



# GLUG HANDBOOK

## INITIAL GUIDE

2019

Version 2.0



**Hey hi hello!**

**In this document you'll find....**

- Intro
- Glug Presents: The Quick Guide
- Glug Meets: The Quick Guide
  
- The Nitty Gritty
- Requirements of a Chapter Host
- License Agreement
  
- What now then?
- HQ Contact Details



# HANDBOOK

## **INTRO**

### **Hey Glugger!**

How exciting that you want to join our Global Glug Family. In this document you can find out what we do, why we do it and how you as a local Chapter Host gets the opportunity to become the face of creativity in your city.

We're not giving away our secret sauce in this document, so see this as an introduction to the requirements, the fun & the

### **Happy reading!**

Glug HQ

**Glug HQ**

If you've got any questions give us a holla! Chat to us on Slack, or email: [eve@glugevents.com](mailto:eve@glugevents.com)



## HANDBOOK

### GLUG PRESENTS: THE QUICK GUIDE

If you want to host a 'Glug Presents' here's our super-quick guide! You can read the more in-depth guide later on in this document but here's the gist...

Glug Presents is what we're known for. It consists an evening filled with Gluggers who come together for talks, Networking & good vibes, and here are the key components...

#### 1) The host team

First thing first: the key to a successful Glug chapter is to run it with a crazily epic team. We don't mind you coming from the same/different company or if you're all individuals – you just need to assure us that you'll support each other in the good, and in the bad. Simple, eh? Outside of the core team think about photographers, volunteers and someone who can film the event. Content is king and is key to help raise the local profile & for the global archives.

#### 2) Venue

A 'Glug Presents' event is not a corporate conference, a tradeshow, nor a show reel session so try and find somewhere that allows the event to feel different and relaxed. We've run our nights in environments such as bars, nightclubs, warehouses, exhibitions, agencies, ball rooms and covering spaces and they all work well as long as you've got good tech, atmosphere and music. The more facilities your venue has got in-house, the easier the set-up will be. You will need: projector, screen, microphone and speakers. Oh, and a bar – how else would you get everyone into the relaxed Networking™ spirit? Key thing here is to get a good venue who provides you with technical assistance and a key person to liaise with.

#### 3) Line-up

This is the most exciting part if you ask us – as this is your chance to invite your heroes! Main aim is to cater for all sorts of creatives – either by curating a night with a theme, or outsource an eclectic mix. Good housekeeping for speakers would be to keep talks to about 15-18 minutes and by no means should they be putting on a 'sales pitch'. We always urge that 'if you pull a sales-pitch, we pull the laptop plug'. Ask the speakers to bring some personal insights, thoughts, lessons and learnings in regards to what they do, projects or passions.



## HANDBOOK

### **4) Go live! Get attention! Fill the event!**

Once you've ticked all the above boxes and locked down a date with the venue it's time to go live. We usually charge £5–£15 for our events, sometimes hosts do their first event for free to help them establish themselves. We hook you up with our Eventbrite Business Account to allow you to list, invite and track Gluggers. It's a great tool that'll allow you to get to know your crowd with great analytics, reports & statistics in the lead-up and after your event. We urge everyone to have 4 weeks of ticket sales so a month before the event it's time to go live.

### **5) On the night**

Prior to the event you'd prep the collateral for the night – we'll supply you with a fully equipped Brand Kit filled with templates for info posters, intro presentation, social posts etc. However, the main thing is the tech – before all starts and a single person shows it's your responsibility to double (and triple!) check it all actually works and is ready to go. It's also time to think about how to introduce the night, your speakers and to make sure that you yourselves are ready for some great Networking™ with all the attendees.



## HANDBOOK

### GLUG MEETS: THE QUICK GUIDE

The slightly smaller events concept that we've got is 'Glug Meets:'. It's our newest type of events that allow local organisers to put on a bit more of a relaxed night with more focus on Networking than a jam-packed speaker-schedule. The night co-hosted with a chosen team from a studio or agency.

#### 1) **The host team and a co-host**

Glug Meets are co-hosted, co-run, co-hyped events. So, as much as it's run by the local Glug team it's also an interactive lead-up process with the co-hosting agency team. These events can therefore have larger events teams and a lot of people involved, depending on the agency team's involvement. The Glug hosts stay the same, obviously, but the co-host should change each event. Simple, eh?

#### 2) **Studio/Agency/Collective or Group?**

When deciding on who you'd like to co-host an event with you should aim high and really think about who would be super interesting to meet. Who's shaking up the industry at the moment, who is the 'best agency to work for', or what brand is making waves? Larger agencies/companies/brands surely have larger teams but think quality over quantity as they're putting on a talk about their work too – as well as being the key networking figures during the night. Basically ask yourself – who do I want to meet and learn more about?

#### 3) **Venue**

The ultimate venue for a "Glug Meets:" event is either somewhere low key – a bar, a co-working space or equivalent – or in-house in the co-hosting agency/company/brand's offices. Aim to find somewhere you can invite around 100 attendees, have access to a bar, dash out some pizza slices. As the agency will put on 3 talks you still need to have access to great teach microphone, projector/screen, speaker systems etc. should all be in the chosen venue.

#### 4) **Ticketing**

This is very much depending on where you choose to run the event. If it's external and the venue allows you to run without a minimum-spend in the in the bar/without a hire-fee the tickets should land somewhere around £5. It may seem like such an insignificant amount but it'll help you to create some value and account for less of a drop-out in comparison to a free ticket. Sometimes venues require an x-amount to be spent, or pre-ordered in the bar and if so the tickets can be charged up to equivalent of £7, which then must include a drink and a pizza slice. Local partners are key if you're looking for more funding.

