

# HOSTING A MEETUP

**PHOTO SOCIAL**



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# Photo Social is Changing

## Photo Social is becoming a collective!

What does this mean? Simply, you get to be more involved.

Photo Social members can now host their own events.

This guide has been created to support individuals with hosting, but also to set expectations around event delivery to ensure consistency is maintained and Photo Socials values are upheld.

**NB:** If someone is not complying with the Photo Social guidance & values they will no longer be able to host events for Photo Social and may be asked to leave the group.



# 01 - Photo Social Purpose & Culture

**Our events & your hosting should reflect this!**

**Purpose:** We are a community based group that connects photographers through social based photographic events (free) to support individual photographic growth.

**Culture:** We are relaxed and fun! We are inclusive of diverse people & diverse photographic interest, medium and style. We encourage collaboration with our members. We want members to feel part of a shared purpose and to feel like they belong.



# 01 - Hosting Responsibilities

You are responsible for your event. This includes organizing, posting on photowalk.me, delivery and any communication with attendees (before/during/after event) - Please keep Sarah informed of planned events, with as much notice as possible.

Post your events here - <https://www.photowalk.me/> Make sure you notify Photo Social members too.

Please don't post events that don't comply with the law or ethics. Check in advance if event routes/areas have such restrictions.

You are responsible for being on time for your event. If you have to cancel, please give people several day's notice.

It's advised you set up a WhatsApp group for attendees in advance of event for communication. Do this a day before as attendance can change on the lead up to the event.

How to set up a WhatsApp group: [https://faq.whatsapp.com/3242937609289432/?cms\\_platform=web](https://faq.whatsapp.com/3242937609289432/?cms_platform=web)

You must be clear on event date, start and end time and number of attendees.

Event meeting point, title and event description should be simple and clear.

Use live location in WhatsApp if people are late and need to find you: [https://faq.whatsapp.com/480865177351335/?cms\\_platform=android](https://faq.whatsapp.com/480865177351335/?cms_platform=android)

Take photos of the group and event - but ask for consent! - Send these to Sarah after to put on Instagram.

**Please see Top Tips section for more helpful guidance 😊**

# 03 - Hosting Top Tips!

## Arrive Early

Be there to greet everyone, you are the host! If you are running late let people know! Can anyone cover for a while?

## Be Welcoming

Make sure you welcome everyone individually, it helps people feel more relaxed. Explain what we are all about.

## Be Vigilant

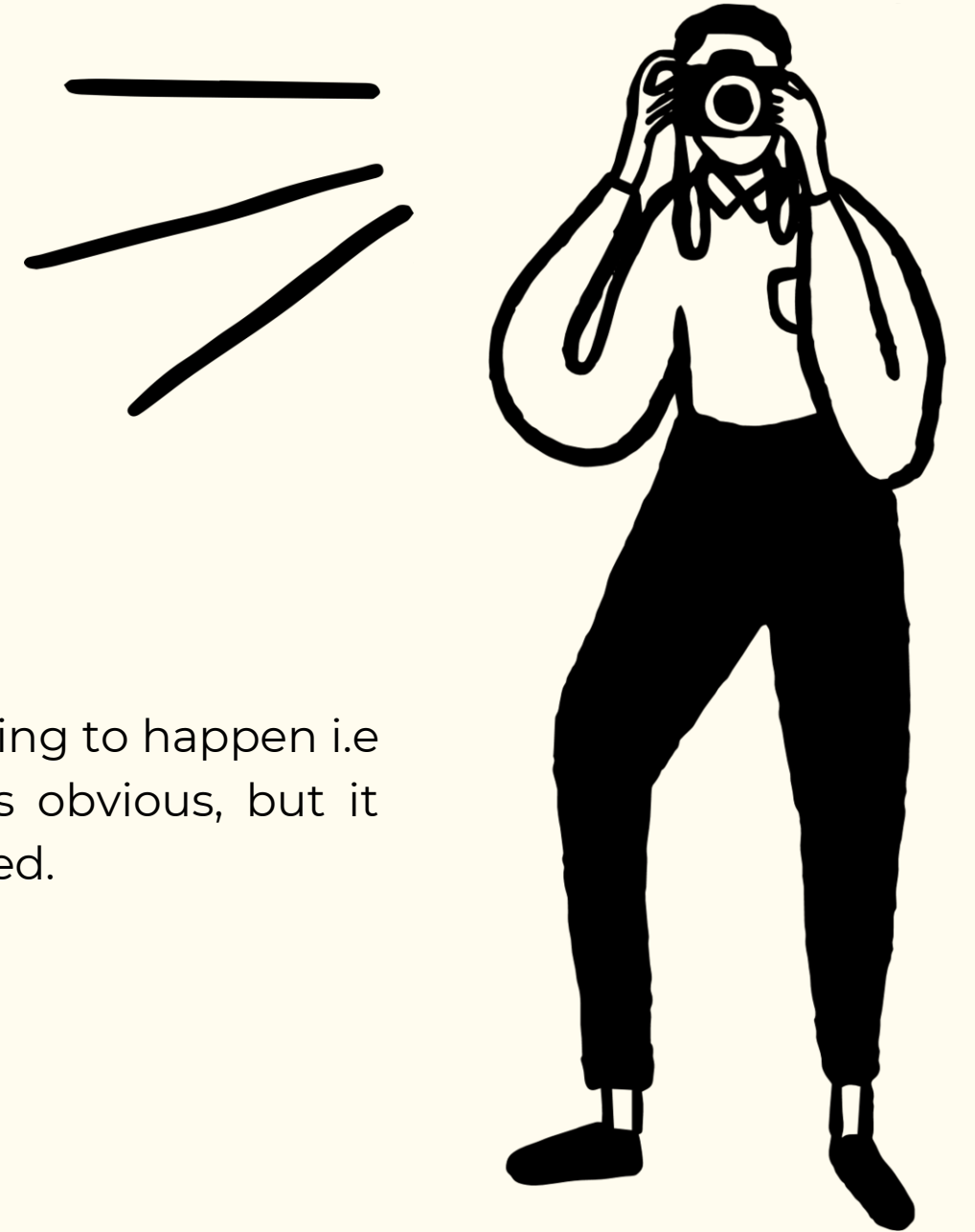
Is anyone finding it harder to fit in? Talk to them, can you link them up with a regular who can show them the ropes?

