NOMCON
2020

The Maker Event Playbook

How to use it, contribute to it, and make your own

Speakers

Andrew Rudolph
Board Member, The Maker Effect Foundation

Candy Cole
Executive Director, The Maker Effect Foundation
The Maker Effect Foundation is a non-profit that runs a makerspace, performs educational outreach, produces Maker Faire Orlando, and supports local robotics teams.

Ian Cole
Board Member, Nation of Makers
Board Member, The Maker Effect Foundation
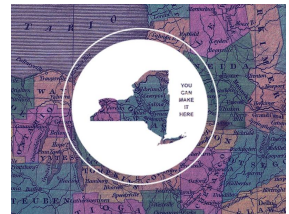
Pete Prodoehl
Maker, RasterWeb!
I like to make things, help people, and help people make things.
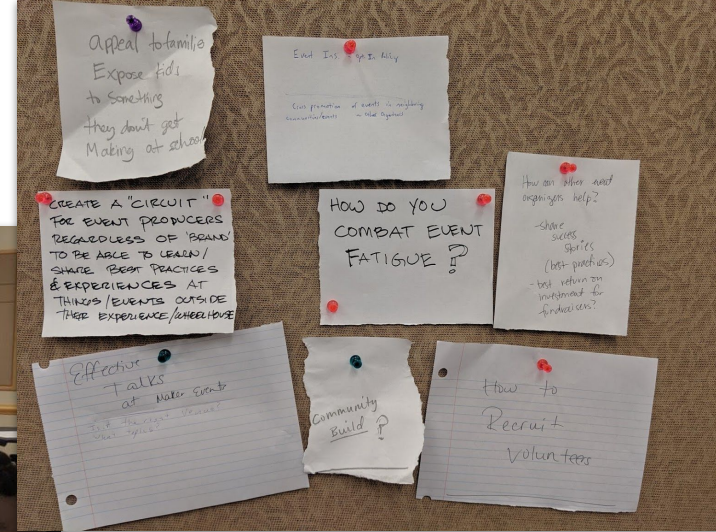
Dan Schneiderman
Co-Chair, Maker Faire Rochester
Dan is a maker, event producer, educator, community organizer, and has been the lead behind multiple community builds, including last year's NOMCON Community Build.

One Year Ago - NOMCON 2019

Convening of Maker Event Organizers

Would love to see a repository of shared documentation of event best practices (how to reach out to sponsors, finding a venue, organizing volunteers, etc.)

Challenge Accepted!

- A number of us started to discuss the concept which lead to lots of questions such as:
  - How do we make the documentation inclusive of all types and sizes of maker events?
  - How do we allow contributions from a wide number of contributors?
  - How do we make it easy for others to document their events?
  - How is the content shared with others?
  - Who maintains and safeguards the content?
- We wanted to get started, but one big question loomed - what platform would we use?
  - Google Docs?
  - Wiki?
  - WordPress?
- During the platform discussion we had an epiphany
  - Community documentation is a form of Open Source software
  - The principles and tools used for Open Source software can be leveraged to create the Maker Event Playbook!

Principles of the Open Source Way

Transparency. Whether we're developing software or solving a business problem, we all have access to the information and materials necessary for doing our best work. And when these materials are accessible, we can build upon each other's ideas and discoveries. We can make more effective decisions and understand how decisions affect us.

Collaboration. When we're free to participate, we can enhance each other's work in unanticipated ways. When we can modify what others have shared, we unlock new possibilities. By initiating new projects together, we can solve problems that no one can solve alone. And when we implement open standards, we enable others to contribute in the future.

Release early and often. Rapid prototypes can lead to rapid discoveries. An iterative approach leads to better solutions faster. When you're free to experiment, you can look at problems in new ways and seek answers in new places. You can learn by doing.

Meritocracy. Good ideas can come from anywhere, and the best ideas should win. Only by including diverse perspectives in our conversations can we be certain we've identified the best ideas, and decision-makers continually seek those perspectives. We may not operate by consensus, but successful work determines which projects gather support and effort from the community.

Community. Communities form when different people unite around a common purpose. Shared values guide decision making, and community goals supersede individual interests and agendas.

