

TASK	ADDITIONAL INFO	COMPLETED?				
Create signage.	This could include signs, banners, flyers, etc. Be sure that the digital community's URL is prevalent. If the URL is "not pretty" consider using something like bit.ly to shorten it and create a vanity URL.					
Have the speaker talk about the digital community, even if briefly.	Secure a shoutout from the host/moderator/presenter mentioning the digital community and how people can join (or become more involved). See if they will mention this in the beginning AND closing talk. To take this one step further, see if the individual will allow the most active users to come to the stage to be recognized.					
Give away digital community swag.	Be sure the digital community's URL is on each item. Be sure to strategically place the items in high-traffic areas such as: the registration desk, coffee and snack tables, on tables in popular breakout session rooms. Also, when deciding on the kind of swag, be sure it's something that your URL can fit on without looking tacky or too cramped (or secure a shortened vanity URL).					
<i>The tasks below pertain to the digital community users ONLY</i>						
Differentiate this audience.	Do so with special name tags or lanyards. Include their digital community username and rank level/distinction if possible.					
Provide a perk related to early entry or reserved seating.	For example, for a keynote speech, members could enter 15 minutes earlier than everyone else and choose their seats. Or, the first row, or first few rows, are reserved for digital community users.					
Coordinate a user meetup.	Designate a special place or time for members to meet. For example, at a conference, you might hold a Digital Community Happy Hour.					

