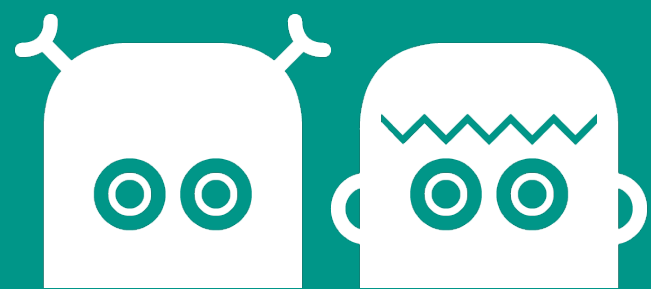


Irina Nazarova, Rails World 2024, ⚡ talk

# How to run a Ruby meetup and get inspired by it



**feelings**

# In Jan I moved to SF





# Something was missing



I felt lonely

When lonely  
go to GitHub  
and ask them  
to host SF Bay Area  
Ruby meetup

# And it went from there...

March



**GitHub**

[lu.ma/sfruby](https://lu.ma/sfruby)

May



**new relic**

600 subscribers

June



**productboard**

At each event:

July



CISCO

**Meraki**

80-100 people

August



Y

**Combinator**

3-5 speakers

September



**GitHub**

Open mic

October



**chime**

CFP





The secret history of how  
and Paris grew up together!

NO 1

5 TON

I feel inspired

I feel connnected

Should you do it?