Open Source Tools GitHub and GitHub Pages

GitHub provides version control for software projects, supports contributions by a large number of contributors, and has a built-in way of writing and sharing documentation

The Maker Event Playbook is hosted in a GitHub repository or "repo" and is automatically published as a website using GitHub pages

GitHub Features

- Open code repository with version control
- GitHub Pages
- Tracking of issues
- Review of contributions
- Notifications of changes, comments & more
- Forking
- Scalability
- A LOT more!

From Theory to Reality

The Maker Effect Foundation took on the Maker Event Playbook as a project in partnership with Nation of Makers, and with support from Google, as part of their ongoing support of the maker community

The Maker Event Playbook will be run as a long-term project of Nation of Makers staffed by the Nation of Makers community of event organizers

Project Scope

- An open-source platform for creating, updating and hosting of the playbook
- High-level maker event content that applies to many types of events (e.g. signage, ticketing, etc.)
- Creation of a process for community contribution
- Creation of documentation for local event organizers to create their own local version of the playbook
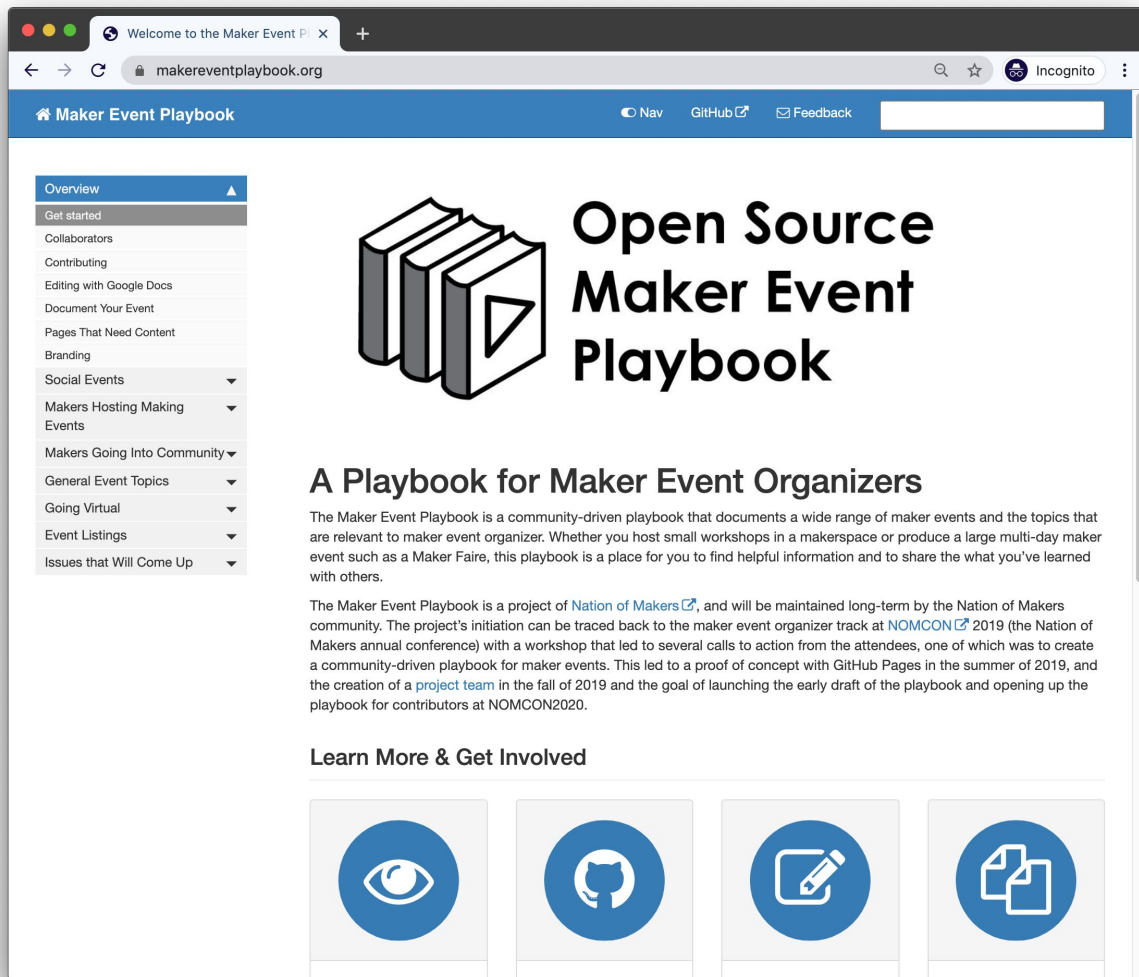 - Document Maker Faire Orlando to lead-by-example
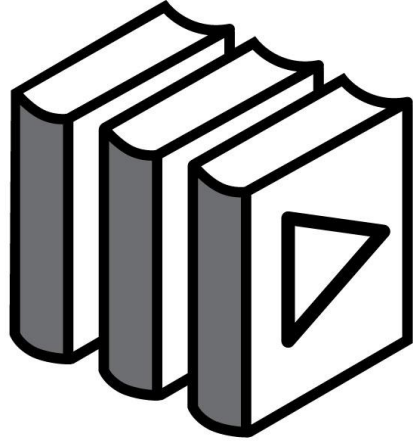
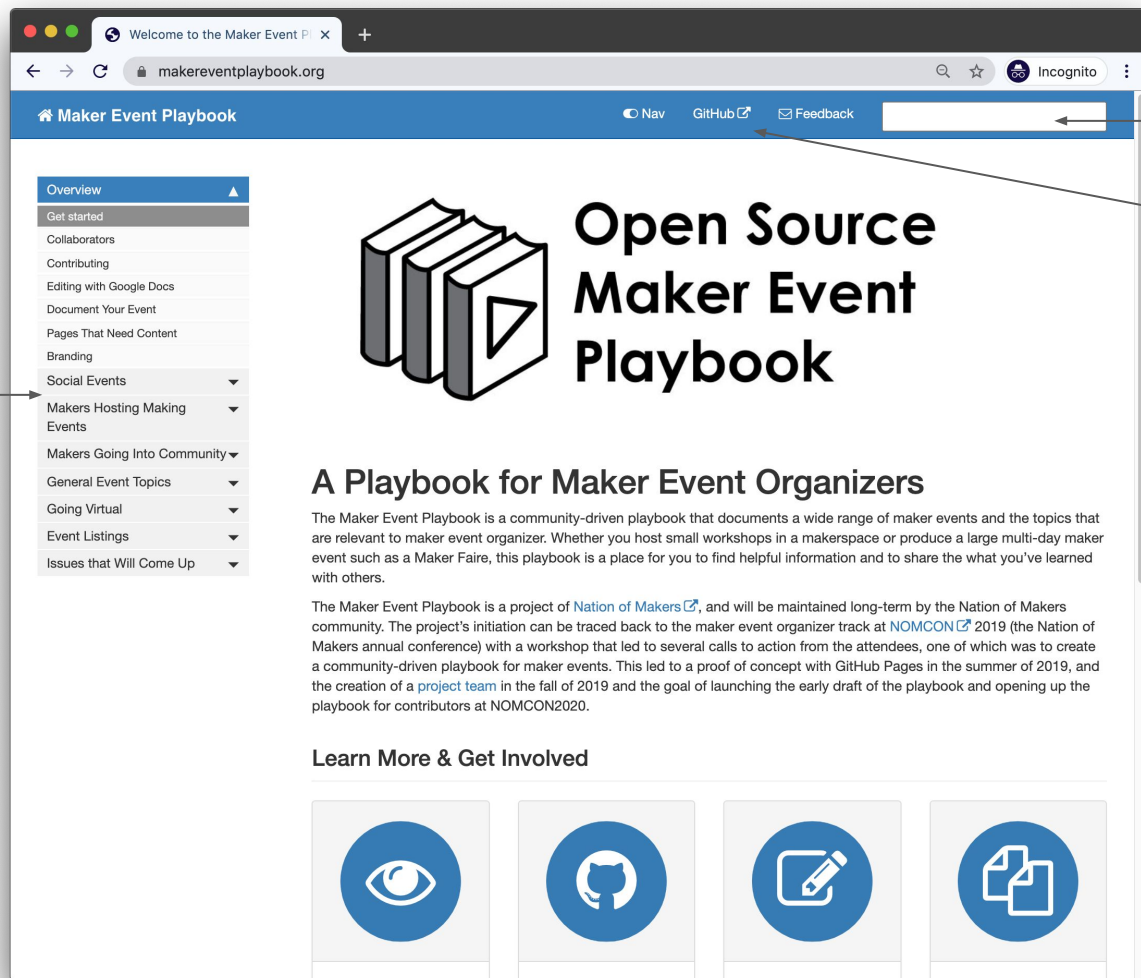# Open Source Maker Event Playbook

