1. Decide on the target audience.

Newbies? Users? Developers? Casting a wide net is probably the best choice for most places, but use your best judgment.

2. Set up an information hub.

You need a Meetup.com page, a Facebook page, or some other type of website. People should be able to easily find event details. It’s also nice to have RSVP and add-to-calendar functionality. As the organizer, you need a way to contact your meetup members — consider setting up an email newsletter.

3. Tell people about your group.

Make use of social media and your network. Personally invite anyone you know who might be interested. Spread the word on Zcash communication channels:

- forum.zcashcommunity.com
- chat.zcashcommunity.com
- reddit.com/r/zec
- t.me/zcon0

And don’t forget Twitter. Tag @ZcashFoundation and @zcashco so we can amplify you.

4. Plan your first specific meetup.

- Find a venue.
- Decide the date and time.
- Decide the focus or topic.
- Announce the details on your meetup hub.

5. Repeat all of the above on a regular basis!