**No**

unless you  
can make it  
benefit you

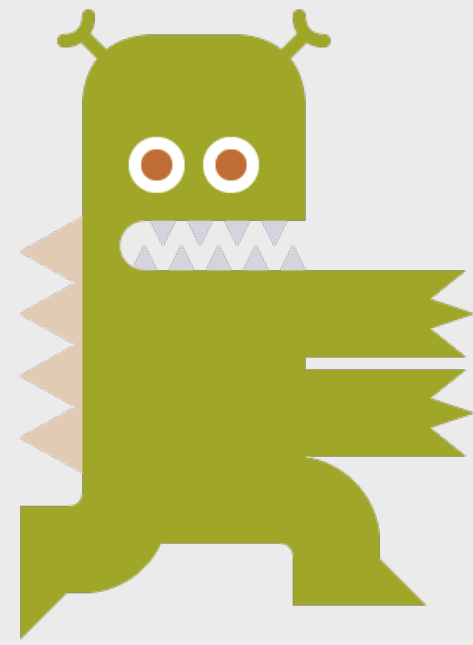
Doing it for fun  
is not sustainable

**Sacrifice  
is not sustainable**

**HOW  
CAN  
THIS BOOK  
BENEFIT  
YOU?**

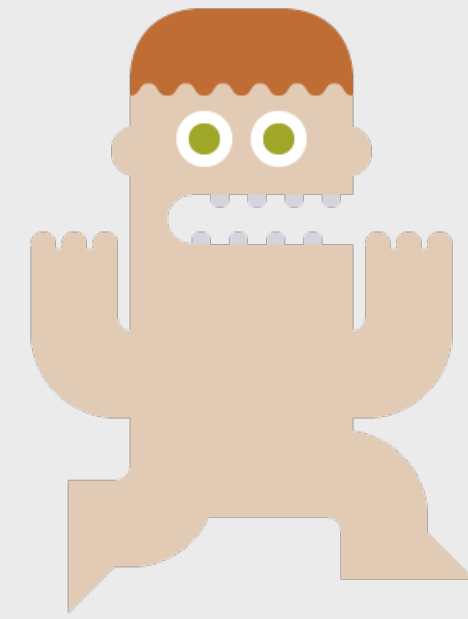


# My case?



# EVIL MARTIANS

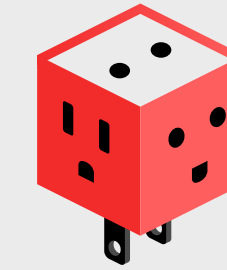
NY, CA, Portugal, Japan



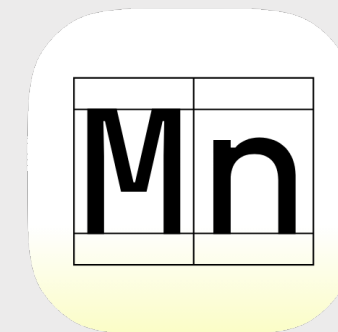
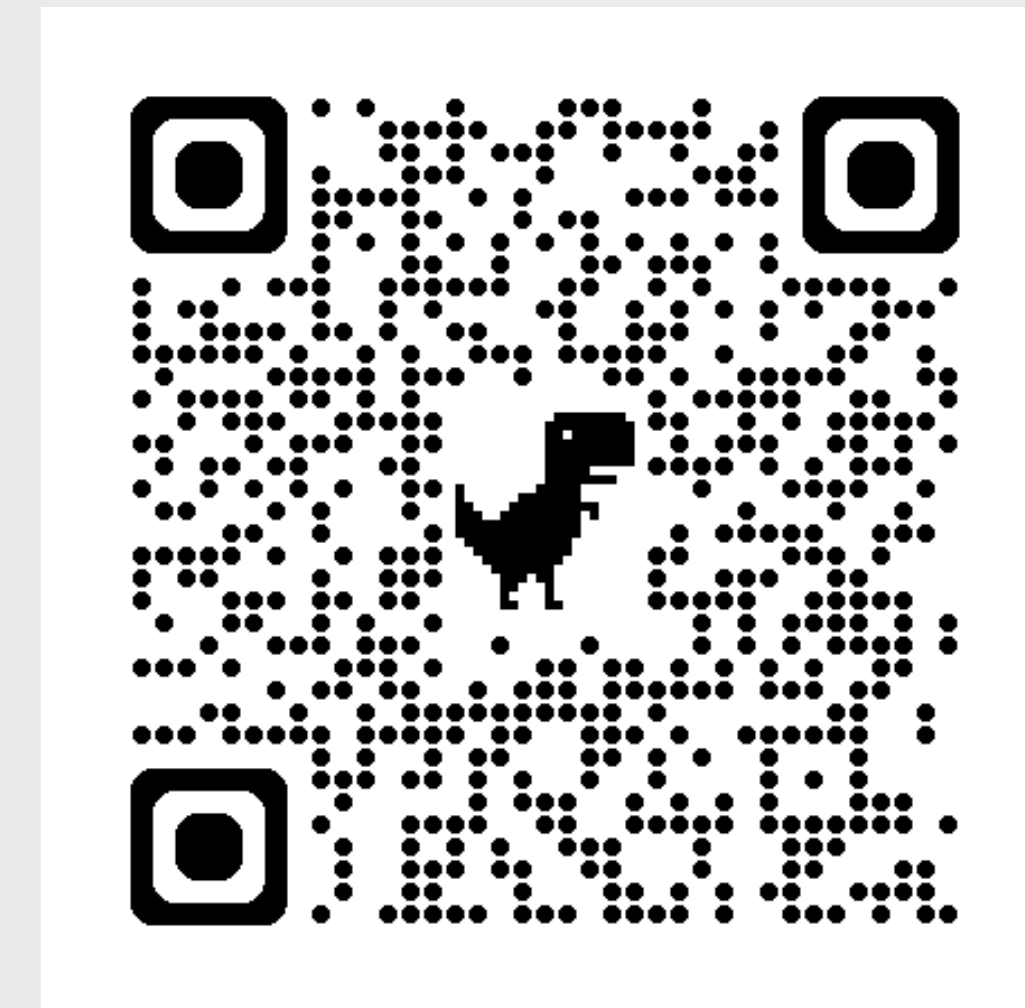
Design and build amazing developer products

Fix performance and scalability issues

Build periphery and SDKs



AnyCable



[evl.ms/railsstack](https://evl.ms/railsstack)

# How the meetup is helping us

1. Connecting to Rails startups in SF that are our potential customers
2. Product-market fit (meetup-people fit) is a unique experience for me

# Yes!

1. Support new companies building with Rails

# Yes!

## 2. Facilitate hiring

# Yes!

3. Bring new people  
into Rails

**How to**

# Connect with local Ruby/Rails companies

## Andy Croll's new project!

USINGRAILS

We know of 1861 organisations that are using Ruby on Rails. We'd love to know about more and celebrate our wonderful community.

