

# CHIP PROCESS TO BUILD DEMAND FOR COMMUNITY

by Joel Rangelles

## Create

- Create a blog, newsletter bulletin, or email series on the topic and people
- Publish white papers, summary reports, or industry data

## Participate

- Join and engage in existing communities
- Be visible and active in company visits, coffee meet-ups or events

## Host events

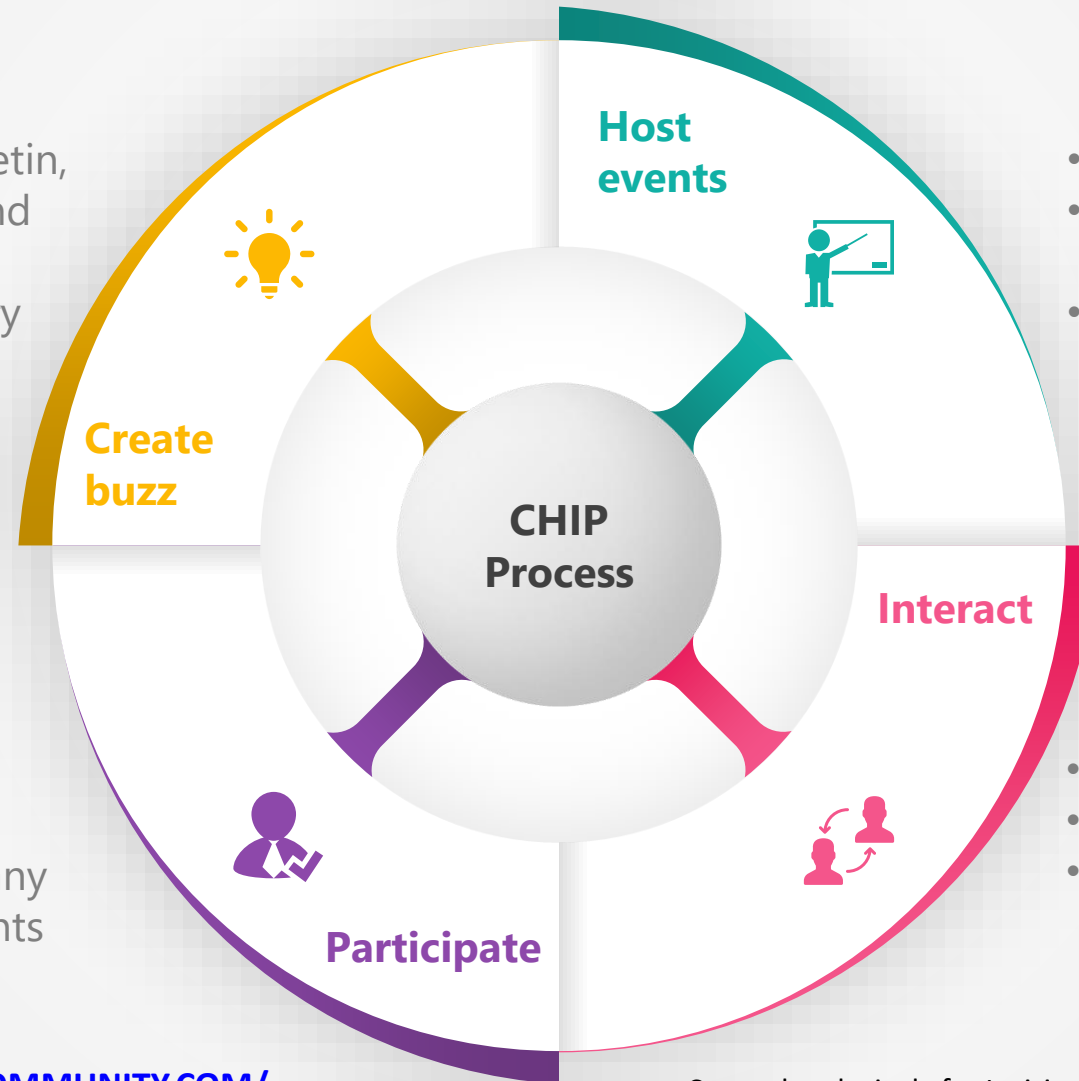
- Host and attend meetups
- Arrange for private one-on-ones at conferences
- Organize online or offline events

## Host

## Interact

- Build contact list of key individuals
- Follow up and sustain relationship
- Interview and seek feedback

## Interact



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