAKIA USER GROUP Liferay Slovakia User Group User Group Page	 LIFERAY SAN JOSE USER GROUP Liferay San Jose (CA) User Group Group Home Page
 LIFERAY GERMANY USER GROUP Liferay Germany User Group Group Home Page	 LIFERAY FRANCE USER GROUP Liferay France User Group Group Home Page	 LIFERAY CZECH REPUBLIC USER GROUP Liferay Czech Republic User Group User Group Page	 LIFERAY PORTUGAL USER GROUP Liferay Portugal User Group User Group Home Page	 LIFERAY PORTLAND USER GROUP Liferay Portland User Group Group Home Page	 LIFERAY NORWAY USER GROUP Liferay Norway User Group User Group Home Page	 LIFERAY TWIN CITIES USER GROUP Liferay Twin Cities User Group Group Home Page	 LIFERAY CHICAGO USER GROUP Liferay Chicago User Group Group Home Page	
 LIFERAY INDONESIA USER GROUP Liferay Indonesia User Group Group Home Page	 LIFERAY INDIA USER GROUP Liferay India User Group Group Home Page	 LIFERAY GREEK USER GROUP Liferay Greece User Group User Group Page	YOURS? Liferay Chicago User Group Group Home Page					



Why Get Local?

- Learn new stuff, faster
- Nothing lost in translation
- Career networking
- Local recognition
- Local, social networking
- Maintain relationship w/Liferay Community

“Ever since the birth of computers, enthusiasts and fans around the world have collected together in garages, universities and pubs to talk about their interest, learn from each other and help promote their interest.”
– Jono Bacon, Ubuntu



What makes a good Local User Group?

- A core group of dedicated, diverse, welcoming, and personable leaders
- Regular Activities (online or otherwise)
- Regular Communication
- A collaborative web presence
- Bonding Agents (Shared Suffering!)
- Ancillary Benefits (jobs, networking, shared suffering)



Why a LUG?

- Widely deployed, flexible platform
- Range of related technologies
- Open Source, help-others foundation

... So you have a lot to talk about!



How do I start?

- Just do it!
 - Gauge interest first, or just plant your flag
 - Pick a unique Twitter hashtag
- Resources to find other founders/members
 - Attend other related local group events (e.g. JUGs, meetup.com groups, Chamber of Commerce, etc)
 - Post on social media!
 - Liferay Community forum!
 - Post a #Liferay tweet
 - Post on Liferay Facebook, LinkedIn, Google+ pages
- Tell me 😊

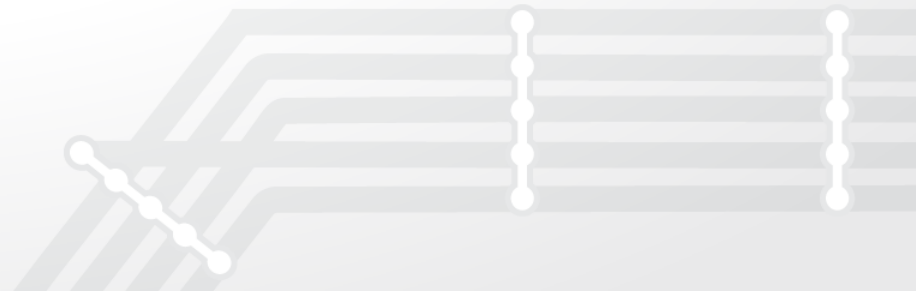
Your First Event

- **Venue**
 - Room, restaurant, bar, library, etc, from 5-30 people.
- **Equipment**
 - Screen/projector, wifi, whiteboard are nice but optional.
- **Agenda**
 - Start out with introductions.
 - Optionally have a fixed agenda for the *first* event.
- **Sponsors**
 - Look for local companies who might want to get involved.



Maintaining Buzz

- Post results from *every* event
- Regularly communicate interesting things via multiple channels
- Call out individual activity where relevant and interesting
- Participate in other related activities as a branded, collective (group)
- Stay involved with related local groups or companies
- Keep consistent meetup schedule with interesting topics/speakers



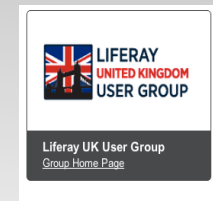
Examples from the World of Liferay



- Dream Day
- Community Food



- University Outreach
- JUGs



- UG Merge
- Coding



- meetup.com



- Members Map
- Regional subgroups

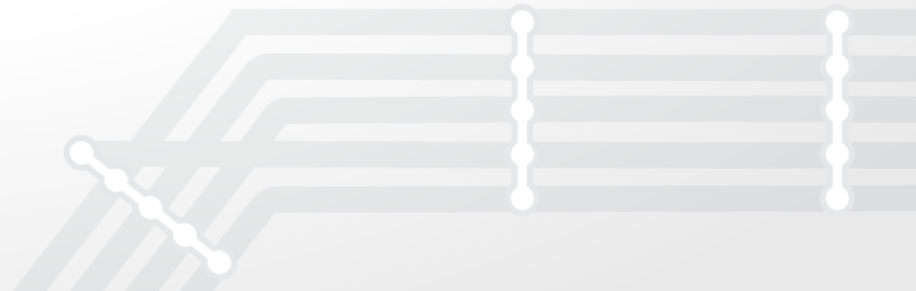


- Governance
- Partner Driven



Resources for Local Communities

- liferay.org user group page
 - Members, Wiki, Forum, Calendar
 - Will soon be migrated to Social Office
- External group, e.g. meetup.com
- Mailing Lists (e.g. Google Groups)
- IRC
- Social Media Networks
- Other User Groups (e.g. recordings, notes, etc)
- Presentation Templates



Wrap-up

- Local groups are the best way to get involved
- Liferay has resources available to help
- Starting is easy; keeping it going is hard