### Americas

Argentina (4) Brazil (178) Canada (70) Chile (2) Colombia (1) Mexico (7) Puerto Rico (1)  
United States (985) Uruguay (6)

### Europe

Austria (4) Belgium (11) Bosnia and Herzegovina (1) Bulgaria (1) Croatia (2) Czechia (4) Denmark (8)  
Estonia (2) Finland (5) France (53) Germany (58) Greece (3) Ireland (10) Italy (7) Latvia (1)  
Lithuania (5) Luxembourg (1) Netherlands (35) Norway (10) Poland (11) Portugal (7) Romania (2)  
Russian Federation (6) Slovakia (3) Slovenia (2) Spain (17) Sweden (15) Switzerland (39) Ukraine (3)  
United Kingdom (149)

### Asia

Bahrain (1) Hong Kong (1) India (10) Israel (3) Japan (8) Jordan (1) Malaysia (4) Pakistan (3)  
Philippines (1) Saudi Arabia (4) Singapore (10) South Korea (1) Thailand (3) Türkiye (5)  
United Arab Emirates (5)

### Oceania

Australia (40) New Zealand (1)



# Explore Top Remote Companies Hiring Ruby Developers

Discover and Connect with 1299 Leading Remote Companies in the Ruby and Rails community

Currently Hiring Recently Added Hired Someone In Last 3 Years



Hiring Now

Stripe is a financial infrastructure platform for businesses. Millions of companies—from the world's largest enterprises to the most ambitious startups—use Stripe



Hiring Now

Fullscript helps people get better. It's at the core of everything we do. As the leading platform for prescribing integrative health products, our



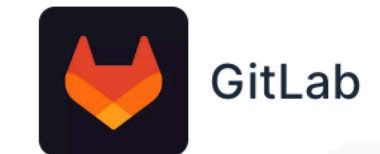
Hiring Now

Reimagining relationship intelligence. Using patented technology, we help businesses leverage their most valuable data to find their next big opportunity.



Hiring Now

We believe that when passionate people are able to spend less time struggling with technology, they can spend more time on what matters—like teaching kids,



Hiring Now

GitLab is an open core software company that develops the most comprehensive AI-powered DevSecOps Platform, used by more than 100,000



Hiring Now

We provide the ingredients & inspiration for you to shape the career that nourishes you. Our team is building innovative



Hiring Now

We are the global leader in knowledge on-demand. Our mission is to unlock humanity's knowledge and power progress



Hiring Now

Order simplifies buying for businesses. From the moment you purchase through the moment you pay, Order works in-



Hiring Now

Together, we're redefining identity's place in the security ecosystem. We love taking on new challenges that seem



Hiring Now

Upstart is the leading AI lending marketplace We connect millions of consumers to 100+ banks and credit unions who leverage

# Local companies are important

they host the meetup

they hire Rubyists

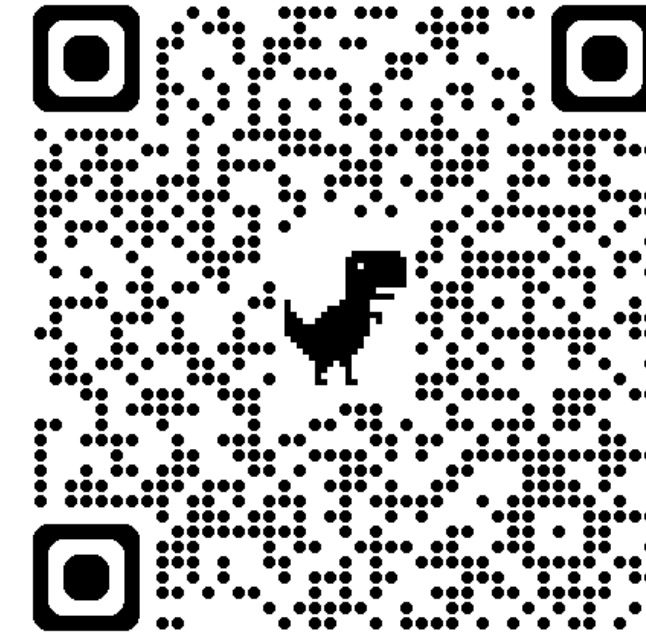
they bring real problems

they can help you with your own goals

they often won't travel to a big Rails/Ruby conference

# Meetup recipe

1. Secure location and date
2. Create an event page Lu.ma
3. Announce the event Socials, Reddit, podcasts
4. Invite people in DMs on LinkedIn
5. Secure speakers. Announce each speaker.
6. Promote till you have **2.5X signups**
7. On the day of the event: run it, enjoy it!  
Don't be shy!