makereventplaybook.org

🏠 **Maker Event Playbook**

◐ Nav   GitHub ⬈   ✉ Feedback

Open Source Maker Event Playbook

A Playbook for Maker Event Organizers

The Maker Event Playbook is a community-driven playbook that documents a wide range of maker events and the topics that are relevant to maker event organizer. Whether you host small workshops in a makerspace or produce a large multi-day maker event such as a Maker Faire, this playbook is a place for you to find helpful information and to share the what you've learned with others.

The Maker Event Playbook is a project of Nation of Makers ⬈, and will be maintained long-term by the Nation of Makers community. The project's initiation can be traced back to the maker event organizer track at NOMCON ⬈ 2019 (the Nation of Makers annual conference) with a workshop that led to several calls to action from the attendees, one of which was to create a community-driven playbook for maker events. This led to a proof of concept with GitHub Pages in the summer of 2019, and the creation of a project team in the fall of 2019 and the goal of launching the early draft of the playbook and opening up the playbook for contributors at NOMCON2020.

Learn More & Get Involved

9

Navigation

Persistent topic navigation organized by the type of maker event

Title and keyword search

Link to GitHub repo

Tech Note

The Maker Event Playbook is built on the "Documentation Theme for Jekyll" which provides a proven framework for documentation on GitHub Pages

Navigation by Event Type

Social Events	Makers Hosting Making Events	Makers Going Into the Community	General Event Topics
Attending Events	Build Competitions	Build Competitions	Budgets
Birthday Parties	Community Builds	Community Builds	Code of Conduct
Festivals	Disaster Recovery / Support	Make & Takes	Event Documentation
Field Trips	Fundraisers	Maker Camps	Event Technology
Game Nights	Make & Takes	Maker Meetups	Insurance
Maker Conference	Make-A-Thon / Hackathon	Power Racing Series events	Licensing
Meetups	Maker Faires & Maker Fests	Outreach Events	Marketing
Socials & Parties	Open House / Open Make	Workshops for Kids	Tickets

We've started to populate the content, but we know there is MUCH more that the community can add!

Content

The Table of Contents is automatically generated from the titles used in the document!

Link to this page in the GitHub repo

Navigation highlights the current page to show related topics

Tech Note

Content pages are written in "Markdown" which is text with very simple formatting for titles, bullets, images and links. We've also created a way to create playbook content in Google Docs for those that don't want to learn the syntax.

Responsive Design

The playbook theme automatically scales for mobile devices and is easy to read on-the-go, which means that your team can use it as a reference anytime / anywhere!

playbook.makerfaireorlando.com

Browser address bar: playbook.makerfaireorlando.com — Tab: "Welcome to the Maker Faire Or..."

Maker Faire Orlando Playbook

Navigation sidebar:
- Overview ▲
  - Get started
  - Contributing
  - Editing with Google Docs
  - Pages That Need Content
- Makers ▼
- Volunteers ▼
- Sponsors ▼
- Crew ▼
- Hands-On Activations ▼
- Talks & Performances ▼
- Robot Ruckus ▼
- Power Racing ▼
- Venue ▼
- Gate ▼
- Safety and Security ▼
- Systems & Tech ▼
- Marketing ▼
- General Topics (Will be moved into sections) ▼
- Issues that Will Come Up ▼

Maker Faire Orlando

Maker Faire Orlando ⧉ is a multi-day Maker Faire taking place in Orlando, FL. In 2019, Maker Faire Orlando welcomed more than 16,000 participants and well over 300 exhibits. The event typically happens on a Saturday and Sunday, indoor and outdoor elements.

The Playbook for Maker Faire Orlando

This playbook is used document and organize the event so that we can provide an amazing experience for all our stakeholders including makers, volunteers, attendee, crew, sponsors. Over time, it will contain documentation for all the major areas of the Faire including our work with makers, volunteers, sponsors and others, hands-on activities, Robot Ruckus, Power Racing and more.

