**SocialMedia.org Unofficial Unconference Scripts**

Hi! We drafted these scripts for hosts to use as talking points throughout the Unofficial Unconference. Feel free to make them your own – these are just suggested scripts to help you welcome your guests, introduce the Show & Tells, explain how unconferences work, and wrap up the meeting.

If you have any questions, we’re always available to help – just call us at 512-651-4800 or email us at [members@socialmedia.org](mailto:members@socialmedia.org).

**Table of Contents**

1. Welcome Talking Points………………………………………… Page 2
2. Show & Tell Talking Points…………………………………….. Page 5
3. Unconference Talking Points…………………………………. Page 6
4. Good-Bye Talking Points………………………………………… Page 8

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| **1. Welcome Talking Points** | |
| **Registration** | (Hand attendees):   * Name badges * “Hi, I’d like to talk about” idea pads to post on the Unconference Board as they arrive * Confidentiality agreement + list of brands   (Encourage them to begin writing topics on their idea pads and put them up on the Unconference Board.) |
| **Welcome** | Welcome to our office, everyone! We are so excited to host this meeting here with all of you kind folks.  For those of you who don't know, SocialMedia.org is the community for people who lead social media at the world's greatest brands. (There's a handout with the list of brands in your packet.) I'm a member, and I love it enough to host this unofficial meeting.  Today is going to be a different type of meeting than our SocialMedia.org Member Meetings. This isn’t an official event from the community. We’ve pulled out some of our favorite parts and did a mini version for all of our friends in [CITY NAME] to attend.  Full SocialMedia.org meetings are dozens of people, deep conversations, and one of our favorite things all year -- we're so glad to bring it to you today.  **What makes it really special is who attends those meetings.**   * It’s only big brand people, with absolutely no vendors in the room. It’s so great because every person in the room has the exact same job as us. * It’s like being free! You can talk about anything you want, and you know everyone here gets you and it’s like a family reunion**.**   It’s such a treat to be able to explore a topic thoroughly with people like you, without the pressures of the office and everyday interruptions. |
| **Logistics** | * **Thank VIPs** * **Review agenda** * **Thank everyone for coming** * **Explain food, meals, bathroom, WiFi** * **… and more of that stuff** |
| **TRANSITION** | So, let’s talk about how the discussions will work. |
| **How Unconferences Work** | The main thing we’re going to do is unconferences, which are small group discussions on topics that are chosen by us.   * (Show Unconference Board) Today we will have [#] rounds of 30 minutes each, with [#] topics per round. * During each round, we’ll all go into corners of the room and have great conversations around the topics you choose.   What’s so great about this is we choose exactly what matters to us most *right now.* Instead of being at an event where a meeting planner picked a topic six months ago or what a sponsor wanted to sell us on. It’s all up to you!  Here’s how we pick the topics:   * Everyone has a pad of sticky notes that say, “Hi, I’d like to talk about...” * When anything pops in your head – write it down and put it on the board. * We suggest adding some bullet points to help others understand what you want to talk about. * Use your "like" stickers to cast your vote for topics you are most interested in.   Right before the Unconferences, we’ll curate the topics and set up some great conversations. |
| **Confidentiality**  **(Option 1)** | **One last thing… SocialMedia.org has one big rule: Confidentiality**  If we were at an official Member Meeting, everyone would have signed an official confidentiality agreement and every single word would be off the record.  At this unofficial meeting, no one signed an NDA, but you each agreed to the confidentiality rules as part of your online registration, and you also have a hand-out that fully describes these rules.  We ask you to respect the spirit of the conversations and keep everything you hear today confidential. We really want to make this a safe place where everyone can open up and trust that what is said in this room stays in this room. That’s how we’re going to have the best conversations and the best learnings to take back to your team.  And that’s where the best ideas, the most meaningful sharing, and the greatest value comes from. |
| **Confidentiality**  **(Option 2)** | **One last thing… SocialMedia.org has one big rule: Confidentiality**  If we were at an official Member Meeting, everyone would have signed an official confidentiality agreement and every single word would be off the record.  At this unofficial meeting, no one signed an NDA, but confidentiality is a bedrock principle of the SocialMedia.org community.  We ask you to respect the spirit of the conversations and keep everything you hear today confidential. We really want to make this a safe place where everyone can open up and trust that what is said in this room stays in this room. That’s how we’re going to have the best conversations and the best learnings to take back to your team.  And that’s where the best ideas, the most meaningful sharing, and the greatest value comes from. |
| **TRANSITION** | All right, now that we know what to expect from the day -- let’s get to the conversations! |
| **Introductions & Ice Breakers** | **Let’s get to know each other!**  We’ll go around the room for a super-quick introductions:   * Give your name and company * Answer this question: *If you had a magic wand, what’s the one thing you’d fix in your social media program?* * You don’t need to tell us your specific role, yet -- we’ll get into that later. |
| **TRANSITION** | Great! That was fantastic.  Thanks everyone for the introductions. Now it’s time for... |