## Communicate

Constantly explain what is happening or going to happen i.e. *"we will be moving off in 5 mins"*. Sounds obvious, but it helps people feel more contained and relaxed.

## Have Boundaries

What works for you? Event location? Group size? General rule: the bigger the group, the more there is to manage, so be realistic. What time do you have to give? Don't be pressurized into hosting longer (hosting can be tiring), people can always carry on without you. Always set clear start and end times (that suit you) & be clear when you stop hosting.



# 03 - Hosting Top Tips!



## Event Titles

Keep it short and punchy! Does it tell people what your event is all about i.e *Social photo walk in Shoreditch*

## Be Collaborative

Where possible collaborate *“do you want a break now or in 20 mins”* - BUT don't let the event get taken off track. You must stick to the remit of the event. If someone wants to do something else, politely remind them that they can do this independently as this is not what the event is. Sometimes you have to be the “I” for the ‘we’.

## Event Descriptions

Does it represent the vibe of photo social? Are you writing in a welcoming way? Is it clear?

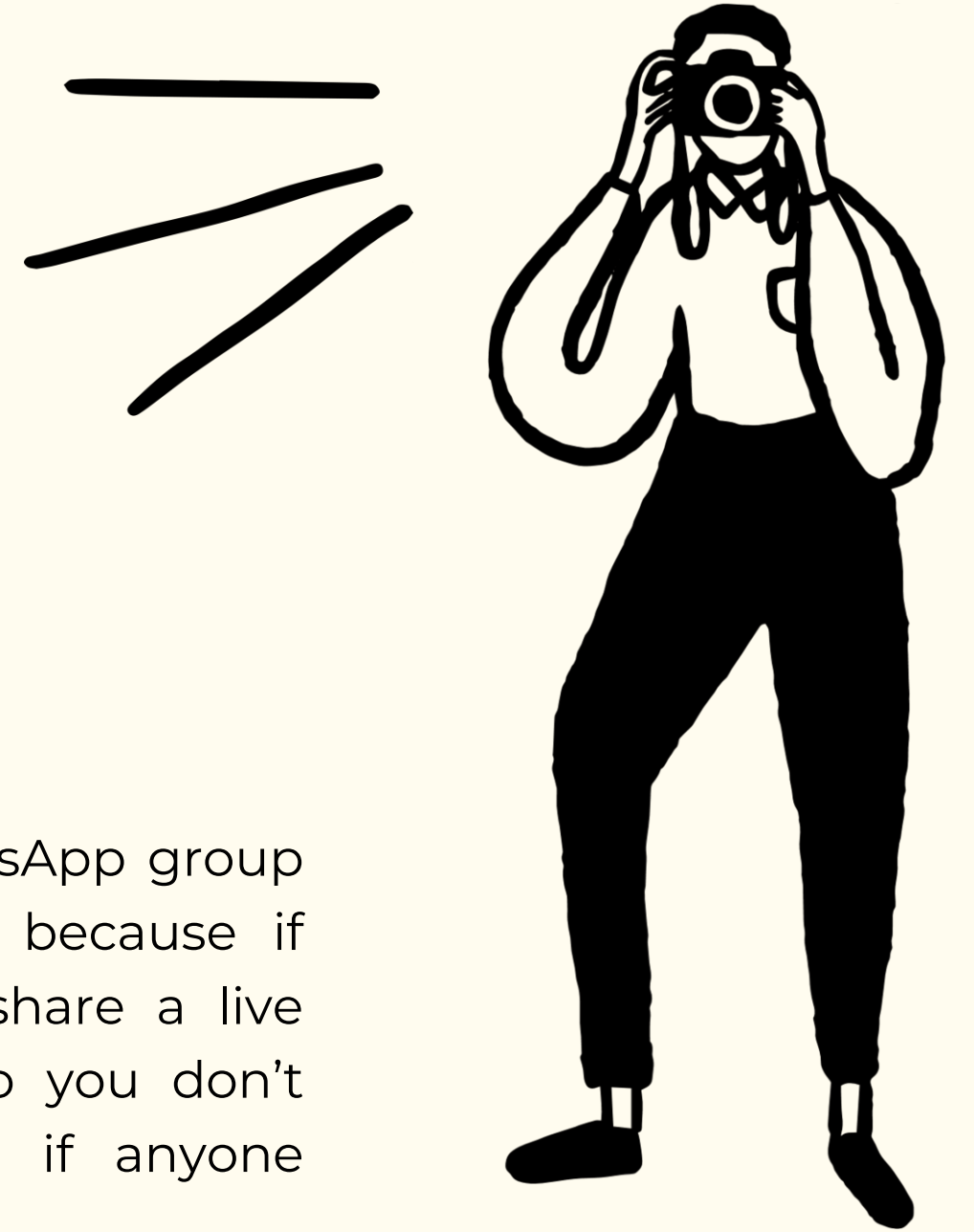
Less is more. Keep it simple, too much detail often doesn't get read.

Also a generic overview is better in case factors on the day affect things i.e closures, unforeseen circumstances, etc.

Also can be helpful to say what the event is not i.e *“this is not a workshop on photography, instead a social group for photographers to connect”*.

Ask someone to check it. Does it make sense to them?

# 03 - Hosting Top Tips!



## Initial Meeting Points

Are they clear & easy to find? Be mindful of very busy areas. Have you given clear directions or identifying features? A location link/pin can help.

Remember this is the time people are most anxious! Don't make it more anxiety provoking!

