



COMMUNITY OF EXPERTS
OF DASSAULT SYSTÈMES SOLUTIONS

Guide to Starting a COE Regional User Group



Starting a COE RUG



WHAT'S INSIDE:



Are you ready to start a Regional User Group (RUG) with COE and engage your local community?

Reach out to COE Headquarters at coe@coe.org to express your interest.

After we receive your request, COE will be in contact to:

- Connect you with a COE RUG liaison to review RUG formation processes
- Work with you to build your RUG community and kick off promotion to COE members in your area
- Assist with initial outreach to VARs



#1 Creating a Vibrant RUG Community: Get Your Members Talking

Regularly start discussions and post news, blogs or information in the RUG community to cultivate active and engaging conversations. Members in your community listserv will be notified of new and ongoing discussions.



Do You Know COE?



#2 Building a Resource Library: Post Event Materials, Articles and Information

After RUG meetings, draw members back to your online community by providing informative presentations and materials from the event. Ask your members to contribute articles and information too.

For over 30 years, COE has proudly served users of specific Dassault Systèmes technology solutions. As the marketplace has evolved, we realized that the companies that make up our member community are no longer just using one or two solutions from the Dassault Systèmes portfolio. Because of this, COE has evolved to serve all users of Dassault Systèmes solutions.

When you think of COE, we want you to know you are a part of the Community of Experts of Dassault Systèmes solutions. This community is as strong as the people who belong. With more years of collected industry experience than can be counted, COE is the only place that gives you the opportunity to talk to fellow users, troubleshoot, enroll in industry leading educational offerings and receive direct access to influence the future of Dassault Systèmes solutions.

COMMUNITY



EXPERTISE

ADVANCEMENT



A Guide to COE RUGs

What Are COE RUGs?

COE RUGs hold the same mission as the global COE Community: to bring together Dassault Systèmes solutions users together to learn from one another through meaningful in-person engagement with peers and industry experts. Each RUG provides local COE members with the opportunity to meet on a regular basis to share challenges and successes, learn about new technologies and connect with counterparts and peers across industries in their area.

Beyond holding regular meetings, COE RUGs also maintain an online community on coe.org for easy information sharing via forums, blogs and file libraries dedicated to the RUG. The online community also provides a calendar of upcoming events, and allows members to register for RUG meetings.

COE RUGs are what you make of them. Each RUG Leader works with volunteers and members to develop educational opportunities and meetings, which will determine how active the group is and will also have access to a COE liaison. RUGs range from both Quebec to Central Ohio and vary in size depending on the area. They allow for regular communication between COE members in a common location, and are a direct extension of COE.

Who Manages COE RUGs?

COE members and volunteers like you! RUG communities, meetings and events are executed by a designated volunteer leader. It is recommended that you recruit a minimum of 2 individuals to serve on your RUG committee that will assist with planning events and engaging members. While COE and Dassault Systèmes will provide assistance to each RUG, the direction of the RUG is determined by the volunteers. Read further to learn the various ways COE supports our local RUGs.



#3 Know What Makes Your Members Tick: Surveys and Post Event Follow-Up

You can't know if you don't ask. Survey your members to learn what they want next or to determine how they prefer to be engaged. This is a great tool for volunteer recruitment!



COE Support for RUG Leaders



We are here to make your RUG a successful one. The relationship between COE and the RUG is a partnership. COE and COE RUGs support each other's events and endeavors, ultimately strengthening the entire user community. While COE provides support and guidance, RUGs are responsible for managing events and membership outreach.

COE provides the following benefits to each RUG:

Community Support

- Hosting of online community
- RUG introduction for new COE members in the RUG area
- Access to an exclusive RUG Leader discussion forum
- Support of a dedicated COE headquarters contact

Event Support

- Sample meeting agendas
- Hosting for RUG event website pages and management of event registration lists
- Access to COE sponsors and VARs
- Event promotion on coe.org
- Possible event promotion through Dassault Systèmes



#4 It's OK to Share It More Than Once: Keep Your Members in the Know

Follow up with members after each event, and direct them to COE or RUG resources when something new is added. This will allow RUG members to take what they learned and apply it to their work.



