



Local - Quarterly  
Andrew Conklin  
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# purpose

Connecting smart technical people at local city events.

# goal

Expand from 3 cities to 10 cities for officially branded local meetups.

# status

8 Fall 2015 events

2026 technical peers

21 organizers

6 meetup groups

last 3 months

**Attention**

1. Pittsburgh
2. New York City
3. Washington, DC
4. Boston
5. Los Angeles

**Engagement**

1. New York City
2. Washington, DC
3. Boston
4. Pittsburgh
5. Los Angeles

# attention

## NYC

Pageviews  
2,360



## PGH

Pageviews  
2,723



## DC

Pageviews  
2,109



## BOS

Pageviews  
1,355



## Local

Pageviews  
1,156



## LA

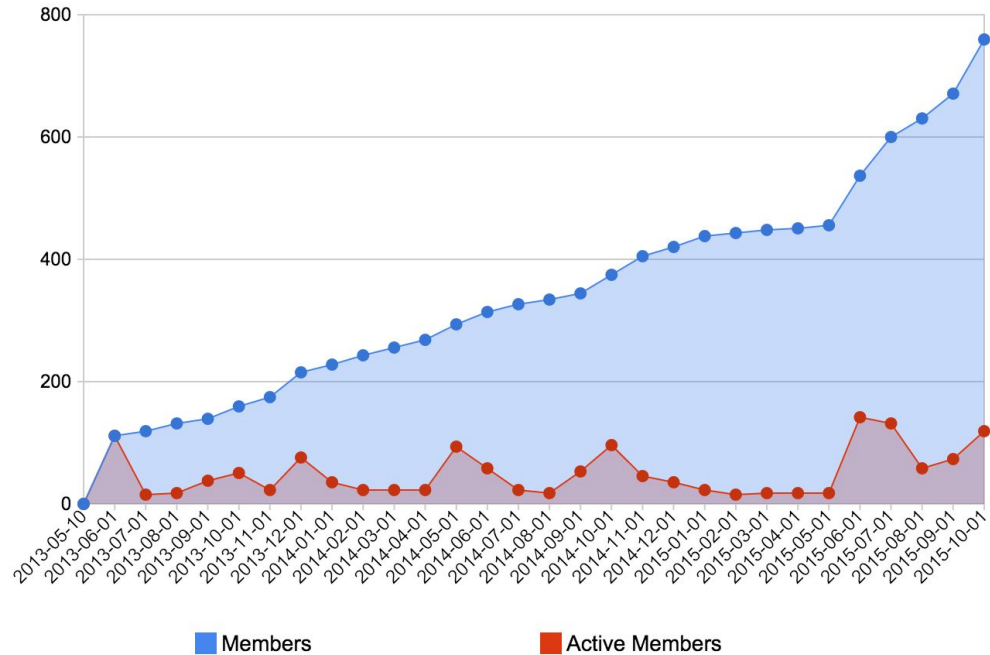
Pageviews  
385



# engagement

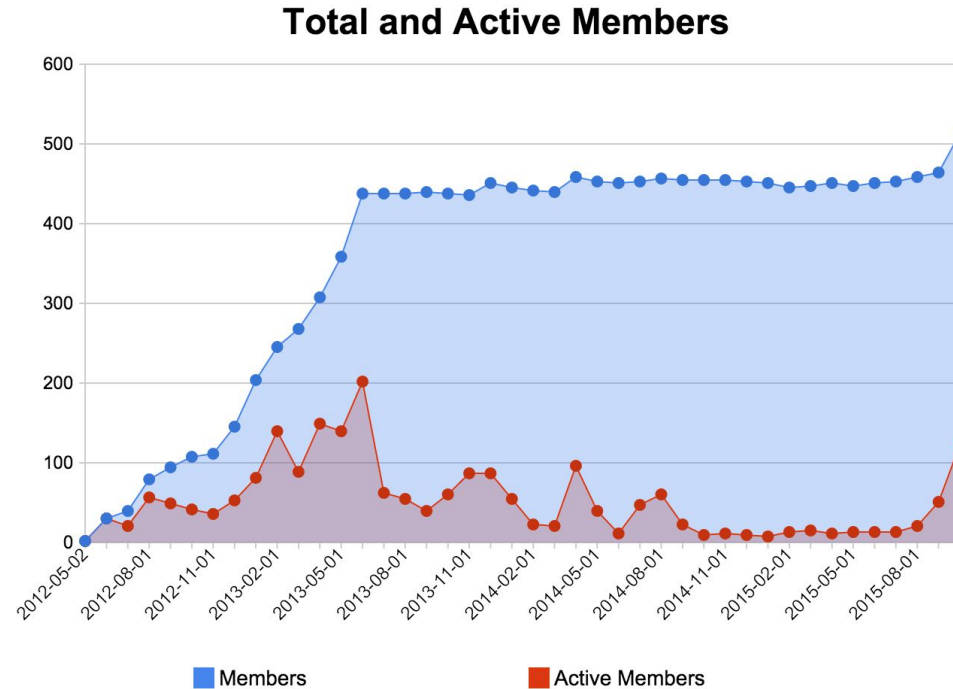
# NYC

## Total and Active Members



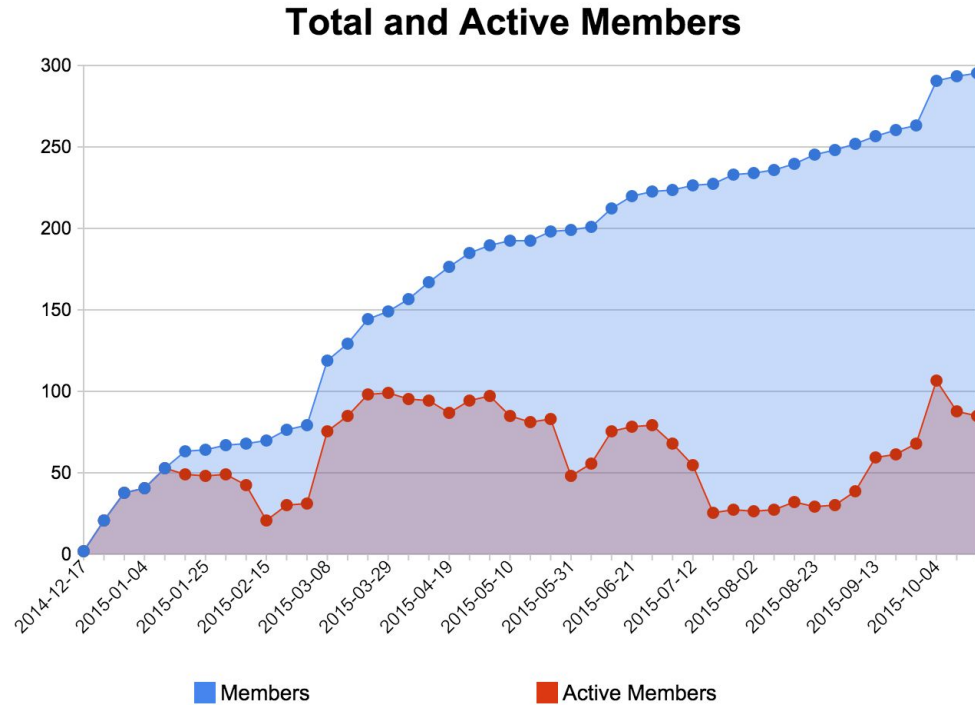
# engagement

# DC



# engagement

# BOS

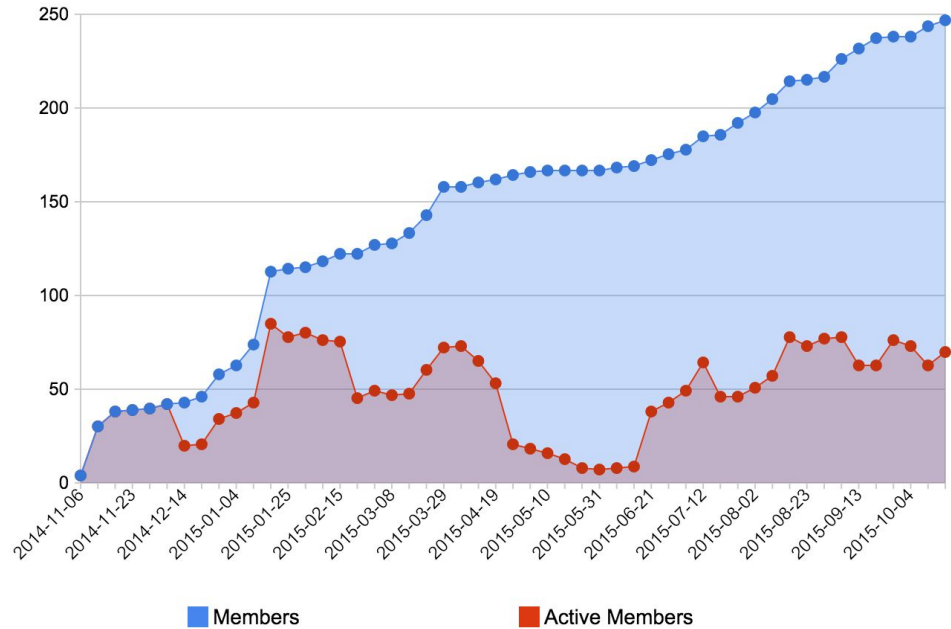




# engagement

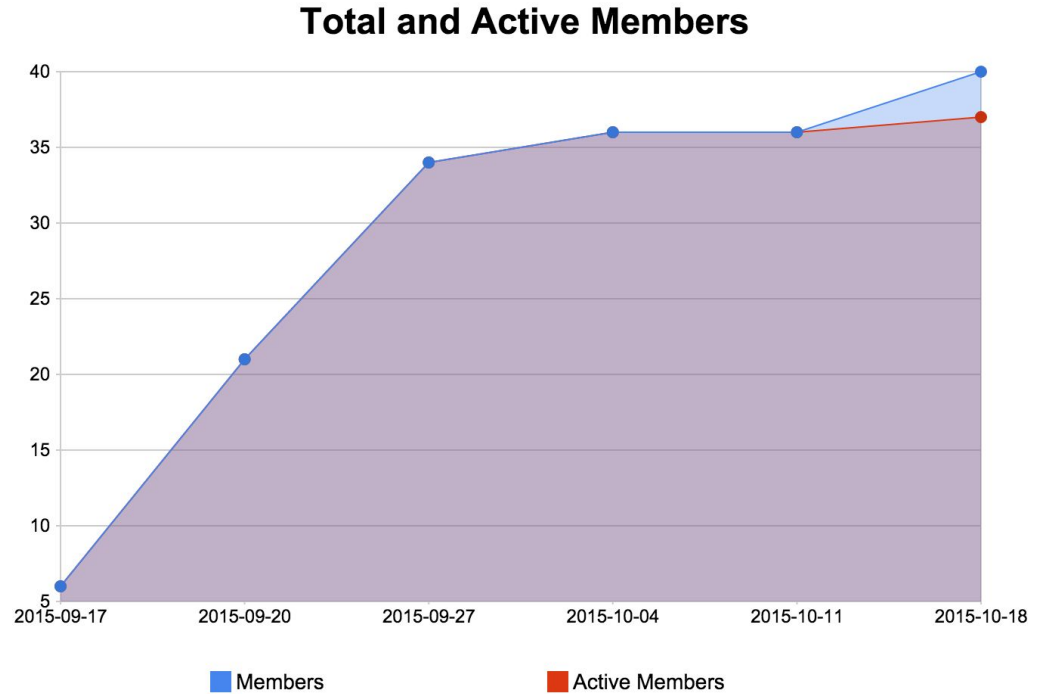
# PGH

## Total and Active Members



# engagement

# LA



# sponsorships

RocketFuel in PGH

Goldman Sachs in NYC

Backtrace.io VM for local website

# learnings

Student chapters really appreciate an in-person visitor, tremendously!

Student chapter leaders are collaborative.

Pro chapters have a long memory and take more time to nurture relationships

Consistency in meetup group events are key to a big city presence

# next 3 months

70% - Speaker leads and existing organizer relationships, local.acm.org upgrade

20% - Expansion into Chicago, Raleigh, and Houston

10% - Membership value, incentives, ACM Event Kit

Andrew Conklin  
Local Activator @ ACM  
[adconk@staff.acm.org](mailto:adconk@staff.acm.org)  
202-288-5595