How to Start an Alteryx User Group

Want to start an Alteryx User Group? We're here to help local, regional, industry or special interest Alteryx User Groups get started, and have put together these tips on starting a new group.

Step 1: Create a group on Alteryx Community

Visit the User Groups on **Alteryx Community** and create a new group by clicking on the "Start a New User Group" button. You will be directed to a form where you can tell us a little bit about yourself and why you'd like to start a new User Group. The Alteryx Customer Experience Team will be in touch within 48 hours of submission to answer questions and discuss next steps.

Step 2: Pick a date for an informal get-together

Your first meeting is easy to organize: make it an informal get-together, rather than a formal meeting with a pre-arranged agenda or speakers. You might want to arrange to meet at a bar, a coffee shop, the library, or similar public venue. Do you have a local college or university with an MBA program, Stats or Business Economics department? They may be able to provide a meeting area. The goal of this meeting is simple: meet other Alteryx enthusiasts in your area, and decide when and where to hold your first formal User Group meeting. Alteryx has helped organize the location by asking a customer to volunteer a conference room for the meeting. Most groups have kicked off with an agenda hosted at an Alteryx client site.

Step 3: Get people to your get-together

The next step is to promote your new group. An easy way is through word-of-mouth to other Alteryx users you know locally. Sharing your new User Group page with others and social networking sites like Twitter, Facebook, and LinkedIn can also help.

Step 4: Get together and organize

Now's the time when you meet with the other Alteryx enthusiasts who have signed up. Relax, introduce yourselves, and get to know each other. Find out what people want from an Alteryx User Group in your area. In particular, make sure you decide the following:

- Who will be the group leaders / organizers on the User Group Leadership Committee?
- The date of the first formal User Group meeting. Suggestion: an afternoon or evening on a Tuesday, Wednesday or Thursday about a month after your meet-up.

- The location of your first User Group meeting. Someone in the group may have meeting space available at their office, or your local library or community center may have meeting rooms available.

- The format and theme for your first User Group meeting. Suggestions: panel discussion, one long in-depth talk, a couple of shorter talks, open-mic "quickfire" talks.

- Speakers/Presenters for your first User Group meeting. Someone from the group would be the best choice for your first meeting; later, you can cast the net wider for "guest" presenters. Alteryx Product Management and Solutions Engineers are available to discuss product roadmap and capabilities overview of the product, modules, etc.

- Logistical details: does the venue have a projector, or will you need to borrow/bring one? Will there be refreshments, and if so, who will bring them?

- Who can be a cellphone contact if attendees can't find their way into the venue? (Put their number on signs outside if building security is not available after 5pm).

Step 5: Publicize your first User Group meeting

With the meeting theme and speakers decided, schedule your meeting. You can create a user group meeting event on EventBrite.com, along with tracking attendance. Eventbrite allows you to share the meeting on LinkedIn, Twitter and Facebook.

Alteryx can help you promote your group. Once you have your informal meeting scheduled we'll add your User Group meeting to www.alteryx.com/events. Alteryx will also contact our users in the area announcing the User Group with the host and User Group information.

Step 6: Run your first User Group meeting

Good luck, and let us know how it goes! Be sure to discuss the cadence you want for your User Group and set the date for the next User Group meeting at the end of your meeting. Follow the steps above for planning meetings two and beyond.

For additional information and assistance please contact: usergroups@alteryx.com