RUG Leader 101

As a COE RUG Leader, you and your volunteers have the opportunity to work closely with COE headquarters. This relationship is key to your RUG's success. COE RUGs strengthen and build the larger COE community, and as a leader you will engage COE members, expand their education and create networking opportunities in your local area.

COE RUG Leaders are responsible for:

- Sharing the latest product and educational information with members
- Scheduling and participating in regular RUG meet-ups
- Participating in the RUG Leader community
- Serving as the main point of contact between the RUG, COE and Dassault Systèmes
- Ensuring your RUG is in accordance with COE bylaws and mission
- Working with all RUG volunteers
- Ensuring all available funds are used to support the RUG and its activities

One of the biggest responsibilities you hold as a RUG Leader is bringing the community together regularly. This responsibility includes:

- Securing the venue and catering options
- Executing promotions to ensure the RUG is aware of the meeting and able to attend
- Securing and maintaining relationships with sponsors and VARs
- Creating the agenda and securing speakers
- Sharing all meeting logistics with COE Headquarters
- Communicating meeting changes to attendees
- Conducting post-meeting follow-up



#5 Everyone Loves a New T-Shirt: Get the Goodies for Your Members

If your members need a fun giveaway to get engaged, you might involve a sponsor or use excess funds to create a raffle or contest to keep members on their toes.



Organizing Your RUG Meetings

Organizing Your RUG Meetings

In terms of attendance, number of sessions offered, and duration, RUG meetings are smaller in scale than COE industry workshops of Annual PLM Experience & TechniFair events. RUG meetings can be supported by sponsors, and can range in length from a few hours to a full day. Let's dive into the details that will make your event shine.

Agendas and Speakers

COE can provide each RUG with sample agendas as well as topic ideas that touch on the latest from Dassault Systèmes, the latest industry topics, and bring other customer experiences or triumphs to the forefront for your RUG's benefit. Use these as a guide and add your own content based on your community's needs and level of know-how. Talented speakers are often right under your nose; take advantage of your members' expertise, invite a sponsor or work with your contacts at COE and Dassault Systèmes to identify candidates.

Finding a Place to Meet

Find a venue that is convenient to your attendees, and reflects the personality of your members. If you are on a budget, reach out to your company or another RUG member's company to secure some space. You may also find local colleges or libraries to be a great meeting place.

Work with a VAR or sponsor to give your meeting a boost: With a VAR or sponsor helping with the cost, meeting location options become more abundant and you can get even more creative. With additional support, you might find that a restaurant, brewery, movie theatre or even a museum will create a fun meeting place for your RUG members.

Networking

Be sure to incorporate networking opportunities into your agenda.

- Sponsored happy hour or dinner
- Speed networking
- Roundtable discussions based on job title or industry
- Social media engagement

Sponsorship

COE helps connect your RUG directly with sponsors and VARs to bring in educational presentations or demonstrations, and secure sponsorship of food and costs associated with your meeting. COE can assist with the initial introduction and follow-up calls as needed. COE expects that sponsors directly cover meeting costs. Contact your COE Headquarters liaison for a list of interested sponsors or VARs in your area.



#6 Finding Volunteers Will Make Your RUG Thrive: Volunteer Opportunities Come in Many Forms

Don't be afraid to ask, provide volunteer sign-up opportunities at your events. If a volunteer prefers not to serve on your volunteer committee, they can still get involved in maintaining the online community, managing member communication or acting as the sponsor lead.



Starting Your RUG

Start a COE RUG in your area

Increase your education, grow your network and hone your leadership skills. Your RUG will provide local COE members with the opportunity to connect virtually as well as in-person on a regular basis to share challenges and successes, learn about new technologies and connect with counterparts and peers across industries in their area. As a COE RUG leader you are helping lead the discussion in your own backyard!



#7 Speakers Really Are Everywhere: Your Members Are Your Best Resources

Your members are your best resources for speakers – don't forget you have a RUG full of experience at your fingertips. Notice someone who is particularly active? Reach out and ask them lead a talk at your next meeting.

STARTING YOUR RUG IS EASY:



Connect with a COE RUG liaison to review the process and what COE can do for you!



COE will work with you to build your RUG community and kick off member recruitment throughout your area



COE can assist with initial outreach to sponsors and VARs



COE can provide you with sample agendas that other successful groups have implemented



COE can assist with outreach to find other volunteers that can help your group grow



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