

SNUG Live Customer Participation Guide

USA and Canada



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ServiceNow User Group (SNUG) Program Overview

The ServiceNow User Group (SNUG) program was developed for and with customers to create an ecosystem where members can collaborate in person and online to share best practices, collaborate with other customers, and hear directly from ServiceNow experts about the newest product and solutions available.

SNUGs and Developer Meetups have always been some of the most valuable parts of the ServiceNow community — now we're making them easier to find and join **under one program**. This guide relates specifically to the SNUG Live events.

There are three types of SNUG events:

- **SNUG Live:** Planned and executed by ServiceNow along with customer Leaders and/or steering committee members and sponsored by eligible partners
- **SNUGs:** Customer led and organized local events*
- **ServiceNow Developer User Groups:** Events run by and for ServiceNow developers*
 - * For more information on these events, please email communityprograms@servicenow.com

Roles & Responsibilities

Leader Role

SNUG Live Leaders must be ServiceNow customers. Partners, consultants, and contractors are not allowed to assume this role. SNUG leaders:

- Participate in planning calls to ensure events are aligned to the needs of the member community including dates, venues, and topics
- Help identify customer speakers
- Assist in identifying potential customer hosts or make venue location suggestions
- Provide program feedback and ideas as needed
- Emcee at meetings if possible
- Promote online community involvement by posting questions and articles to encourage an on-going dialogue with community members
- Yearly time commitment is ~2-3 hours for planning meetings and community posts throughout the year and attending the annual SNUG meeting (~6 hours).

Steering Committee Member Role

- If requested by SNUG Leader, participate in some/any of the Leader roles/action items
- Participate in any steering committee meetings called by the SNUG Leader
- Offer advice and suggestions regarding topics or agenda items
- Help recruit speakers and hosts for SNUG meetings

ServiceNow Marketing Role

- Manage invitations and registration for events
- Coordinate planning meetings
- On-site event support
- Arrange venue and catering and manage budget
- Bring in topic-specific expertise and presentation content
- Secure workshop facilitators/presenters/materials

Leader Best Practices

Update your community profile and settings:

- Access your community profile by clicking on your name in the right-hand corner in the [ServiceNow Community](#)
- Update your picture and all appropriate information to ensure it is current
- Update your profile preferences to receive notifications so you are aware of community communications

Engage with the community, online and in-person:

- Participate in discussions of all types
- Post articles and questions - share your best practices and experiences
- Recruit new steering committee members
- Encourage other customers to join the SNUG community
- Engage in our annual Knowledge conference and/or large regional ServiceNow events to increase your viability within the community and with ServiceNow stakeholders

Take advantage of the career advancement value associated with being a SNUG Leader!

- Update your resume
- Update LinkedIn
- Take advantage of exclusive SNUG Leader opportunities at Knowledge

If you change jobs/companies:

- If you still have a role supporting ServiceNow, please continue to act as SNUG Leader
- Provide Tracy O'Brien at tracy.obrien@servicenow.com or SNUGs@servicenow.com with your updated job/email information
- If you no longer have a role supporting ServiceNow, you retire, join a ServiceNow partner, or no longer wish to participate as a SNUG Leader, please notify us so we can recruit a new SNUG Leader

Planning a SNUG Event

You will be invited to planning meetings by the field marketing manager assigned to manage the SNUG events for that community. Please attend all calls to share your thoughts on:

- Workshop and session topics that are aligned to the needs of members
- Steering committee feedback on topics and format (can be included on calls as well)
- Internal team members feedback on topics, gathered in advance

- Customer speakers! Please help recruit other SNUG members to share their stories. They will respond to your requests more readily than ours. Our SNUG audience relies on SNUG events to hear from customers who are both new to ServiceNow and those who have been with ServiceNow for years. All are welcome to share their stories to make the event a success. Please post a call for speakers/host/topics - example post:

"Hello SNUG Members! I am the SNUG Leader for <insert name> SNUG Community. We are planning our next SNUG meeting and are looking for ServiceNow customers to present their best practice or ServiceNow experience, or to host the event. Almost half of SNUG meetings are hosted by ServiceNow customers, and we would love you to consider hosting the SNUG event at your headquarters or regional office. Customers at SNUG events love to hear about experiences from other ServiceNow customers, so please consider sharing your company story with us as we plan the event. If you don't present or host, attend to interact with other customers and ServiceNow experts! Please post your suggestions for topics or any ideas to make this SNUG event successful!"

