User Group Leadership Conference NY 2003
One Problem. One Team. One Hour. Go!

Team 1: Moving the Cheese

Several members of your group are resistant to change, and you fear that your group may be losing its chance to attract new members.

What are some of your options to improve the situation?
- o Food! (And by all means free!)

How do you balance the needs of veteran members with the demands of new members? How do you address legacy technologies along with the latest digital hub technologies?
- o Special Interest Groups! Which can focus on a particular field on interest such as programming or graphics.
- o SIGS (Special Interest Groups) streamed live, which would enable people who cannot get out to still actively participate and be involved.

How do you make meetings more social or entertaining while satisfying members who are used to the previous format?
- o Find someone from within your group or bring a speaker who has a lot of enthusiasm (like Andy Inhatko) who can easily entertain their audience.

Team 2: 2010: The Future

What do you think a successful user group will look like in 2010?

What activities and events will it run?
- o Virtual Clubs
- o Virtual Special Interest Groups
- o Virtual Meetings

What kind of members will it have? What ages, interests, and occupations?
- o All Ages. Community groups will see a large amount of younger people getting involved in user groups.

What will be some obstacles?
- o Bill Gates Quest For Power

Name a few presentation topics. While you're at it, name a few of Apple's products of that year!
- o Some Sort Of Device That Would Allow Touch And Smells To Be Routed Through Computers
- o How To Dispose Of That Old G8.
- o Hands On (Individual Demos)

Team 3: Turning the Tables

Imagine that you are a medium-sized vendor of software for the Macintosh. You strongly believe in user groups and strive to support them however possible.

Describe why you've chosen to continue your user group program.
- Educating The Install Base
- Marketing Method
- Direct Contact
- Beta Testers
- Bugs Of Users Reports

How would you prefer to work with smaller groups?
- Sent Out Information & Videos
- Teachers
- Meetings
- Cross-Platform
- At A Conference

Describe some groups that you never want to talk to again! Why not? Feel free to act this out.
- Disrespectful & Unappreciative Of Vendor
- Unreasonable Demands
- Didn't Follow Through With Reviews

Describe some of your favorite groups; how do they approach you and how do they keep in touch? Feel free to act this out.
- E-mailed With Praise
- Polite And Listen (No Crosstalk)
- Treated As An Honored Guest
- Helped Out With Commute/Hotel Stay

Team 4: Building Again

Your user group was once much stronger and larger. Now, although your group is small, there is a dedicated core of individuals that hope to make it successful again.

Why would you try?
- It's Fun!
- Commodore
- Social Event
- Education
- New Information Hints & Tips

Where do you begin?
- Get The Word Out By Using Already Dedicated Members
- Advertise Throughout Your Town
- Take Advantage Of The Internet & Other Forms Of Media

What are some of the keys to making this happen?
- Posters & Flyers To Stores
- Libraries
- Schools
- Offering Free Raffle Tickets
- Let Your Apple Store Know That You Are A User Group

What obstacles could get in your way?
- "National Policies"
- "Apple Store Training"

How do you build a leadership team?
- Find Individuals That Are Consistent & Always Willing To Help
- Test People Out With Small Tasks And Then Move Them On To Something Bigger
- Constant Compliments To Leaders! (Make Them Feel Important)

Team 5: Getting 'Em Young

Your group has no members or leaders under the age of 45. Your board decides that it's time to welcome younger members and leaders who will help propel your group to a successful future.

Why would this be important?
- Fresh Ideas & A Legacy

Vendors Like A Broad Demographic

Is it possible to welcome younger members without alienating members who like things the way they are?
- Not 100% Possible But Not Easy
- Get Them To Volunteer
- How They Are Involved.

What steps would you take?
- Contact Schools, Colleges
- Start Up A Youth Special Interest Group (SGI)
- Focus On Up And Coming Technologies that the Youth Would Be Attracted To

How do you address the time constraints of younger members?
- Offer a Mac Summer camp
- Make Sure That The Meetings Do Not Go To Late Into The Night

Could this mission be in the best interest of everyone? Are there some similarities between the desires of younger and older members?
- Yes. Any Mission That Brings In New People And Ideas Is Good For The Group.
- Everyone Wants To Be Entertained And Learn Something.
- Networking/Job Opportunities/Resume Building

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Team 6: Brave New Events

Your group's president asks you to suggest a couple unique, innovative ideas for programs, events, or presentations that would either attract new members – especially Switchers – or reinvigorate your current membership. She wants ideas that are creative and far-reaching, yet realistic. And, she's only giving you 30 minutes to develop your ideas!