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| **2. Show & Tell Talking Points** | |
| **Show & Tell Introduction** | I’m really excited to introduce the Show and Tell talks! This is one of my favorite parts of SocialMedia.org meetings because they aren’t canned speeches or polished case studies. They’re the real, behind-the-scenes stories.  They are called Show & Tells because members get up in front of the class to show what they're working on. |
| **How Show & Tells Work** | This is how the Show & Tell talks work:   * Each talk will last 20 minutes. * After each talk, we'll have 10 minutes of Q&A. * And [NAME] will watch the clock to keep us on time to the second.   **Remember: Everything you see here today is confidential. This meeting is completely off the record. Please don’t take pictures of the slides without the speaker’s consent.** |
| **Unconference Reminder** | Don’t forget: The Unconferences are coming up! That’s the highlight of the meeting because that’s where *you* get to talk about what *you* want to talk about.   * But that only happens if you put topics on the board. * So please, grab a sticky note, and share what you want to talk about. * Add bullet points with additional details -- rather than just broad ideas like "Instagram strategy" or "Influencers." |
| **Introduce Speakers** | [Insert Speaker Introductions here and don’t forget to leave time for Q&A at the close.] |
| **Transition after Final Speaker** | And that was great! Special thanks to our presenters, [SPEAKER NAMES]!  Let’s take a quick to break and stretch our legs.  This is your last chance to add topics to our unconference board. **See you at [TIME].** |

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| **3. Unconference Talking Points** | |
| **Unconference Introduction** | These unconferences are the highlight of the SocialMedia.org member experience -- there’s nothing like this anywhere else.    OK -- Here’s how it works:   * We’ve organized your topics into [#] rounds of [#] topics each. 30 minutes per round. * For each round: Pick a topic and head to that corner of the room. * Kick off the conversation -- there is no moderator and no note-taker -- so just get started. 30 minutes goes by fast. * There’s no report and no notes at the end -- because we’re 100% off the record.   Two special asks:   * Talk about the hard stuff. This is why we’re here. * And keep it confidential!   If you end up with just one or two other people -- that can be weird, so we give you permission in advance to disband and join a bigger group. That’s OK.  Or you can stay and talk -- sometimes that’s fantastic too. |
| **Unconference Round 1** | INTRO  OK, time to dig into our unconferences. (Call out topics in each corner.)  5-MINUTE WARNING AT 25 MIN  Five more minutes before we wrap up this first round.  BREAK AT 30 MIN  Time to take 10 minutes for break. |
| **Unconference Round 2** | INTRO  OK, let's dig into our next round of unconferences. (Call out topics in each corner.)  5-MINUTE WARNING AT 25 MIN  Five more minutes before we wrap up the second round.  BREAK AT 30 MIN  **Option 1: END HERE**  **Option 2: 10- Minute Break** |
| **Unconference Round 3** | INTRO  OK, let's dig into our next round of unconferences. (Call out topics in each corner.)  5-MINUTE WARNING AT 25 MIN  Five more minutes before we wrap up discussions.  BREAK AT 30 MIN  **Option 1: END HERE**  **Option 2: 10- Minute Break** |
| **Unconference Round 4** | INTRO  OK, time for our final round of unconferences. (Call out topics in each corner.)  5-MINUTE WARNING AT 25 MIN  Five more minutes before we wrap up discussions.  END AT 30 MIN  That's all the time we have for today! |

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| **4. Good-Bye Talking Points** | |
| **Thanks for Coming!** | *It’s been such a pleasure to host you here at [COMPANY NAME]. We’ve really enjoyed having you.*  For all of our guests … it was so great to welcome you to [COMPANY NAME].   * Thank you for joining us. * We hope you enjoyed your first SocialMedia.org experience. * This was just a sample of what the full experience is like. * If you aren’t a SocialMedia.org member, we hope you consider joining!   And thank you to our members for joining us today for this fantastic conversation. We hope to see you soon at a Member Meeting!  Thanks to everyone for coming! |