

Tips To Organizing Your User Group

We believe in the connections our customers build with each other. We also believe that our customers learn far more from each other than they do from us. Here are a few tips to getting your Canvas User Group started.

BENEFITS OF CANVAS USER GROUPS

- Connect with and learn from each other
- See how other Canvas users are using Canvas effectively
- Provide insight and share feedback so others can “sharpen their axes”

IN-PERSON OR VIRTUAL

There are many ways to bring cohorts together:

- Annually, held in a destination city
- Live, online (virtual) user groups
- Regional user groups



FIVE STEPS TO ORGANIZING A SUCCESSFUL USER GROUP PROGRAM

1. **Choosing the right location.** Find a concentration of cohorts of Canvas users. Experiment with moving locations around. Ask your peers where they want to meet!
2. **Scheduling the right time.** In order to avoid traffic, start the event after 10:00am and end around 2 or 3pm.
3. **Choosing the venue.** Before you book an expensive venue at a hotel, ask members of the User Group to host future events. And since travel may be involved for some, ensure there are reasonable accommodations nearby and plenty of travel time.
4. **Day-of considerations.**
 - a. Send out a reminder email 24 hours before with all the details - venue’s address, any other location considerations (i.e. parking, public transport), and your cell phone number.
 - b. Arrive early to test A/V and get set up. If there is a flat-screen monitor, make sure you have a HDMI connector for your PC. Bring a decent portable speaker and a few power strips for attendee laptops.
 - c. Get someone to help you. A second set of hands to help with checking people in, setting up, lunch etc.
5. **It’s game day!** Remember that this is a group meeting. Sprinkle opportunities and activities where peers can get to know one another throughout the meeting. Consider dividing the agenda into sections for networking, sharing presentations, best practices, and hands-on training.

Regardless of the format, remember that members of the user group want to meet each other, see how others are using Canvas, learn about best practices, hear about product updates, and provide feedback.

So make it fun, interactive and engaging! And remember that we are here to help - just reach out to your Canvas Customer Success Manager.