What kind of events or presentations would attract people that are totally new to your group?
- Sinbad Mac Comedy Show
- Non-Platform Specific Events
- General Discussion ON New Technologies
- Using UNIX

What could make a big splash in your community?
- Helping Schools Use Macs
- Mac Buddies (Mentor Program)
- Getting Celebrities To Speak At Meetings
- Video Games
- Charity Events

What are some of your wildest ideas? How might they be realistic?
- Speakers That Would Attract A Large Crowd
    - ♣ Al Gore (Invented The Internet)
    - ♣ Seinfeld
    - ♣ BT (Showcasing His music)
- All Star Mac Variety Show

How can you encourage your leadership team to create innovative programs?
- Benefits such As Business Cards
- Sponsor Them To Go To Events Like Macworld

Team 7: Conflict Within

Unfortunately, there's been conflict within the leadership of your group.
What are some examples of conflict within the leadership of user groups?
- o Differences Of Opinion
- o People Don't Want To Play/Participate

How can much of this conflict be prevented?
- o Listen And Reach A Consensus
- o Converse with one another and listen to ideas
- o Add some humor to any situation
- o Discussion normally will go better over food!

What are the best ways to deal with conflict once it's occurred?
- o Set Rules And Guidelines
- o Deal With It Immediately

Is conflict necessarily bad? If not, how can it strengthen the group?
- o Conflict is necessary if you care.
- o It can strengthen the group by allowing people to express themselves and learn about each other.

Team 8: Leaving the Fort

Your group decides to go on a mission into community companies, organizations, and schools. You want to show people what your group has to offer, along with how they can use technology to improve their work, studies, or lives.
Brainstorm a list of your priority targets (gardening club, library, labor union, service organization, etc.).
- o Create an advertisement
  - ♣ Maybe with iMovie or the iLife Applications
  - ♣ DVD
  - ♣ Do A Live Event of Creating An iMovie/iDVD

Suggest how you will get into these organizations.
Consider Your "Target Audience"
Might Be: students/teachers, business owners, media
Discuss the presentations you'll give.
- o What To Tell Them:
  - ♣ MUG's Have:
    - New Users/Beginners AND Experts
    - Local Business Owners
    - Great Presentations

Presentations: demos, presentations (how to's), actual products
Mention obstacles to making this happen.
Highlight the benefits to your group of such a project.

Team 9: Digital Hub

As you know very well, some companies are predicting that the digital hub (movies, photos, music, communication, etc.) will provide the tools and benefits that computer users will seek this decade. Your group agrees that these technologies will appeal to most people, so you decide to focus on implementing these tools for your group and introducing them to current and potential members.

Explain why you feel the digital hub is important to your group.
- Allows computer to be a true multimedia product.
- Do not have to be an expert to video edit.
- Can keep up to date with family and friends through pictures.

What are some examples of how people are using the digital hub in their everyday lives?
- Listen to music on their computer.
- Create an iMovie of a vacation.
- Use iPhoto to organize family photographs.

Describe how your group is changing to utilize these technologies.
Training? Promoting your group? Creating a community?
- Using the .mac services to post pictures of your group's event.
- Make an iMovie or iDVD to market what your group does.

Team 10: Going Home

Unfortunately, not everyone from your leadership team was able to come to Macworld and attend User Group University. They've asked you to provide a Cliff's Notes version of the conference at the next meeting. And, because of all the other exciting activities planned for the meeting, you only have three minutes!

What were some of the most helpful ideas you learned?
- How To Attract A Switch
- Working With Campus Groups
- How To Make A CD

Any really funny moments?
- Dave Marra's Presentation
- Don't Resize Windows . . .

If you had to summarize UGLC in one sentence, what would it be? (You can list a few attempts!)
- Thought Provoking
- Inspirational
- Informal
- Information
- Fun