The show-up rate is only **40%**,  
hence we need 2.5X signups

# SEARCH AND INVITE PEOPLE ON LINKEDIN

Search:  
Rails + your location

The screenshot shows the LinkedIn search interface. At the top, the LinkedIn logo is on the left, and navigation icons for Home, My Network, Jobs, and Messaging are on the right. A search bar contains the text 'rails'. Below the search bar, filters are applied: 'People', 'Toronto, ON 1', '1st', '2nd', '3rd+', 'Actively hiring', and 'Current company'. The search results show 'About 4,300 results'. Five profiles are listed, each with a profile picture, name, title, location, current employer, and mutual connections. Each profile has a 'Connect' button.

in rails

Home My Network Jobs Messaging

People Toronto, ON 1 1st 2nd 3rd+ Actively hiring Current company

About 4,300 results

- Mariia Marafiievych** · 2nd  
Data Scientist @Zum Rails  
Toronto, ON  
Current: Data Scientist at Zūm **Rails**  
Oleksandr Skrypnyk and Tom Mullen are mutual connections
- Simmon Li** · 2nd  
Full Stack Rails Developer | Toronto Ruby Organizer | Rubyist  
Canada  
Current: Software Engineer at Switch Growth - - Deliver features using Ruby on **Rails**, PostgreSQL, ViewComponents, React, Hotwire, Sorbet...  
Alan Ridlehoover, Weston Triemstra, and 15 other mutual connections
- Igor P.** · 2nd  
Senior Software Engineer [Ruby/Rails]  
Toronto, ON  
Current: Senior Ruby on **Rails** Developer at Nasdaq  
Mykola H. and Mariusz Koziel are mutual connections
- Caitlin Henry** · 2nd  
Software Engineer | Ruby on Rails  
Toronto, ON  
Past: Jr. Full Stack Developer at Harled Inc - ...Ruby on **Rails**, Sass, Bootstrap, Azure DevOps...  
Sarah Eggleston, Mina Slater, and 1 other mutual connection
- Ahmed Nadar** · 2nd  
Ruby on Rails developer and designer. Build UI Components at RapidRails  
Toronto, ON  
Current: Ruby on **Rails** Developer at RapidRails  
Provides services - IT Consulting, Web Development, Mobile Application Development, Application Development, Custom Software Development