## Buddying up?

Not feeling confident to host alone?

Can you find a buddy? Someone who shares an interest in event topic or is the ying to your yang!

## WhatsApp Groups

It can be helpful to set up a WhatsApp group before your event. This is useful because if anyone is running late you can share a live location (so they can find you, so you don't need to wait). Also very helpful if anyone wanders off!

It also assists people to connect pre/post event and is a great way for people to share their images after (that with consent) we can share on our Instagram.



# 03 - Hosting Top Tips!

## Photos

Always ask for consent! Explain where we use them.

We want pictures that represent Photo Social's vibe, i.e people having fun, taking photos & connecting.

Get group shots too - make sure everyone is smiling!

A good tip is to take more photos than you think, as there'll always be someone with their eyes closed!

## Waiting Time

Be clear how long you are willing to wait for people at the beginning. Waiting for one person who is very late can significantly delay your event. Instead send them a live location in the WhatsApp group so they can find you!

## Meeting Points

During events photographer's love to wander off to take pictures. Set meeting points & times, so you don't have to try and locate them later!

## Thank people

It's always nice to thank people after the event for coming.

It makes them feel valued and appreciated. And after all, without them there is no community!



# 04 - Final Words...

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Like anything, hosting takes practice and you need to find your own style.

Be kind to yourself, we often learn the most from what didn't work, these are learning opportunities!

If you need any advice or just want to talk something through, just ask!

And on a final note: I know you'll smash it!

Love, Sarah



**PHOTO SOCIAL**

Thank You



Sarah Keen