"We've had some amazing successes, and some spectacular failures in our 8 years of producing Maker Faire Orlando. This playbook captures the best and the worst so that we can learn, continue to improve, and continually grow our crew making the event more enjoyable for everyone involved." - Ian Cole, The Maker Effect Foundation

Current Status

We are part of the team launching the Maker Event Playbook at the Nation of Makers conference in June 2020. We've built this shell site to share the vision, and will be turning our attention to collecting

Navigation

Content is specific to Maker Faire Orlando, with categories that reflect the normal organizational roles for event production

Custom Domain

playbook.makerfaireorlando.com

🏠 Maker Faire Orlando Playbook

Overview ▲
Get started
Contributing
Editing with Google Docs
Pages That Need Content
Makers
Volunteers
Sponsors
Crew
Hands-On Activations
Talks & Performances
Robot Ruckus
Power Racing
Venue
Gate
Safety and Security
Systems & Tech
Marketing
General Topics (Will be moved into sections)
Issues that Will Come Up

Maker Faire Orlando

Maker Faire Orlando ↗ is a multi-day Maker Faire taking place in Orlando, FL. In 2019, Maker Faire Orlando welcomed more than 16,000 participants and well over 300 exhibits. The event typically happens on a Saturday and Sunday, indoor and outdoor elements.

The Playbook for Maker Faire Orlando

This playbook is used document and organize the event so that we can provide an amazing experience for all our stakeholders including makers, volunteers, attendee, crew, sponsors. Over time, it will contain documentation for all the major areas of the Faire including our work with makers, volunteers, sponsors and others, hands-on activities, Robot Ruckus, Power Racing and more.

"We've had some amazing successes, and some spectacular failures in our 8 years of producing Maker Faire Orlando. This playbook captures the best and the worst so that we can learn, continue to improve, and continually grow our crew making the event more enjoyable for everyone involved." - Ian Cole, The Maker Effect Foundation

Current Status

We are part of the team launching the Maker Event Playbook at the Nation of Makers conference in June 2020. We've built this shell site to share the vision, and will be turning our attention to collecting

Tech Note

The Maker Faire Orlando Playbook is a GitHub "fork" of the Maker Event Playbook that has been modified by the Maker Faire Orlando team

Navigation by Event Area (examples)

| Makers	Volunteers	Hands-On Activations	Gate
Recruiting Makers	Recruiting Volunteers	Make-A-Shirt	Presale Ticket Check-in
Registering Makers	Registering Volunteers	Mold-A-Makey	Day-of Ticket Sales
Approving Makers	Service Hours	Learn-To-Solder	Free Ticket Check-in
Makers Who Sell	Volunteer Issues	Make-A-Button	Maker Check-in
Maker Issues	Volunteer Recognition	Take-It-Apart	Volunteer Check-in
Maker Check-in	Volunteer Check-in	Nerdy Derby	Credentials

We've created a VERY rough outline and will add LOTS more content as we go!
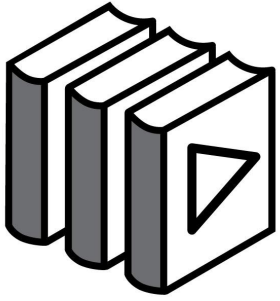
Let's Get Technical!

The Maker Event Playbook is a GitHub "Repo"