# RUBYCONFERENCES.ORG

# RUBY MEETUPS

**Add your meetup here!**

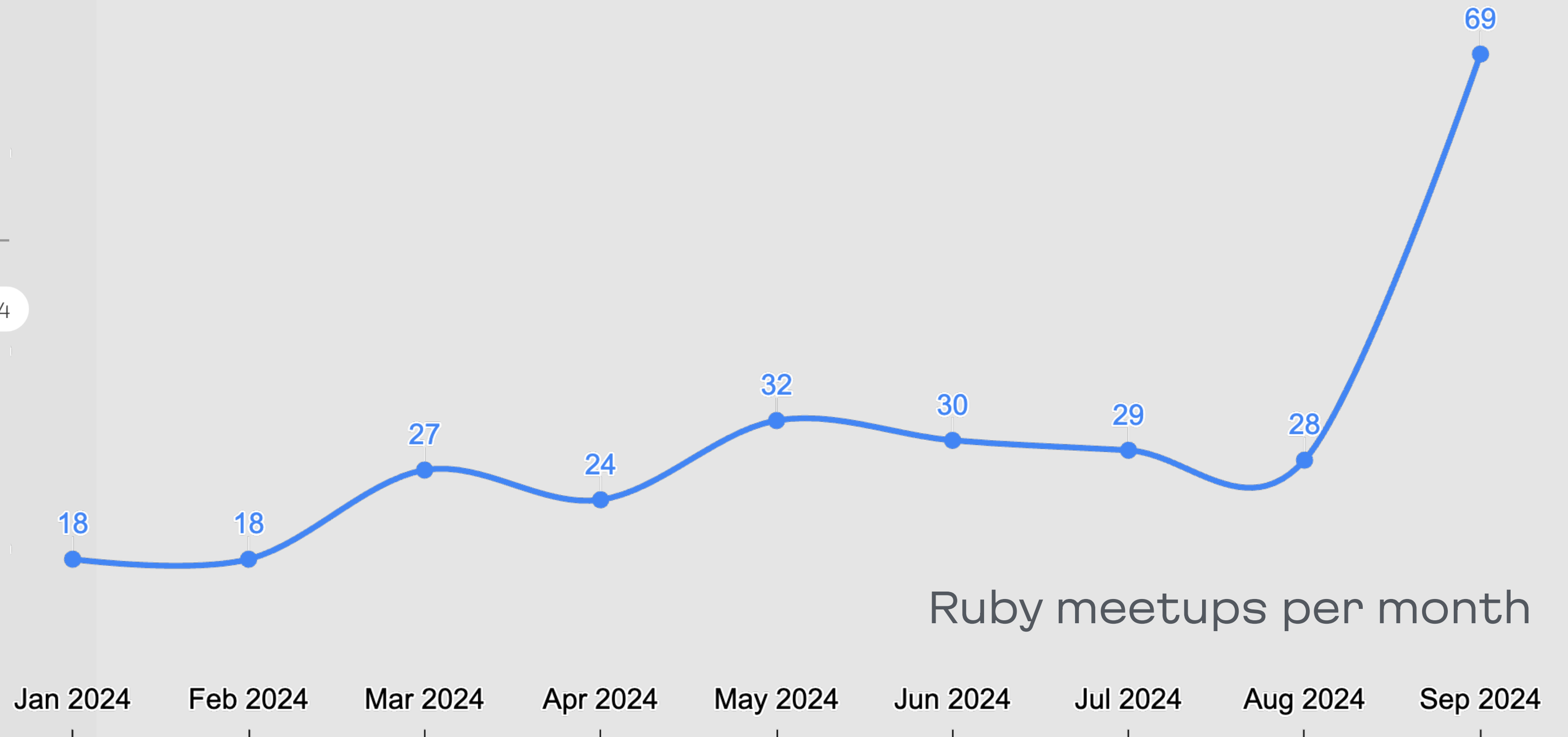
UPCOMING PAST CFP MEETUPS

- September 2024
- October 2024
- November 2024
- December 2024
- January 2025
- Africa
- Asia
- Australia & Oceania
- Europe
- North America
- South America
- Online