#### 5) **Go live! Get attention! Fill the event!**

Once you've ticked all the above boxes and locked down a date with the venue it's time to go live. We hook you up with our Eventbrite Business Account to allow you to list, invite and track Gluggers. It's a great tool that'll allow you to get to know your crowd with great analytics, reports & statistics in the lead-up and after your event. We urge everyone to have 4 weeks of ticket sales so a month before the event it's time to go live.



## HANDBOOK

### **THE NITTY GRITTY**

As much as Glug started as a side project back in 2007 we're now proudly titling ourselves as a Global Voluntary Franchise Organisation. This means that all our events and local city Chapters are run on voluntary basis with some organisational input and guidelines from the HQ based in London.

We all look and feel the same, as well as work towards the same goal – we're here to connect and inspire creatives from all walks of life.

Running a chapter is fun, of course, but it does come with 4 specific requirements that we've outlined in a License Agreement that we issue to Chapter Applications that's been put forward by Hosts and Cities that we see fit our bigger picture.

We're sure you understand the reason behind us having to jot down some formalities and we're also sure that once you've gone through them you'll find that they're actually not that formal at all – just a part of what makes Glug, Glug.

#### **Glug HQ**

If you've got any questions give us a holla! Chat to us on Slack, or email: [eve@glugevents.com](mailto:eve@glugevents.com)



## HANDBOOK

### REQUIREMENTS OF A CHAPTER HOST

We've got 4 rules that all our Glug Host's must swear by.

#### **1. Quarterly Events**

To eliminate ghost chapters we've put a minimum requirement of quarterly events on an annual basis.

#### **2. Adhere to Brand Guidelines**

As we're a global community of local Chapters it's important that you understand and adhere to our brand guidelines. This will be submitted to you alongside an extensive Brand Kit with all kinds of templates and information that you'd ever need.

#### **3. Adhere to Global Partnership Guidelines**

As all our local Glug Chapters are locally funded and locally managed we're open to let you direct local partnerships and sponsorship gigs. However, as an organisation we've secured a number of Global Partnerships that helps Glug in areas such as PR, Marketing, Digital and supports the HQ financially. These come with requirements of brand exposure and mentions so any, and all, guidelines on this from the HQ must be adhered to.

#### **4. Community & Events Content**

The chapter Host & Team are responsible for creating, updating and maintaining the local community content online and offline. It's also up to the local team to arrange for content capture during events (speaker videos, photography, blog post) and submit this to the HQ for distribution on Global Channels.





## HANDBOOK

### **LICENSE AGREEMENT**

**Yes, it's a long document & yes, it's a very jargon heavy language.**

But, it's also the key to kick off the **'New Chapter On-boarding Process'**. Once you sign and it's approved you'll get access to all the Glug goodies such as Brand-kit, Slack Channel (for internal Glug Comms), Eventbrite Business Account Set-up, Social Media Access etc.

And yes, it's important to us that you do understand what you sign up to and that the 4 Requirements are the foundation which this License is based upon.

You request a License Agreement from the Glug Community Manager and you'll be given one if you're the chosen Glug Host for the city you've applied for.

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#### **Validity of a License Agreement**

The license agreements are valid on an initial 12 month period with the opportunity to prolong and renew at the end of the period considering both parties are happy with the initial phase.

#### **Questions regarding the License Agreement?**

Chat to Eve, [eve@glugevents.com](mailto:eve@glugevents.com)



## HANDBOOK

### **WHAT NOW THEN?**

If you think you're a given member of our Glug Family – so do we! The next couple of steps are outlined in the "Glug Onboarding Document" — but of course, if you've got any questions (and we'd assume you've got loads!) just give us a little nudge and we'll take it from there...

Speak to you soon!  
Stay cool!

Glug HQ

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## HANDBOOK

### YOU CAN FIND US HERE

Website:	<a href="http://www.glugevents.com">www.glugevents.com</a>
Twitter:	@glug
Instagram:	Glugevents
Local Twitters:	<a href="https://twitter.com/glug/lists/local-glugs">twitter.com/glug/lists/local-glugs</a>
Vimeo:	<a href="http://www.vimeo.com/glug">www.vimeo.com/glug</a>
Facebook:	<a href="http://www.facebook.com/glugnotworking">www.facebook.com/glugnotworking</a>
LinkedIn:	Glug - This is Notworking
LinkedIn URL:	<a href="https://www.linkedin.com/groups/1870366">https://www.linkedin.com/groups/1870366</a>
Hashtags:	#Glug + 3-letter City Abbreviation E.g. #GlugLDN, #GlugNYC, #GlugBLN etc...

### FOR ALL OUR HOSTS

Glug Slack Group:	<a href="http://www.slack.com/glugevents">www.slack.com/glugevents</a> Please request access via Community Manager
Eventbrite:	Discounted Service Fee for all Glug Hosts Please request access via Community Manager

### IN CASE YOU NEED MORE DEETS

Get in touch with either Charlotte or Eve:

**Charlotte** – Global Partnerships Manager  
[charlotte@glugevents.com](mailto:charlotte@glugevents.com)

**Eve Marx** – Community Manager  
[eve@glugevents.com](mailto:eve@glugevents.com)

#### Glug HQ

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