Google I/O Extended

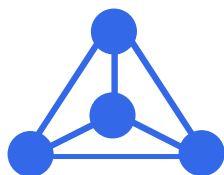## Organizer guide

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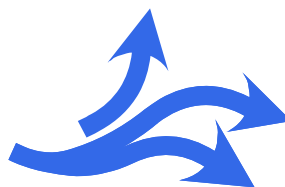# Program overview & organizer recommendations

A successful I/O Extended event...

Connects
talented developers
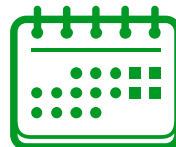
Live streams the
keynote and sessions

Is part **viewing experience**, part **community building**

We recommend that I/O Extended organizers...

Register an event
with Google

Plan an agenda
& programming

Get the word out about
their event
and I/O in general

Registering & organizing your event

Getting started

Step one: Register your I/O Extended event

Become an officially registered I/O Extended location

Make sure you've got the bare essentials

The only things you need to host an I/O Extended event are an Internet connection, some kind of screen to display the event live stream on, and a few other people. From there, the possibilities are endless and the ways to make the event your own can only be limited by you

Let us know you're in

Create an event on the [Google I/O Extended](#) site

Let your friends know you're hosting

See Branding & Communications

Get on the map

The map on the I/O Extended page is the way most potential attendees will find out about your event. Make sure you give us a link to your Google+ Event when you register so we can point attendees in your direction. Also, try to be as specific as possible when you tell us your event's location, as a city might have more than one I/O Extended event going on

Step two: Register your attendees

Get an idea of who is coming to your I/O Extended event

(Don't) guess who's coming to your i/o extended site

Registering the attendees of your I/O Extended site is essential. It's important to have an idea of how many people are coming and their interests, so you can properly prepare your location's agenda, swag, food, etc.

Registration methods

One way you can register your guests is by creating a Google+ Event. If you are unfamiliar with Google+ Events, check out the help page which has tons of helpful information on what Google+ Events are, how to create one, and how to share the amazing experience with others

Optional info to gather

Since Extended events vary from site to site, the information you gather at time of registration is up to you. If you would like to collect other information from attendees after they register for your Google+ Event, we suggest either featuring a link to a Google Form on your event page, or messaging a questionnaire via Google+

A few helpful suggestions that will help your event planning include:

* Name, email address (the basics and contact info)
* Which Google products they are interested in (this will help you decide which sessions to stream)
* Experience level as a developer (if planning a Code Lab or hackathon)
* Dietary restrictions (if you plan on providing food)

Organizing your event, part I

Venue

Choose a venue that's easily reachable and arrange buses if there is available budget
(very helpful especially in emerging markets)

Examples: university auditoriums (often have university Internet), IMAX or regular movie theaters (I/O Extended Dubai), Tech hubs (i.e. Umbono in South Africa, Campus London, etc.)

Internet

Internet, Internet, Internet. The viewing experience is contingent on a functioning live stream setup–ensure that Internet is flawless

Student partnerships

If held at a university, a good community is predominantly young/made up of students. Partner with a student organization on campus. **This is one of the things that made I/O Extended go viral in Cairo last year**

Promotion

See pages 14-23 for more information

Organizing your event, part II

Attendee registration
Start registrations early on (once venue is confirmed)

Creative giveaways
I/O Extended Cairo organizers distributed jelly beans during the Android keynote (super cool!)

Food
Staying out late to watch the biggest tech conference live stream makes for **hungry developers**. Budget permitting, provide snacks, such as finger foods, sandwiches, pizza, etc. Coffee is crucial for late-night streaming locations

Time zones & viewing
Depending on the time zone, locations can watch live streams of regular sessions as well as the keynote. Announce your site's live streaming plans as soon as the official Google I/O agenda is out in order to generate excitement and buzz for your event

Added value: speakers, sessions, hackathons
In short, the real secret to getting a large turnout is offering **added value** to attendees to come to the event rather than just watch the live stream from their couch

Agenda planning & live streaming

Planning your event

Agenda planning

We recommend every agenda include...