Showing 165 meetups

Austin.rb - Ruby Social - Morning

September 26, 2024 • Austin, TX

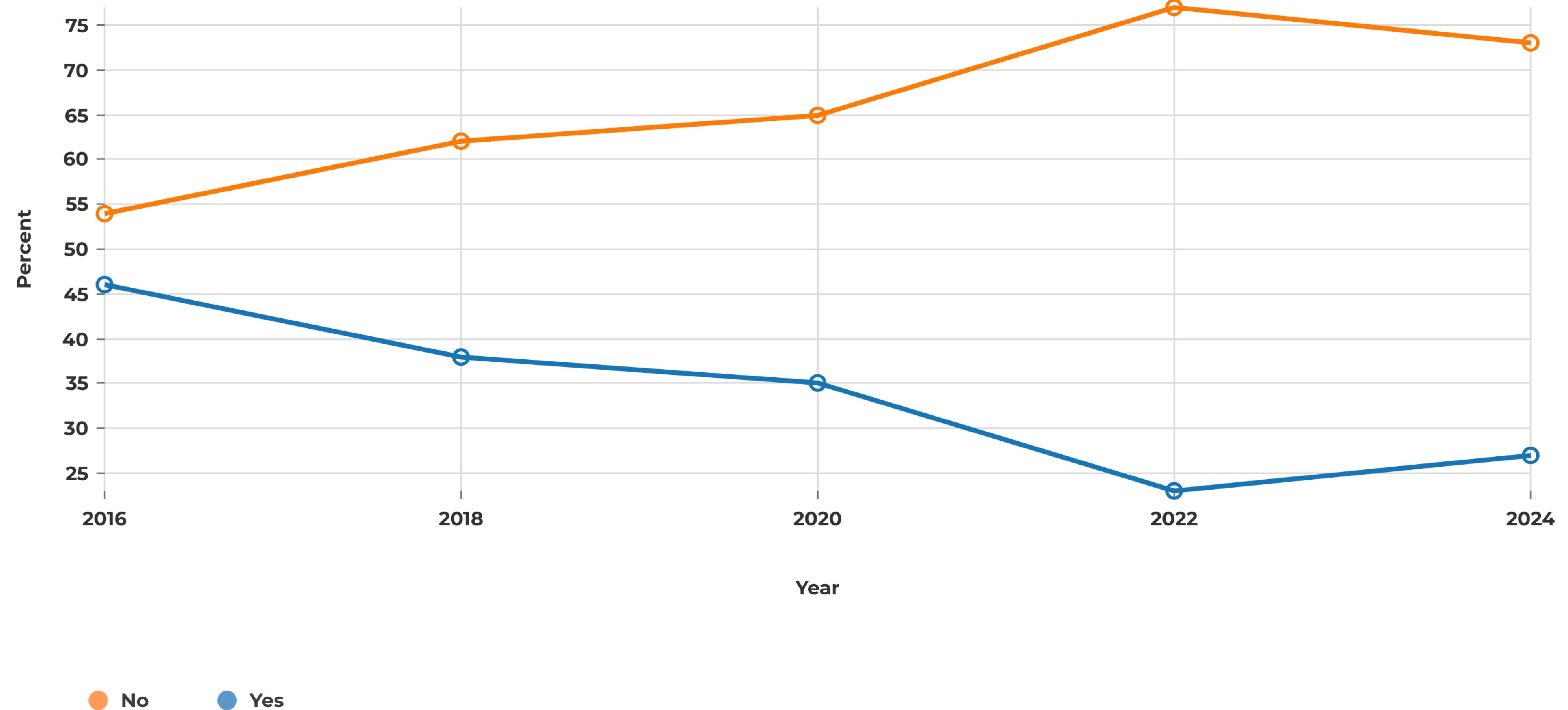


Don't assume there are  
gatekeepers

**Rails  
developer  
survey is  
out**

