



Event agenda sample templates

Planning your first company user group event

STEP 1: PICKING A DATE AND TIME

Choose a date and time that will ensure maximum participation. Thursday/Friday lunchtimes would work best in in-person settings. Ensure that you have enough time to internally promote this meetup (ideal time to promote could be 7-14 days).

STEP 2: PICKING A TOPIC

The first event is an introduction to the company user group and the objective of the group. Keep it free-flowing to gather feedback. Ask attendees to share what topics would interest them for future meetups.

STEP 3: DECIDING COMMUNICATION CADENCE AND PLATFORM

Inform how often you plan to do these and how they can access all the information around these events. Take a vote on which communication platform works best for the majority. It could be a Confluence space, Slack channel, a group email, or an internal event management platform.

STEP 4: ASKING FOR VOUNTEERS

Seek help from your colleagues to plan and/or promote future events. As you grow you would need more and more people to execute effectively.

Notes

Planning for next meetups



The below steps describes a typical event with pre-prep and a typical event breakdown.

Establish event essentials

The group should select topics based on previous discussions or common challenges faced by teams. Topics can include anything from general introductory topics (e.g., basics of Jira/Confluence, how to get started with Bitbucket, etc.) or team-specific improvements (e.g., “How to work in remote settings”, “How to communicate effectively with remote/cross-functional teams”, etc.).

Presenters should be selected for their expertise where necessary (e.g., lead SRE for a discussion of causes of outages and best development practices, etc.) or presenters’ desire to learn and share (e.g., professional development topics, etc.)

Presenter prep

The presenters should come prepared with in-depth research on the topic they are sharing. Make sure to come prepared with materials to answer why this topic is important to the audience and how the audience can benefit from improving in this area.

Facilitator prep

The facilitator should book a conference room and video line (if there are remote team members). Include a link to this play in the invite for context, as well as background information on the topic and names of the presenters.



PRO TIP

If you’re focused on teaching a particular skill, don’t forget about your teammates! Interviewing experts already at your company is a great way to build your expertise and bring in relevant content for your presentation.

SAMPLE FORMAT 1

Regular event format

Set the stage (10 min)

Explain the purpose of the session: to provide structured, dedicated time for your team to learn so each attendee walks away with new tactics to improve their work. The facilitator should set basic ground rules, and explain how they are put in place to create a safe environment for learning.

We recommend the following rules:

- No interruptions
- What's shared in the session may be shared externally, but not attributed (Chatham House Rules).
- All comments and input should be focused on behaviors or impact, not focus on personal characteristics.
- (Optional) Clarify whether presenters are comfortable with real-time questions or prefer to do Q&A at the end.

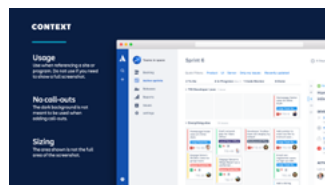
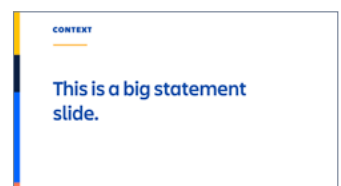
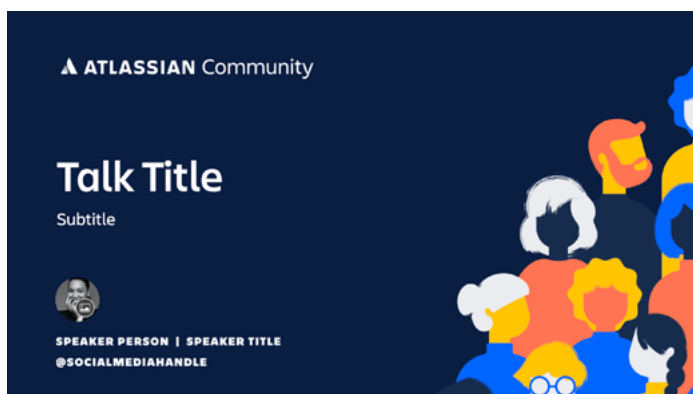
Everyone quickly introduces themselves, sharing:

- Their name
- Role and/or team
- Their previous experience with the topic or what they hope to learn
- The facilitator should keep notes regarding what people would like to focus on to help guide the discussion

Presentation, activity, or exercise (20 min)

The presenters share what they've learned about the topic in question, and the sources of their information. You might consider small group brainstorm and share-outs, "What's wrong with this example?", or other activities to make the session more interactive. We find presentations that include an activity for the group gets the best feedback.

See presentation template folder in this kit!



Questions for presenters (5 min)

Give the room 5 minutes to ask questions to the presenter. Make sure you time box this so you have enough time for discussion!