Prior to the event date, assist in driving excitement and attendance:

- Promote the event on social media to gather input and feedback before and after the SNUG event
- If available, promote the event on internal communications (intranet, chat groups, etc)

Attending the SNUG Event

- Arrive early to introduce yourself to the field marketing contact and to welcome attendees
- Collect names and emails of future potential speakers and hosts
- Take notes from member attendees on feedback and suggestions for next meeting
- Encourage members to participate in the next event by either hosting the event or presenting (or both!)
- Mingle! Members will enjoy meeting you and will respond to future community posts if they have met you at an event
- Optional: Emcee the event and share details about your ServiceNow experience

Presenter Best Practices

Presenting at a SNUG event is an excellent way to share your story with like-minded professionals! It is a fantastic way to meet new local contacts and to get valuable experience and visibility within your organization, and within the local ServiceNow customer community!

Topic Ideas:

- Best practices on the Platform – what were you solving for? How did you develop a plan to address the need? What type of documentation did you create? What stakeholders were involved?
- Any topic relating to AI (AI Tower, Now Assist...)
- Employee adoption – what worked, what didn't
- Breakthrough ideas – How your organization transformed
- How we are using <topic or product> to drive business outcomes and improve SLAs
- New implementation of <topic or product> – key learnings
- Managing AI governance
- The 5 things I wish I knew before...
- Enabling and managing citizen developers

Preparation:

- Provide the title of your presentation to the ServiceNow marketing lead as soon as possible so we can promote it as part of the agenda – agendas are subject to change, so if you need to change it later, you can
- Consider different formats: Co-presenting with another person from your organization or a partner, or having a panel discussion with team members moderated by ServiceNow
- Plan for 30 minutes in length, but let the steering committee know if yours is longer/shorter – the agenda is flexible, and customer presentations are a priority for our audience
- Don't be afraid to be detailed/technical or take the audience through a demo

Delivery:

- Start your presentation by sharing a bit about you and your organization
- Update your profile preferences to receive notifications so you are aware of community communications – you may receive questions!
- Optional: Share your presentation on the SNUG community

Host Considerations and Best Practices

Hosting a SNUG is a fantastic way to engage with the SNUG community! It provides a great opportunity to promote the business impact you are making with ServiceNow and gain overall exposure and experience.

Considerations

- **Capacity:** Typically, we have 50-100 people attend a SNUG event, but this can vary. Determine if your location has a room that will accommodate the audience size. The ServiceNow marketing lead can provide an estimate based on past events. We can also manage to the capacity by communicating that space is limited.
- **Security:** Will your security team allow non-employees to be on-site? Do they need to bring ID? Is the room on a floor that requires badge access?
- **Parking:** Is there free parking available? Do attendees need a code or special access instructions?
- **Power, AV, and internet access:** Is there power and AV resources for speakers? Is there power and internet access for attendees?
- **Catering:** Is there an on-site catering option? Is it mandatory to use for the event? Are there other restrictions to consider (serving alcoholic beverages, delivery times, etc)?

Best Practices

- During the planning process, the steering committee will provide an estimate of attendee numbers but please allow for up to 20% additional required space
- Share space seating options with steering committee (table rounds, theatre style, U-shape, classroom, auditorium, etc) during planning
- Share location specifics (building numbers/names) including parking instructions
- Advise on where to place signs to help attendees find the location/nearest restrooms
- Advise on where to set up (2) welcome tables for ServiceNow and the sponsoring partner
- Provide reception desk(s) AND SECURITY with information pertaining to the event. Include relevant and/or unique requirements associated with venue access or badging.
- Make connections with internal groups we need to work with (catering, security, facilities)
- Provide catering availability (breakfast, lunch, snacks, beverages). An onsite caterer is not required, but we will need to order outside catering if there isn't an in-house option.
 - Advise of any restrictions associated with catering like alcohol & location restrictions

- AV Requirements: Projector, screen, microphone, speakers, multiple plugs/outlets, and high bandwidth internet that will accommodate many users on at the same time is critical
- Consider presenting at the event or taking attendees on a tour

ServiceNow Contact information

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Asia-Pacific: marketing.org.fte.apj@servicenow.com

Europe, Middle East and Africa: EMEAMarketinggroup@servicenow.com

SNUGs or ServiceNow Developer SNUGs: communityprograms@servicenow.com