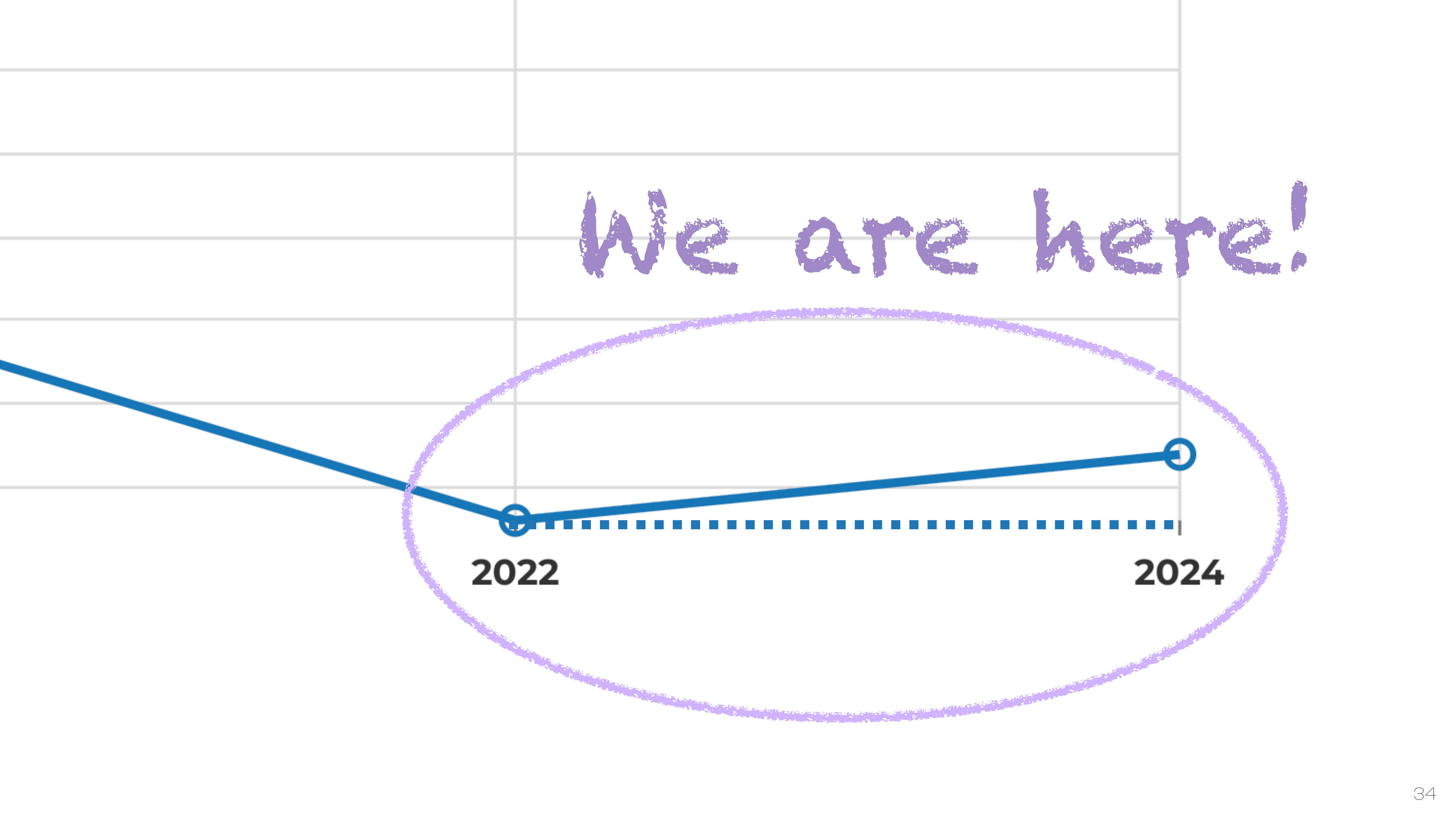


# Do you participate in local in-person user groups related to Ruby/Rails development?



[railsdeveloper.com/survey](https://railsdeveloper.com/survey)

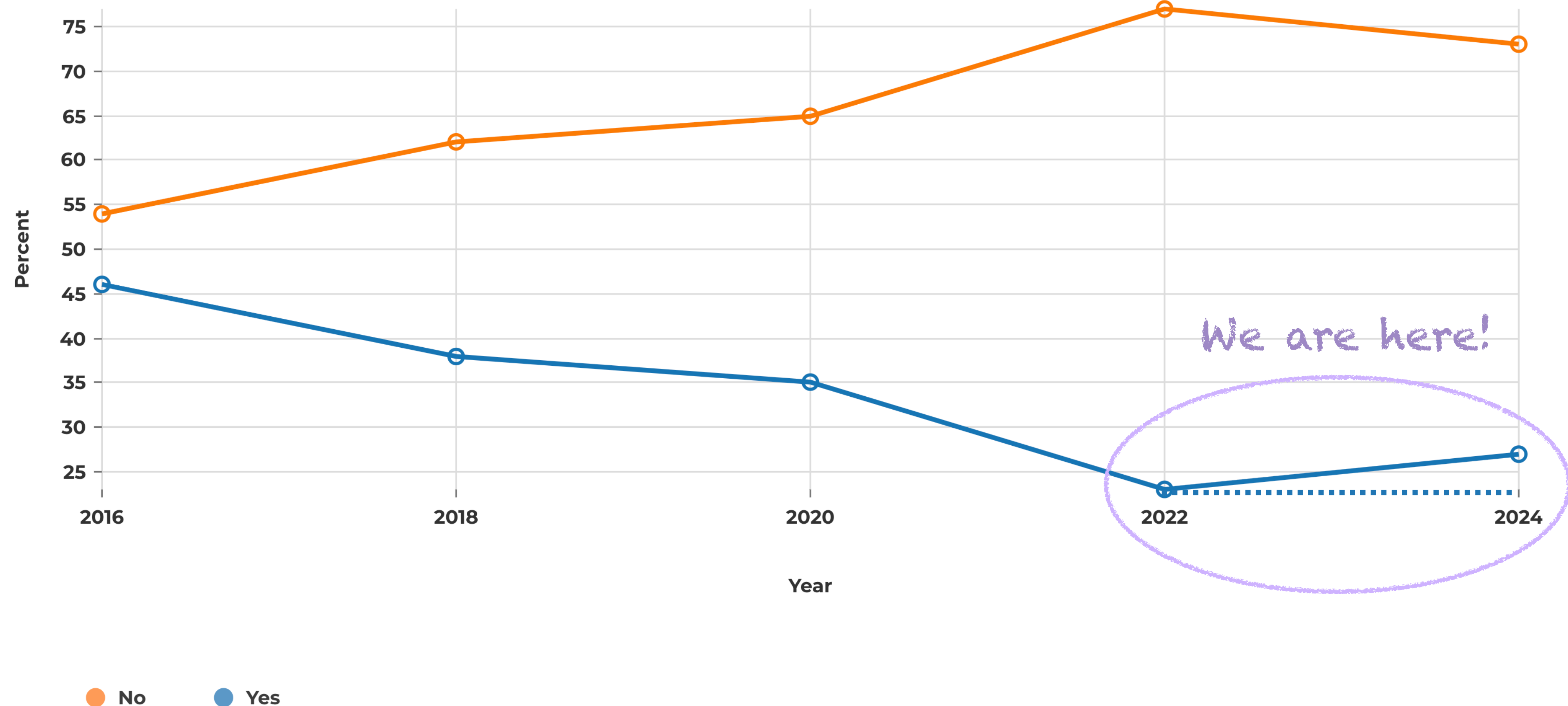
We are here!



