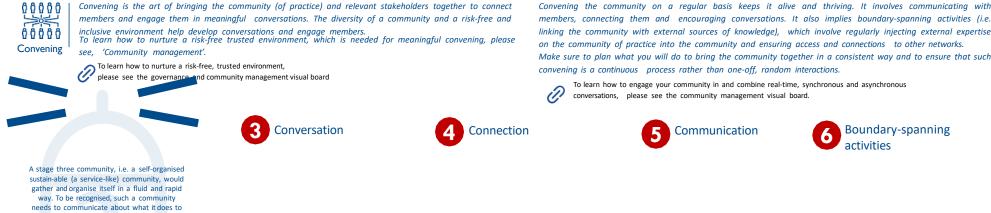
Communities of Practice Visual Board 4 | Convening



gather and organise itself in a full and rapid way. To be recognised, such a community needs to communicate about what it does to the outside world. Communication is still important but it is happening in a more formalised way. Here, the community manager (together with the core group) is predominantly a formaliser. This type of community functions like a 'fans' or 'family' community.

A stage two community, i.e. an existing structured community (a platform-like community), would feature strong conversations, with members strongly connected. However the community core group and community manager would still need to take action to convene core group, of the community, or of boundary-spanning community gatherings. The community manager (together with the core group) is predominantly a convenor of the opportunities, and is also a synthesiser, distilling discussions into valuable community knowledge assets.

A stage one (emerging) community, i.e. a community in its early stage (a hub-like community), would need to communicate a lot and have clear calls to actions; sponsor- and leadership-driven communication is important and regularity of communications is key. The community manager (together with the core group) is predominantly an organiser and a catalyst.

> Build the foundation : Convene to co-create and align members on purpose, goals and the objectives. To learn more about how to do that, please see the vision visual board.

2 What kind of convening opportunities/events fit with your community in general?

