



SAS Support for Registered US SAS® Users Group

In-House, Local and Special-Interest Groups

How to maintain a successful group

What makes your users group successful may be different from what makes another users group successful.

- Maintain close contact with the regional users group in your area. They may be able to assist you with promotion, speakers and other requests.
- Make meetings a regular part of your group – at least quarterly.
 - **Plan effective meeting formats.** A traditional presentation format usually involves a rather formal treatment of a topic by a single speaker, followed by a brief discussion period. Depending on the topic and the speaker, this approach can be remarkably effective in covering a specific subject. Overuse of this method may, however, condition the group to become passive, eliminating the most important aspect of the group – shared knowledge through interaction. Vary your presentation formats. Instead of always using the single speaker-group discussion format, try alternatives such as panel discussions. Panel discussions can help maximize group participation and broaden exposure to the subject matter.
 - **Form distinct special topic subgroups.** Rather than try to make a single group be all things to all people, form distinct special-topic subgroups. For instance, one group can concentrate on a particular SAS solution while another group discusses a function such as education, technical support, etc. From time to time, schedule workshops instead of regular presentations. Try demonstrating a new software product or choose a particular task – such as report writing – and explore how various software products work together to achieve results. Workshop topics are as boundless as your imagination.
 - **Use outside speakers.** Some regional groups operate a speakers bureau for affiliated local groups. Hardware vendors are sometimes willing to speak to groups about new or existing machines. You may be able to exchange speakers with another users group nearby. The SAS users group team can arrange for a SAS speaker as well as assist you in arranging for a SAS Press speaker. Create a Web site and post information and meeting dates on your site.
- Post information on sasCommunity.org.
- Provide the SAS users group support team with details of upcoming meetings or events to be posted on the SAS users group site. We do not post in-house users group information on the SAS users group site.
- Create or post a blog with information regarding your group.
- Reach out to your SAS users group team for further assistance and success stories.
- Survey members on a quarterly basis to gauge success and areas of change.
- Have a group listserv to help recruit, market and gather feedback.

How do you revitalize a group?

- Create a survey to poll SAS users in your area or within your company.
- Schedule a meeting or event.
- Reach out to the SAS users group team for assistance and support.
 - SAS can help find users in your area and send an e-mail promotion to create awareness (local and special interest users groups only)
 - SAS can provide an expert from SAS to speak.
 - SAS can provide other assistance and advice as needed.
- Work with the regional SAS users group in your area. The regional group may:
 - Be able to provide speakers for an event.
 - Be able to provide best practices from other groups in the region.
 - Help create awareness within the region, if applicable.

Services for Registered US SAS Users Groups

Users group support team

SAS provides you access to a team of users group support specialists to assist you with any questions or support requests you may have. To contact, please e-mail ugsupport@sas.com.

Survey

SAS will help you customize an online survey that you can use to gauge interest in a potential new group, or to help you in revitalizing an existing group. For local and special-interest groups, SAS will also assist in building the e-mail distribution list for this survey, and we can help all groups analyze the survey results and determine next steps.

SAS speaker

SAS will pay the expenses for a SAS employee to attend and speak at your users group meeting. This offer is limited to one speaker per year for a half day meeting, two speakers for a full day meeting. We request a three month lead time.

Virtual SAS speaker

SAS is able to provide a SAS employee speaker via WebEx or via taped presentation. Due to resources, limits for this offer apply.

SAS Press speaker

SAS experts who have written books for SAS are available to speak at your users group meetings. Certain restrictions apply, and users groups must share in the travel expenses for these speakers. Please request your speaker support at least three months prior to your event to ensure availability of the speaker. This offer is available once per calendar year.

For a list of available SAS Press speakers, please see: support.sas.com/publishing/bbu/speaker.html

When a SAS Press author will be a featured speaker at a users group meeting, the group may choose two free copies of one of the author's SAS Press titles for that meeting (in addition to the four free books offered during the year). Please note that books distributed through SAS Press, but published by another publisher, are not eligible for consideration.

Complimentary books from SAS Publishing

Four complimentary books will be sent to your group upon request. SAS Publishing will provide a list of SAS books to choose from. If you have a SAS speaker presenting who is also a SAS Press Author, you will receive one of the SAS Press Authors books and will get to choose three books from the list provided by SAS Publishing.

SAS Publishing discount

SAS provides a 20% discount on books ordered at a meeting that you designate. All users group members are eligible to participate in this offer. The complimentary book and discount offer is available one time per calendar year.

Complimentary giveaways

SAS will provide a variety of SAS logo items for your users group (total number of giveaways is usually eight to ten). This offer is available once per calendar year. In addition, in-house users groups will also receive one e-lecture from SAS Education.

Use of Registered SAS Users Group Logo

All users groups that register with SAS are provided with a specially designed Registered SAS Users Group logo for use on their Web site, in newsletters and in any other materials designed to promote the users group.

SAS® Global Forum

SAS maintains a users group booth at SAS Global Forum with general information on our users group support program. We also display meeting or membership information in the booth for all registered SAS users groups.

In addition to the support listed above, local and special-interest groups also receive the following:

- **A link to your users group Web site (if applicable) from the SAS Web site**
- **Posting of upcoming meetings on the SAS users group Web site.** If requested, SAS can publish upcoming meetings for your group.

- **E-mail announcement.** If SAS is providing you with a SAS speaker, we will work with you to create an e-mail announcement to promote the meeting. This offer is available once per year.

How to request services

In order to request any of the services above, please complete the [request support form](#). A team member will contact you within 48 hours after receiving the form to discuss your request(s). For any questions, you may contact us via e-mail at ugsupport@sas.com.

What SAS users groups agree to provide to SAS

Registered SAS users groups agree to certain terms and conditions in order to be recognized and supported by SAS. For a complete list of the terms and conditions please view the terms and conditions located in the appropriate group type registration form located on our [website](#) under Register A Group.