

Build Local

Tips for creating your remote
viewing experience

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ABOUT MICROSOFT BUILD

Microsoft's ultimate developer conference, [Microsoft Build](#), is focused on cloud, artificial intelligence, mixed reality, and more. It takes place in Seattle, WA on May 7–9, 2018.

ABOUT BUILD LOCAL

Not everyone can attend the event in person, Build Local is an opportunity for you to host a local event using the Microsoft Build available session content to bring the event to your local community. You design the agenda and activities, examples include:

- Live stream sessions* and host Q&A opportunities
- Local influencer knowledge sharing
- Interactive discussion
- Topic focused workshops, applying new skills

**Select sessions only to be live streamed*

GETTING STARTED

- **Where:** First, you will need to select a location for your event.
- **What:** Define your agenda. Length of the event and what activities you want to include.
- **When:** Date and time of your event based on the venue selection and agenda.
- **Who:** If you are inviting additional speakers, confirm they can make it.
- **How:** Determine how you will promote your event to your local community and create a registration page.

REGISTRATION PAGE TIPS

Track who is attending by creating a registration page. This allows you to know how many attendees to expect, finalize special logistics (food and drink, how many tables and chairs you need, AV equipment, etc) and communicate key information to those coming.

FREQUENT QUESTIONS:

Who can host?

Anyone interested in bringing their local developer community together!

What if there is an event already happening in my area?

Connect with the team and find out if your topics might be different. It's okay to join forces or plan your own!

Do I need to schedule the same dates & times as Microsoft Build, May 7–9?

No! Schedule should reflect what your community needs (time zone and date wise).

Who determines the agenda for my event?

You should determine your agenda, based on the needs of your attendees.

Suggestions on what you should include in your registration page to ensure you create the right experience:

INFO	USE
Name and email	Send updates and details for the event. You could also create name badges, if you like.
Areas of interest	Set your agenda, identify influencers that can talk from a local perspective. Send out teasers about agenda, creating excitement and drawing additional registration.
Experience level	Target your agenda accordingly or create separate options for multi-level.
Dietary restrictions	For food and beverage selections.

LOGISTICS

Venue tips

A central location with access to parking or public transportation is important. Make sure to also consider the size of your event, hours and make sure internet connectivity is excellent.

Setting your agenda/timing

Microsoft Build will take place in Mountain Time Zone in PDT (Pacific Daylight Savings Time). As you create the agenda, decide if you are able to view sessions via live stream, or on-demand. Let our attendees know which will be live, to generate excitement.

Hosting tips

Food makes people happy. Consider having snacks and beverages for your attendees. Your RSVP reflects a good headcount for ordering the food and drinks.

Room set-up

Look for a space with seating options that fit your event needs. It's also helpful to have some 6ft tables on hand for snacks, giveaways, or for attendees to sign-in if needed.

Audio Visual

In addition to stellar internet access, your Build Local event should consider having a properly sized monitor/screen, and audio speakers that provide quality sound.

University auditoriums, local theatres, or techhubs can be good options. If using a university/college, partner with a student organization on campus to help organize your event.

Allow time in your agenda for lunch and 'coffee breaks'.

Moveable furniture is a plus!

Streaming Microsoft Build

Live streaming is available via [Microsoft Build Live](#) on May 7-9. You can also access sessions, playlists and other featured content on demand beginning Monday, May 7.

Giveaways

Reach out to your local promotional product companies to create swag for your attendees.

MARKETING YOUR EVENT

Driving attendance to your Build Local:

- Have a clear CTA in your marketing efforts: "Register to attend" should always be your call to action.
- Promote event via LinkedIn, Twitter, Facebook, Meetup.com (or developer community focused platforms) to encourage registration and tease plans. Images and video clips get attention on social media! Add an image to your marketing message when possible.
- Reach out to developer groups directly via already scheduled meetups, or set up calls.
- Enlist local influencers to attend and pre-promote your event on their social media channels.
- Encourage those already registered to share and promote your event through their social media channels.
- Continue to tease out plans and agenda on social media as your event starts to take shape. This will create good momentum for attendees and interest for potential attendees.

Q&A with Microsoft Build

There will be an opportunity to engage in Q&A during live streaming, between event content via: Microsoft Build Live.

Some giveaway ideas include: Water bottles, laptop stickers, travel mugs and t-shirts.

Agenda suggestions

You determine your agenda. It can be a full day event (sample agenda on next page), or a casual meet-up where you engage with other developers in your community. The key to a successful event is viewing the content, having an interactive discussion and then apply the new skills.

Event full-day sample agenda

ACTIVITY	DESCRIPTION	DURATION
Icebreakers	Activities for Developers to get acquainted	30 – 60 mins
Local Influencer	A member of your Developer community shares their experiences in the industry	30 – 60 mins
Sessions	Streaming live sessions from Microsoft Build	2 – 4 hours
Live Q&A	Participate in the live Q&A in between sessions	30 mins
Local Demos	Local companies give live demos and talks about what their developers do	1 hour
Entertainment	Organize a game for your attendees such as 'Best App'	45 mins
Food/Beverage	A combination of meal & snack breaks (lunch & 2 snack breaks at minimum is recommended)	1.5 hours

RESOURCES

[Microsoft Build Livestream site](#)

[Microsoft Build website](#)

[Build Local submission form](#)