

**To:** Alteryx Partners & Customers  
**From:** User Groups Team  
**Effective Date:** November 2018

**Re: Alteryx User Groups Partner Guidelines**

To Whom It May Concern:

Thank you for your interest in supporting Alteryx User Groups! As a partner, your role as a leader will be slightly different from other non-partner members in leadership. Our primary focus for Alteryx User Groups is to foster a “for the users, by the users” environment where members can freely engage and share best practices with one another. Though we fully welcome prospects to our AUG events, and always encourage members to evangelize Alteryx, we do not promote these as sales or marketing events. Thus, we hope you will allow to these guidelines to help you navigate your participation.

- Be physically present in the city where the local Alteryx User Group is based
- Support Alteryx User Groups with real-time attendance tracking, get to know the participants
- Host meetings (optional: provide snacks and beverages)
- Conduct live polling to gauge topic interest for future meetings
- Collect decks/presentations from meeting
- Post recap on User Group Page

We hope you'll enjoy participating with your local Alteryx User Group!

Questions? Please contact [usergroups@alteryx.com](mailto:usergroups@alteryx.com).

Sincerely,

The Alteryx User Group Team