Keynote & Session Live Stream	Hacking Component	Demos and/or Speakers

Use the I/O Extended Agenda Template

Live streaming

The live stream will appear on Google Developers Live at I/O 5/15-17

Plan for a setup that allows you to play a YouTube video from your laptop. Hardwired internet is recommended. See instructions below **for projecting a live stream event from your laptop to a video screen**

This is what you'll need

1. Laptop
2. Laptop power adapter
3. Ethernet cable to plug into the laptop
4. Portable speakers (optional)

Live stream step-by-step

1. Connect your laptop to a power supply
   - Ensure the battery is charging
   - Configure the laptop to prevent it from automatically going to sleep or hibernating for the length of your event
2. Ensure everyone in the room can hear the stream
3. Ensure a smooth stream without buffering
   - Plug the ethernet cable into the laptop

4. Project the live streaming event
   - Open Google Chrome and go to https://developers.google.com/events/io/
   - If you have difficulty accessing the live stream from either of these links, visit the I/O homepage
5. Pick a resolution (240p/260p/480p/720p)
   - We recommend 480p as the default resolution
6. Enjoy Google Developers Live at I/O!

Code labs & hackathons

What is a code lab? What is a hackathon?

Code Labs are a mix of tutorials and lectures delivered to a live audience. In a Code Lab, a trainer guides the audience through exercises in real time. Code Labs are a great way to enrich the I/O Extended experience and give developers a chance to teach their skills and acquire new ones

Hackathons are events in which developers collaborate intensively on a software project; developers might gather to create an app, website, game, etc. It's a great way to meet local developers, exchange ideas, and work together to create something amazing. The objective and aim of a hackathon is ultimately up to the Extended host

Guides & templates

I/O Extended Code Lab Guide

I/O Extended Hackathon Agenda Template

Developer fuel

Since a these activities can span many hours, it's a good idea to provide food and beverage or ask attendees to bring food and beverage for themselves. If you are unable to provide food, we recommend holding your event near a commercial area so attendees can buy food and drink during breaks. You can share the cost with your attendees by charging a fee for food. If you're doing this, make it clear in your messaging

Promoting your event

Branding, outreach & communications

Marketing checklist

Brand your event with the I/O Extended logo

Promote your event; generate buzz with the "Google I/O Extended [City Name]" customizable banner and #io13extended hashtag on Google+ & Twitter (define and have a clear call to action)

- **Post early and often** on your social networks. Posts with the most +1's and likes in 2012 included: "I/O is coming to town," "You don't have to be in SF to attend I/O this year," "GDG [City] brings you the I/O experience right here," etc.

- **Build hype:** start a countdown, give sneak peeks of the schwag to be distributed, or even run a hackathon or posting competition with a prize to be given at the I/O Extended event (e.g. The Cairo folks held a Google+ API hackathon 2 weeks before I/O and gave out prizes at their local event)

Order swag

Host an amazing event!

Community & social media

Tell me more about customizing my promotional materials

Why customize my promotional materials?

This is a chance for you and your attendees to create a local identity during Google I/O and become an active part of the global developer network

What does it mean for me?

It means your event gets its own localized Extended identity that you can share with developers worldwide and the I/O headquarters in San Francisco

I'm sold! How do I get involved?

- Create your own "Google I/O Extended [City Name]" banner and post to your Google+ event, as well as other promotional channels. Encourage your attendees to do the same

- Hashtag event updates, announcements, and anything else Extended-related **#io13extended**

Promotional channels

You're targeting developers

Where to reach them

- [Google+](#), **Twitter**
- **Mailing lists** you belong to with a technical audience (e.g. the [google-appengine group](#))
- Local **universities' mailing lists** for STEM students
- In-person pitches at **GDG meetings**
- Other **user group events** and/or mailing lists
- Post on [Meetup.com](#)
- **Blogs:** blog about it on your own and other technical blogs
- **GDG & DevFest sites:** use expired DevFest sites, or current GDG sites, to post your I am I/O placeholder banner for I/O Extended and a save the date

Promotional channels

You're targeting developers

How to reach them *before the event* | generate buzz & inform your audience

- Create a Google+ event and use your customized "Google I/O Extended [City Name]" image as the event banner (*use horizontal banner*)

- Encourage participants to RSVP to your Google+ event, reshare your "Google I/O Extended [City Name]" banner image and hash tag updates, questions, etc. with **#io13extended**

