

Dear Functional Forum Supporter,

First off, thank you for being a part of the Evolution of Medicine community, and for your interest in initiating a local Functional Forum meetup group in your area.

To help you develop your local community, we host our Functional Forum event on the first Monday of each month, and have made it easy for you to host an event to share the livestream broadcast with your local community.

The documents below give you a step by step guide to planning the perfect event, event-day timing, and addresses questions that you may come up during your planning process. Thank you for your time and efforts to help educate and create change in your local community.

Best Regards,

Anne Gnuechtel  
Functional Forum Community Manager  
anne@goevomed.com

## 7 Steps to Planning your Functional Forum Meetup

**Step 1:** Register to become a host here: <http://meetup.functionalforum.com/host-a-meetup/>

**Step 2:** Set up a time to speak to us if you have any questions: [functionalforum.com/meetup-host-call](http://functionalforum.com/meetup-host-call) or email us with questions: <http://meetup.functionalforum.com/contact/>

**Step 3:** If you have a Facebook account, join the Functional Forum Meetup Host Group. It's a private group meant for sharing best practices among the hosts and a great way to stay connected: [functionalforum.com/meetup-facebook](http://functionalforum.com/meetup-facebook)

**Step 4:** Choose a day/time that you know will work for you every month. Mondays @ 8pm EST is best as people like to watch live, but if that doesn't work there are other options. Refer to Q&A below.

**Step 5:** Find a venue with a good internet connection and a large television or projection screen that will allow for you to host every month. (See the question "Where should I host my meetup?" below.)

**Step 6:** Let us know WHERE, WHEN, & WHO is hosting so that we can set up your own unique URL to share. Send these details to [anne@goevomed.com](mailto:anne@goevomed.com). It is important that your URL accurately represents the area in which you are hosting. Many cities will allow for more than one meetup. EXAMPLE: <http://meetup.functionalforum.com/studiocity>

**Step 7:** Spread the word! Share your unique URL on social media. Email it to your network.

**Have unanswered questions? Contact us:** <http://meetup.functionalforum.com/contact/>

## Suggested Event Timing (Eastern Standard Time)

- 7:00pm**      **Practitioners start to arrive** – this is great time for networking. Make sure you have supplies to make name tags for everyone. **Did everyone RSVP?** If not, have them RSVP online so they get on the list of invitees for next month.
- 7:30pm**      **Share the Vision** – Take a group photo and share it using #functionalforum or post it on the Facebook meetup page. Discuss WHY you decided to start this group. What are your intentions and goals?
- 7:40pm**      **Introductions** – After you've shared your vision as the host, go around the room and have everyone introduce themselves and add any thoughts to your vision for the group.
- 7:50pm**      **10 Minute Break** – use this time to set up your live stream and make sure that it's working, practitioners should use this time for a bathroom break if needed
- 8:00pm**      **Functional Forum** – view the live stream and submit questions using #functionalforum or type them into the bottom of the watch page
- 9:30pm**      **Discussion** – What did the group see that made an impact on them? Go around and ask each person to share something they learned.
- 10:00pm**     **Event Ends** – Remind everyone to mark the next event in their calendars

## A Few Best Practices

1. Set up a lending library to share any resources that might be helpful. Not everyone is familiar with functional medicine and this would be a great way to get them started.
2. Invite all types of practitioners. Remember that everyone has a unique set of skills and has something to contribute. Collaboration is key.
3. Invite a local guest speaker to introduce the topic! It's a great way to introduce a local subject matter expert.
4. Share your best practices with the all the hosts on the Facebook meetup host page. Let us know what worked and didn't work. Help build the meetup community.

Have unanswered questions? Contact us: <http://meetup.functionalforum.com/contact/>

## Frequently Asked Questions

**Q. Where should I host my meetup?**

A. Think about places that would benefit from hosting a group of health professionals and ask yourself if the location fits your vision.

- Yoga/pilates/fitness studios
- Physical therapy locations
- Grocery stores (sometimes they even have kitchens)
- Schools/libraries
- Apartment complexes that have conference rooms
- Clinics/Doctor's offices
- Restaurants/bars (MON nights may be less busy, no worries about food/drinks)

**Q. I have a really small network of people. How can I find more people to invite?**

A. It can start out small and grow! Try these strategies:

- Choose a couple of practitioners that are close to you and ask them to forward the invitation to their connections. You could potentially triple your reach with the help of just two other practitioner friends.
- Do you know any supplement reps? They have a list of hundreds if not thousands of people. Invite one to co-host with you. Your network grows and they get to meet potential clients.

**Q. I'm not familiar with setting up electronic invites. Can you help me?**

A. We are handling this on your behalf.

- You will receive a custom URL (such as <http://meetup.functionalforum.com/los-angeles>) to direct your attendees to RSVP
- If you hold meetup at different time/date, our community manager will update your RSVP/event page for you
- Once your attendees have registered, we will send out email reminders on your behalf, as well as send you a list of attendees. In addition, we'll remind past attendees to RSVP for the next meetup.
- You will also receive next month's speaker list and program so you can have attendees RSVP for the next meetup.

**Q. Mondays don't work. 8pm EST is too early. Do I have to host while the show is live?**

A. No. Pick a day/time that works for you and the practitioners in your area. The most important thing is to keep it consistent every month.

**Q. How can I provide more value to the people I invite?**

A. You have carte blanche to make it your own.

- Invite a local guest speaker who is a subject matter expert about that month's topic
- If you're hosting as a lab or a supplement rep, introduce relevant products/services

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