The repository contains content in text files, related images, and the code for the website
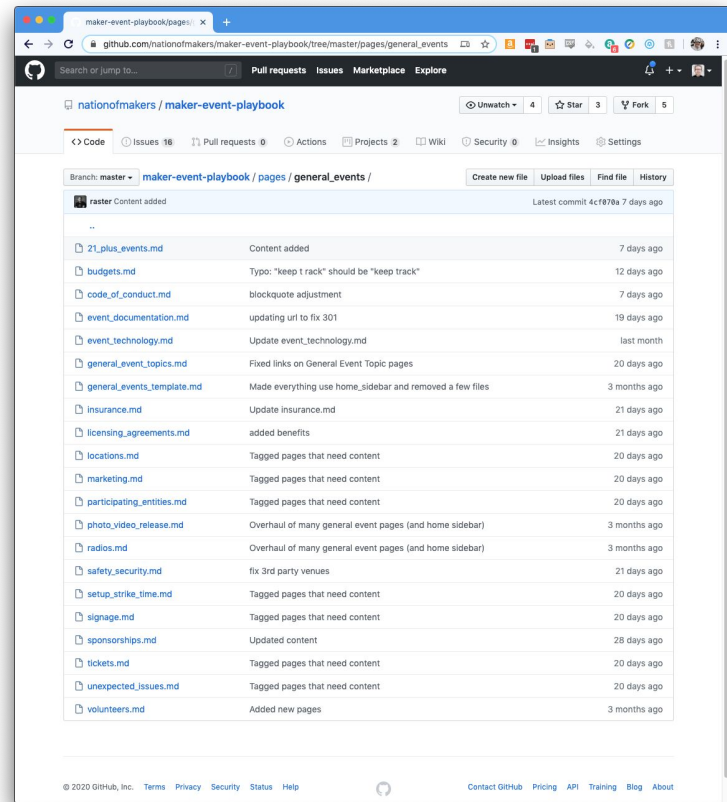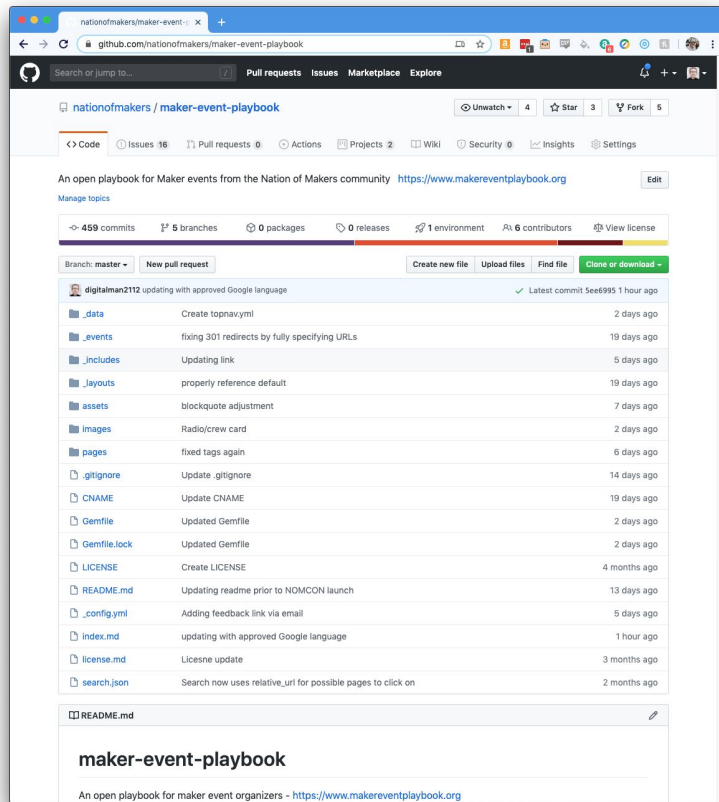
Markdown Files Are Converted to HTML by GitHub Pages

Markdown text files contain "front matter" about the page, followed by the content

```
---
title: Event Technology
keywords:
tags: [tech, technology, computers, phones]
sidebar: home_sidebar
permalink: /general/event_technology
summary: From tickets to scheduling to signage to communications,
you're probably going to need a wide variety of technology for
your event.
---

## Technology and Tools

Is it possible to run a Maker Event using no technology? Maybe,
but we don't want to try it! The good news is, tools have gotten
easier to use, and cheaper, over the years. Chances are pretty
good that Lead Producers will spend a good amount of time
managing a large event by sitting in front of a laptop, or
constantly on a phone or a radio. Much of the time spent with
those tools is about communicating and keeping everything on
schedule.

## Ask for Help

If you're a Lead Producer and technology is just not your thing,
that's okay… like other things, _delegate_. Find someone who just
"gets" technology, or already has experience with what you'll be
using. If you are using Eventbrite for ticketing, ask other event
producers how they do it. Check out the Eventbrite Help Center
and Eventbrite Support site. They are in the business of helping
you make ticketing at your event smooth and painless, so lean on
them as needed.
```


Event Technology

Summary: From tickets to scheduling to signage to communications, you're probably going to need a wide variety of technology for your event.