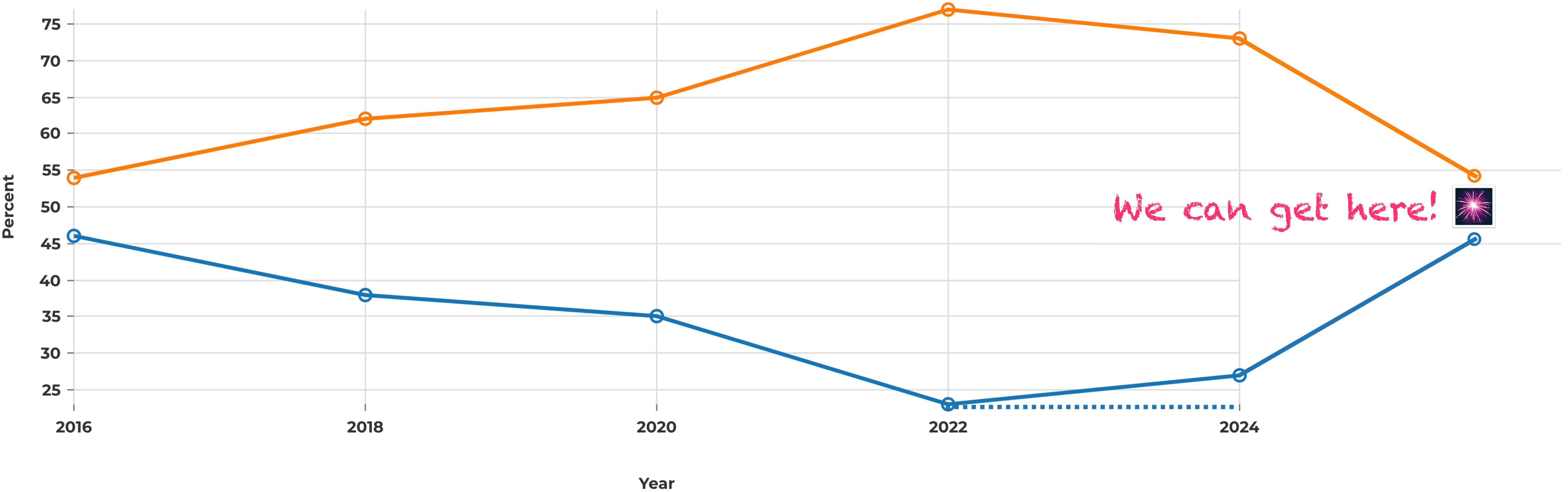
2022

2024

# Do you participate in local in-person user groups related to Ruby/Rails development?



# Do you participate in local in-person user groups related to Ruby/Rails development?



We can get here! 

● No ● Yes

[railsdeveloper.com/survey](https://railsdeveloper.com/survey)



# SF Bay Area Ruby Meetup in October @ Chime

OCT 10 Thursday, October 10  
5:30 PM - 9:00 PM PDT

Chime's San Francisco Headquarters ↗  
San Francisco, California

## Registration

Welcome! To join the event, please register below.

 **Irina Nazarova** inazarova@evilmartians.com

One-Click Register

You have manage access for this event.

Manage ↗

 Presented by **SF Bay Area Ruby Meetup** >

## Hosted By

 **Irina Nazarova** X

136 Going



Arnav Bathla, Khiry Shank and 134 others

Contact the Host

## About Event

Hey, Bay Area builders and tinkerers!

For the October edition, team Chime is our gracious host! Join us to learn what's new and exciting in the world of Ruby, while making new and reconnecting with old friends!

## We have a rockstar lineup:

**Noel Rappin** (Chime) "Ruby as a Legacy Ecosystem"

**Vladimir Dementyev** (Evil Martians) TBC

**Brandon Weaver** (One Medical) TBC

# Join us on October 10!

# lu.ma/sfruby

# Thank you!

[in@evl.ms](mailto:in@evl.ms) [twitter.com/inazarova](https://twitter.com/inazarova)

**Slides will be here: [🔗 evilmartians.com/events](https://evilmartians.com/events)**

