Creating a photography meetup

Tips from Joe Newman, ShutterbugLife.com | Episode 052

- Go to some Meetups and see what they are about. Ask yourself if you really need to create a Meetup because there are plenty of opportunities out there.
- Do a couple Meetups with other groups. See what works and what you like about them.
- Once you decide to start one, host the Meetup events frequently.
- Plan around two things — 1) Public transportation. Try to have a starting point that is accessible; and 2) I try to scout for a restaurant, bar or coffee show where we can all meet after the event.
- When you post an event on Meetup, you will get a lot of people RSVPing. Typically about 70 percent of the people who RSVP will show up. You always have to build in the expectation that if you have 50 people sign up, only 35 might show up.
- Always have an ending point where you can get back together and reconnect. On a walk, people tend to spread out. Some people pair up, others will just go out by themselves. You can lose that connection with your group, so always have that place to reconnect.
- Keep the Meetups relatively short — between 1.5 - 2 hours. Some people will have to leave early. Not everyone will be able to stay after, and that’s fine.
- Go to Facebook and search through the events. A lot of times, when someone is hosting a public march or rally, they create an event page on Facebook. Search through those events and see what might be an interesting photo op.
- Always carry business cards. Whenever I take a photo of someone on the street, I always hand them a business card and tell them to email me. I will send you a picture. Typically only 30 percent will ask me, but I always send them a photo.