- Determine your call to action when reaching out (e.g. "**RSVP for I/O Extended [City] HERE on Google+**"; "**Add I/O Extended New York to your Google+ circles** to stay up to date on all I/O Extended announcements"; "**Save the date!** I/O Extended Chicago will start at [time] on 5/15 -- visit [url] to learn more and add to your calendar"; "**Follow #io13extended** for updates"; "**+1 [THIS PAGE]** to for upcoming I/O Extended [City] info"

Get the word out about the upcoming event (suggestions for outreach)

- Send out emails to mailing lists with technical audiences

- Work with other local user groups and GDGs to promote the event to their members

- Post to social networking sites with a clear call to action

- Announce the event on a local blog

- Using the I/O Extended logo and/or your "Google I/O Extended [City Name]" customized banner, put up a placeholder banner for the event on a GDG site

Promotional channels

You're targeting developers

How to reach them *during the event* | tell the community about your epic event

Update social channels with big moments from the event

Google+

- Put your event on Party Mode (so that attendees can share photos, videos, etc.)
- Encourage attendees to share photos, videos, shoutouts, and memorable moments with the designated **#io13extended** hashtags

Twitter

Encourage attendees to share big moments, hashtagging all posts with **#io13extended**

Blogs

Optional: Post an end-of-day recap post with highlights from the event (and any hackathon winners, as well as links to their apps)

For really big announcements, moments, and milestones...

- +mention **+Google Developers** when posting to the master I/O Extended event on Google+ and we'll reshare the best posts!
- Reference **@googledevs** on Twitter and we can retweet!

Promotional channels

You're targeting developers

How to reach them *after the event* | recap the event & highlight magic moments

Recap magic moments from the event; call out key participants; thank speakers & attendees

Google+

- Direct attendees and page followers to your I/O Extended Google+ event album

- Aggregate **#io13extended** hash tag mentions and pull out the best ones to feature in a post

- Celebrate hackathon winners with +mentions and a photo

- Optional: Post a recap video of the event's highlights

Twitter

Send a thank you to all attendees and speakers for making the event a success
(don't forget to hash tag with **#io13extended**)

Blogs

Write a full event recap post of the event (include photos, exciting videos, shoutouts, hackathon winners, magic moments, and anything else that was super cool!)

Localized marketing & PR

Invite local press by sending out a press release via email

- Your press release should include the who, what, when, where, why, and how of the event.
- Include your name, email, and phone number
- Include a description of your organization and explain why you are having an I/O Extended event
- Reporters are looking for something story-worthy...how will this event be EPIC?

Partner with a local tech blog by offering to give them privileged access to the event

- They can write posts prior to the event to hype it up, attend the event, and help capture photos and videos

Post flyers around universities, coffee shops, co-working spaces, and other places
where developers hang out

Branding

Event Logos

Vertical Logos

Customizable**

General

Horizontal Banners

Customizable**

General

Logo Use & Guidelines

[Click here](#) to download guidelines & customizable AI files.

With the customizable copy, please edit the city name details.

Engaging with I/O

All extended events will...

- Participate by hash tagging with **#io13extended**
- Create localized banners: "Google I/O Extended [City Name]"
- Officially register on the I/O organizer site

If your event is over 200 people

- You will be assigned an I/O Ambassador (details to come for sites that qualify!)
- You will be able to interact with Google Developers Live to ask questions
- You will be given access to a Google Moderator link for all live streamed sessions to participate in *select* Q&As

If your event is at a Google office

We will be in contact with these organizers on a case-by-case basis

If your event is the first ever extended in your country

Let us know when you register! (*in the "Any other info?" section*)

Helpful contacts & materials

Resources

Additional resources

Get talkin'

Join fellow I/O Extended organizers on Google+ by joining the I/O Extended Organizers Community.
This is a forum to share tips and tricks, ask questions, and connect with organizers all over the world

Can't find the answer you're looking for?

Post to the googleio2013extended Google Group

Helpful links

• Check out this great I/O Extended Organizer Guide put together by GDG Munich

• Google Developers Website

• Google Developers on Google+

• Google Developers Blog

• Google Developers Group on YouTube - Great event inspiration!