Discussion (20 min)

The facilitator should guide the discussion, positioning the presenters as experts and encouraging other team members to bring in their own questions and expertise.

If the discussion stalls out, try one of these questions to bring it back to life:

- Does anyone have any other experience or expertise to share on this topic?
- Are there aspects of the topic or considerations we've left out that are important?
- How might you incorporate this information into your day-to-day work, or do you have an example of you doing that?

Reflection (5 min)

Allow attendees to reflect on whether they got what they wanted and needed from the session. This is a great time to collect ideas for future topics, too!

PRO TIP

Keep a QR code slide ready with a survey link to ask the attendees to fill out towards the end of the session.

Post-event resource sharing

Share the event recording in a common space such as a Confluence space, hidden YouTube link, Google Drive, Slack channel, etc.



SAMPLE FORMAT 2

Lunch & learn



One of the most popular Company User Group formats is Lunch & learn because it is a common time that one can easily devote to learning activities while enjoying complimentary food. Make sure that these don't require attendees to write or use laptops.

Selecting the objective

Focus on selecting a light topic and creating a learning objective. Some examples are:

- Resolving conflicts within teams
- Tips for staying organized at work
- How to achieve work-life balance
- Overcoming procrastination
- Tools for effective cross-team collaboration

Inviting a presenter

Work with the Workplace experience team to get a presenter or invite an expert from your team to deliver the topic. Define the time duration of the session and block the calendar for the presenter for the said date and time.

Picking the food

Food is the hero of this theme. Make sure you pick a dish that is easy to eat. Boxed food options are best like sandwiches, wraps, or burgers. Ensure that you capture each participant's food preferences once they RSVP for the event.

Booking the venue

Pick a venue where participants could sit in round table settings and eat comfortably, it would be a canteen, breakout/conference rooms.

Including remote attendees

Ensure that you record the session for remote attendees to watch later. Incentivize the remote attendees with gift cards/food coupons.



SAMPLE FORMAT 3

Q&A panels



Q&A panels help in creating effective internal communication channels with employees. They help to build transparency and trust through a two-way communication medium.

Deciding the theme

Pick an interesting topic that would resonate with your audience or take a poll or survey and ask them to pick from a list of options

Inviting panelists

Reach out to potential panelists inviting them and informing them about the theme of the panel

Finding a moderator

Pick a moderator who is well versed with the theme and who could keep the panel discussion interesting

Preparing questions

Use Slido or an internal blog to gather common questions from participants before the session. Ensure that you communicate the closing date for submitting the questions.

Scheduling a prep meeting with panelist & moderator

- Divide the questions into themes based on most voted or most asked questions
- Share the questions with panelists & moderator to prepare their answers
- Ensure that the moderator communicates the flow of how they are going to ask the questions
- Keep time for real-time questions as well!

Share post-event recap blog

This can include the questions and answers from the participants



SAMPLE FORMAT 4

Product breakout session



Product breakout sessions are intended to learn best practices from bringing different teams in a room. Every team uses a product in different ways and have different workflows, sharing this with other teams helps understand best ways to utilise a tool to full potential.

Product breakout sessions help your attendees:

- Learn and share skills
- Discuss common issues
- Brainstorm solutions
- Explore ideas in a less structured format

Pick a product or concept

- Breakout sessions are highly involved and require each attendee to participate
- Get your attendees involved by sending a pre-event survey to gather session breakout ideas
- Select the common pain points from the survey and pick that as your concept

Pick a breakout format

- Either format would need you to divide attendees into effective teams to have a fruitful discussion. Mix and match attendees from different teams in a group.
- The in-person format involves deciding seating arrangements for breakout discussion.
- The virtual format involves choosing the right platform to host that enables you to put attendees in virtual breakout rooms. To make your virtual session engaging have a set of tools that allows live polling, virtual whiteboards, interactive games, and more.

Define the problem

- Inform the attendees about survey results and the theme of the upcoming breakout session
- Include a short explainer on what the breakout session covers, and inform the audience about the group size, format, facilitator, and any other details you think attendees might need.

Day of the session

- Start with a basic demo of the product/concept
- Ask a team to present their workflow
- Invite alternative workarounds

Debriefing

- Ask each team to debrief the discussion
- Document all the suggestions through sticky notes or virtual whiteboarding
- Identify common themes by assigning weights or points

Share the learning post-session



Sample agenda

Session breakdown	Who's speaking?
Welcome and introduction 5 MINS	You
Agenda breakdown & speaker introduction 5 MINS	You
Speaker presentation 30 MINS	Speaker
Q&A 10 MINS	Attendees
Wrap-up and networking 10 MINS	All

