GERMAN X

connecting innovation

GERMAN X Community Playbook

HOW DO I BUILD A COMMUNITY ON SITE?

The GERMAN X Community consists of a GERMAN X Chapter, a local community, and a GERMAN X Day, a one-day event. A GERMAN X Chapter organizes events on a voluntary basis to promote the exchange and encounter of international startups and corporates. Likewise, such a GERMAN X Day can be held by a chapter in the respective ecosystem.

The chapter welcomes founders, stakeholders and passionate people to their city. A chapter needs a determined team, but not an office or a fixed venue, as the events can be held at different locations independently. The foundation of a GERMAN X Chapter is voluntary.

How many team members a community consists of, which tasks are necessary and according to which values you should act can all be found in our guidelines.

HOW TO PLAN A COMMUNITY EVENT?

We have identified 4 phases of how to develop and plan an event.

1. Idea
The ideation phase involves assessing the feasibility of an event, considering key options, and ensuring that the event can be successfully executed. At the beginning of the phase, creative ideas are collected, the feasibility of the idea is examined, as well as unresolved issues and risks. Care should be taken to ensure that the idea is consistent with GERMAN X's strategy. It requires the involvement of early funding, as well as the planning of a project plan and the need for personnel and other resources.

2. Design
Although the ideation phase is the most important phase, the design phase usually requires the most work and is the most complex, requiring integration and coordination.
During the phase, information is gathered and requirements are prioritized, and the solution design is developed, including performance deliverables, to bring an on-time, on-quality, on-budget event to life. The concept selected in the ideation phase is further defined in detail with a more comprehensive plan, updated funds and budgets, and quantified resources (staff, personnel, budget, assets).

3. Execute
In the implementation phase, the project plan is now put into practice. Thus, this phase may still include tasks such as preparing the event location. The project plan shows the team that everything is in place to ensure an outstanding event with a detailed event plan divided into three phases: pre-event (mobilization and readiness), during the event (the event itself), and post-event (demobilization and review).

4. Learn
In this phase, the event is reviewed from the initiation, the ideation phase, to the implementation and the event itself. Positive and negative findings are recorded, and the event documents are updated for the next event.

HOW DOES A SUITABLE CHAPTER EVENT FORMAT LOOK LIKE?

Exemplarily, we have prepared a few holistic event formats that you are welcome to use. Depending on the locality and ecosystem, certain formats are more suitable than others. It's up to you to decide exactly how you want to structure your event.

In addition, you can set different priorities at the event. For example, a specialist event with an expert in a relevant subject area. In the context of a networking event, you can focus on building networks, while young talent events should primarily address future innovators and young professionals with dynamic topics.

Event programs should generally include the following:

o   your logo and tagline
o   the name of the event
o   the date and time of the event
o   the location and a map of the venue
o   a schedule of what will happen during the day

Additionally, a list of featured guests or sponsors and a FAQ section.

EXAMPLES EVENT FORMATS

Get to know the local cuisine – Cooking Class

Logo and / or slogan	Use an appealing logo or slogan
Name of the event	Cooking Class
Frequency	Upon arrival of new people
Time	Afternoon
Location and address of the event	Restaurant / Cooking school
Story and text about the event / purpose Schedule for the day / event	Be creative and tell your attendees what to expect at the event. Depending on the event, a schedule or agenda can also be helpful.
Audience / Target group	Anyone who not only wants to get to know the new ecosystem in a different way
Highlights of the event	Bring out the highlights.
Deadline for registration	10 days before event day
Maximum number of participants	15
To be considered	Be aware of local customs such as holidays, dress code, eating habits, but also allergens among event attendees.
Costs for the participants	No Costs

Get to know the innovation ecosystem - City Hall

Logo and / or slogan	Use an appealing logo or slogan
Name of the event	City Hall
Frequency	Beneficial for newcomers. Can also be done monthly or weekly depending on staff.
Time	Midday/Afternoon
Location and address of the event	Marketplace
Story and text about the event / purpose Schedule for the day / event	Be creative and tell your attendees what to expect at the event and what sights they finally get to see. Depending on the event, a schedule or agenda can also be helpful.
Audience / Target group	Anyone who wants to get to know their surroundings on a walk
Highlights of the event	Bring out the highlights and sightseeing spots.
Deadline for registration	5 days before event day
Maximum number of participants	30
To be considered	Be aware of local customs such as dress code, climate or rest periods but also to possible physical limitations of the program participants.
Costs for the participants	No Costs

Get-together – Innovation Breakfast

Logo and / or slogan	Use an appealing logo or slogan
Name of the event	Innovation Breakfast
Frequency	Once in a quarter of a year
Time	In the morning
Location and address of the event	Café
Story and text about the event / purpose Schedule for the day / event	Be creative and tell your attendees what to expect early in the morning and why it's worth jumping out of bed early. Depending on the event, a schedule or agenda can also be helpful.
Audience / Target group	Anyone who would like to exchange ideas and meet new people
Highlights of the event	Bring out the highlights
Deadline for registration	5 days before event day
Maximum number of participants	20
To be considered	Be aware of local customs such as holidays, dress code, eating habits, but also allergens among event attendees.
Costs for the participants	No Costs

A few rules for holding an event

We kindly ask you to adhere to the following rules and regulations if you would like to host an event:

o Please inform us about your event in advance. We are looking forward to receiving information about the event, how many participants are expected, which format you have chosen and at which location the event will take place.

o If you use your own event format, please present it to us and explain your ideas. Afterwards, a new format can also be added to the playbook.

o Adhere to our values and policies from the Guidelines. For instance, make sure that your event is made enjoyable for people of all languages.

Let the Playbook grow!

This playbook represents an interactive document that is expected to grow over time. Communities as well as local leads can develop their own event formats, as the manifestation of these often depends on the respective ecosystem. You are therefore warmly invited to reach out to us with new ideas and concepts. The document should be constantly improved for the benefit of others.