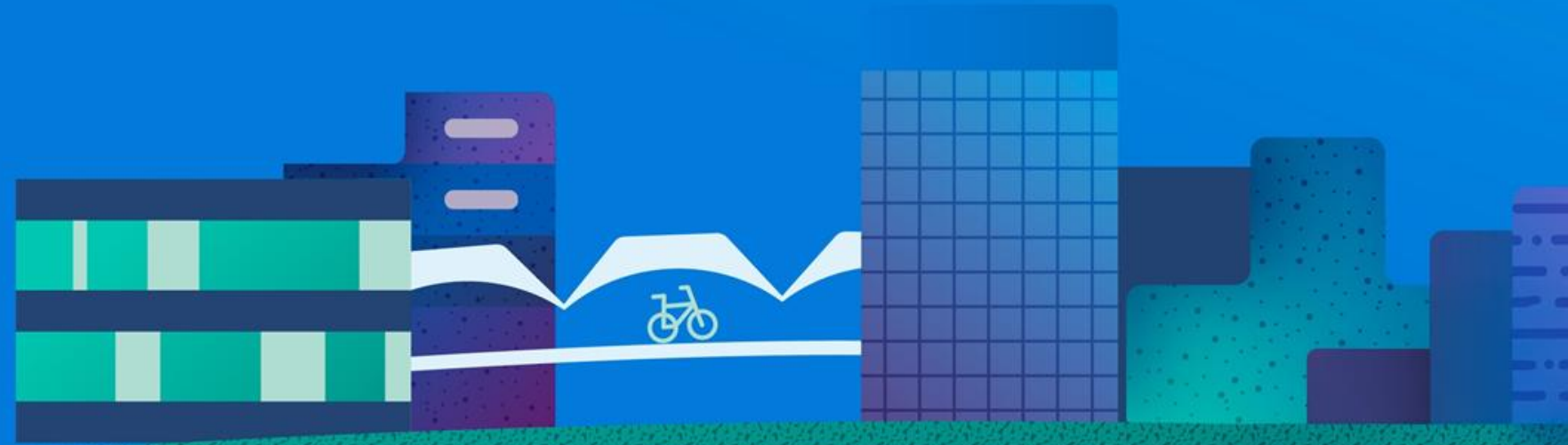




# Top 5 Tips for Growing a Successful User Group

Areti Iles & Andrew Bibby  
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# Your Speakers



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# What do we know?



Dynamics 365 &  
Power Platform  
UK User Groups

## UK Dynamics 365 & Power Platform User Groups



11

Active user  
groups  
across the UK

40+

Team of  
organisers &  
volunteers

35+

Events run  
every year






4,000

Members on  
Meetup

Combined 15+ years of experience running Dynamics 365 & Power Platform groups in the UK

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# Five Tips at a Glance

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- 01  Define a clear purpose
  - 02  Commit to a regular schedule
  - 03  Build a dependable organiser team
  - 04  Choose formats that encourage people to return
  - 05  Create a community where people feel welcome



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## 01 Define a clear purpose

- Know who your user group is for, and what it's for
- Focus on a product or technology area
- Be clear in all your communications and publicity
- Hone your purpose as your group grows
- As technology changes, so might your focus



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## 02 Commit to a regular schedule

- Pick a cadence – quarterly, bi-monthly
- Stick to the same day and time each cycle
- Announce dates early – at least 6 weeks. Helps attendees and helps with speaker planning
- Avoid conflicts: school holidays, religious festivals, big events
- Momentum takes time – allow 12 months to build it



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## 03 Build a dependable organiser team

- Doing it alone is difficult – bring in two or three co-organisers
- Spread the workload: venues, catering, speakers, social media
- Find local help: community people in your area, MVPs
- Use shared tools: Planner, templates, a speaker pipeline



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## 04 Choose formats that encourage people to return

- Keep it under two hours with a published agenda
- Simple structure: talk, demo, Q&A
- Leave time to network – that is where community is made
- Vary the format: lightning talks, panels, workshops
- Gather feedback and evolve



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## 05 Create a community where people feel welcome

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- Share photos, quotes and highlights between events
  - Involve attendees: lightning talks, Q&A panels
  - Recognise contributions publicly
  - Make everyone feel welcome from day one
  - The goal is community, not just information

# What to Take Away

**01**

Purpose, schedule,  
team, format,  
community

**02**

Consistency beats  
perfection every time

**03**

Start small, stay regular,  
build relationships

**04**

You don't need it all  
figured out to begin

**05**

Repeatability brings  
sustainability

# Further Reading & Resources



- Session Slides
- Speaker Info
- MVP Blog Article
- Microsoft User Groups Support
- UK D365PPUG Info
- Sessionize Speakers Lists



*[aretiles.com/ugreferences/](https://aretiles.com/ugreferences/)*

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# Q&A

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- Questions?

The background features a vibrant blue sky. On the left, there are stylized buildings: one with a grid pattern, one with horizontal purple stripes, and one with a solid purple top. In the foreground, there are rolling hills. The top hill is green with a white dot pattern, and the bottom hill is teal with a white dash pattern. On the right, there are more stylized buildings, one with a dark blue top and a light blue base with a dot pattern, and another with a dark blue top and a light blue base with a dash pattern. The overall style is modern and abstract.

# Thank You!

# We value your feedback

Please complete the session evaluation by scanning the QR code or visiting [summit.microsoft.com/evals](https://summit.microsoft.com/evals) and navigating to this session's evaluation:



## Top 5 Tips for Growing a Successful User Group

### Stay in touch:

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