Table of Contents

- Technology and Tools
- Ask for Help
- Tech Infrastructure
- WiFi & Internet
- Wired Connections
- Tickets
    - Pre-Event
    - During Event
- Critical versus Non-critical

◯ Edit me ⏏

Technology and Tools

Is it possible to run a Maker Event using no technology? Maybe, but we don't want to try it! The good news is, tools have gotten easier to use, and cheaper, over the years. Chances are pretty good that Lead Producers will spend a good amount of time managing a large event by sitting in front of a laptop, or constantly on a phone or a

"Documentation Theme for Jekyll" + GitHub Pages

- GitHub Pages uses <u>Jekyll</u>, a static website generator to process the markdown files into html, and then adds the theme files, and our other code files to publish the website
- We leveraged the Open Source <u>"Documentation Theme for Jekyll"</u> that works with GitHub Pages as a jumpstart
  - The theme provides the site structure, navigation, search, and more
- Every time a change is made, GitHub Pages recreates and publishes the website
- GitHub Pages supports custom domains & ssl
- GitHub Pages is free!

Maker Event Playbook
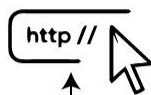
Playbook Website (generated from GitHub Repo by GitHub Pages)
makereventplaybook.org

Playbook Repo
github.com/nationofmakers/maker-event-playbook

Changes are pulled back to the original repo

Jen's Fork
Jen wants to submit changes to an overview page that explains how to recruit volunteers.

Changes are made & tested

Updates are committed

A pull request is created

Maker Faire Miami's Fork
The Maker Faire Miami team will be creating their own version of the playbook for their event.

Changes are made & tested

Updates are committed

A localized version of the playbook is hosted with specific info for this event

Milwaukee Makerspace's Fork
The Milwaukee Makerspace team will be creating their own version of the playbook that covers the different events that happen within their makerspace.

Changes are made & tested

Updates are committed

A localized version of the playbook is hosted with specific info for this makerspace

Key Terms

GitHub "Repo"
A GitHub repository (repo) provides storage with version control for Open Source code (that's our playbook documentation pages), media and more. GitHub also tracks "issues" which are things to add or fix within our repo.

GitHub "Fork"
If you want to contribute to the Maker Event Playbook (or any GitHub Open Source project), you first create your own working copy of the repo. This is called "forking" the repo and your working copy is referred to as a "fork" of the original repo.

GitHub "Commit"
Once you've made a set of related changes to your repository (and tested them!) you commit the change along with notes explaining the change. GitHub stores these commits in your repo and you can easily see the change history, or undo a commit later.

GitHub "Pull Request"
Once you've finished making changes in your fork, you can create a GitHub Pull Request. This is a request to the maintainers of the playbook, essentially saying "I've made an update, will you pull changes from my repo and merge them back into the original repository"
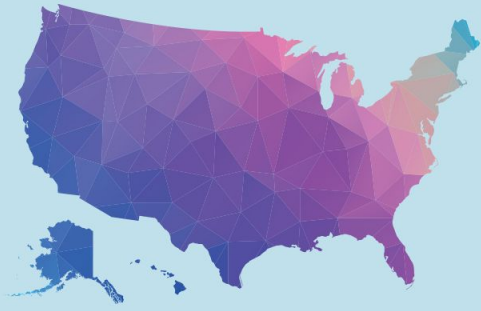
22
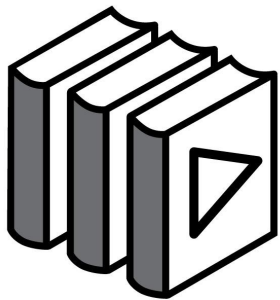
We Need You!

Ways You Can Get Involved

- Get connected
  - Email the team at makereventplaybook@nationofmakers.us to get onboarded! We are happy to get you started!
  - Join the #maker_event_playbook channel in the NOM Slack (and email us if you need to be invited to the Slack)
- Contribute to the Maker Event Playbook
  - Find an area to contribute
    - Review the [list of pages that need content](), and find one where you can contribute!
    - Identify a type of maker event we didn't think of!
    - Read existing pages to find places where you have a relevant picture, or can add more detail
  - Use GitHub or Google Docs to create content - [see our guide for contributing]()
- Drive awareness
  - Share the Playbook with others and ASK them to get involved to make a contribution. If you know they have experience with a certain type of maker event, ask them directly to contribute that to the playbook
- Create your own playbook for your makerspace, maker event, etc.
  - Email us to setup a session with your team to discuss how to get started. You'll need someone on your team comfortable with GitHub and GitHub Pages, but we can figure all that out on the call!

NOMCON

2020

Thank You!