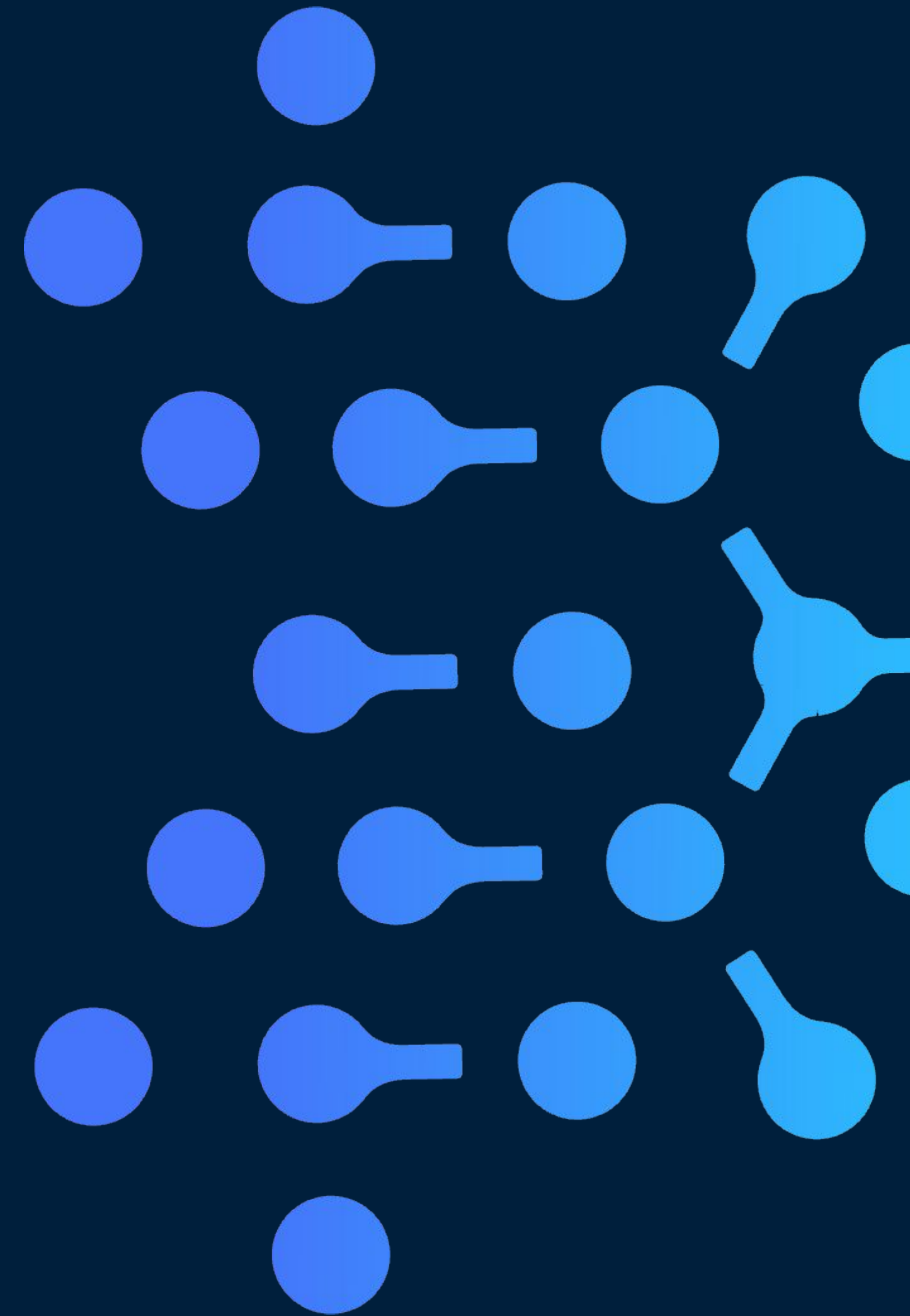




# Tuning community parameters: Hosting PostgreSQL events that perform

Ellyne Phneah



# Agenda



- About me and DBtune
- Communities and the PostgreSQL community
- How we built Malmo PostgreSQL User Group (M-PUG)
- Actionable tips on forming your own PUG events
  - Forming a PUG
  - A five step process for planning, logistics, success
- – Ideas for potential challenges
- Q&A

# About me



- **2010:** Student exchange at Sciences Po, Paris 
- **2011:** BA in English Literature and Communication Studies, NTU 
- **2011–2021:** Worked in Singapore–tech journalism, PR, marketing, communications 
- **2021: Moved to Sweden** 
- **2022:** MSc in Entrepreneurship & Innovation, Lund University 
- **2022–2023:** Communications and Alumni Relations at Sten K Johnson Centre for Entrepreneurship
- **2023:** Joined DBtune as Marketing Coordinator 
- **2024:** Became an organizer at Malmo PostgreSQL user group (M-PUG) 

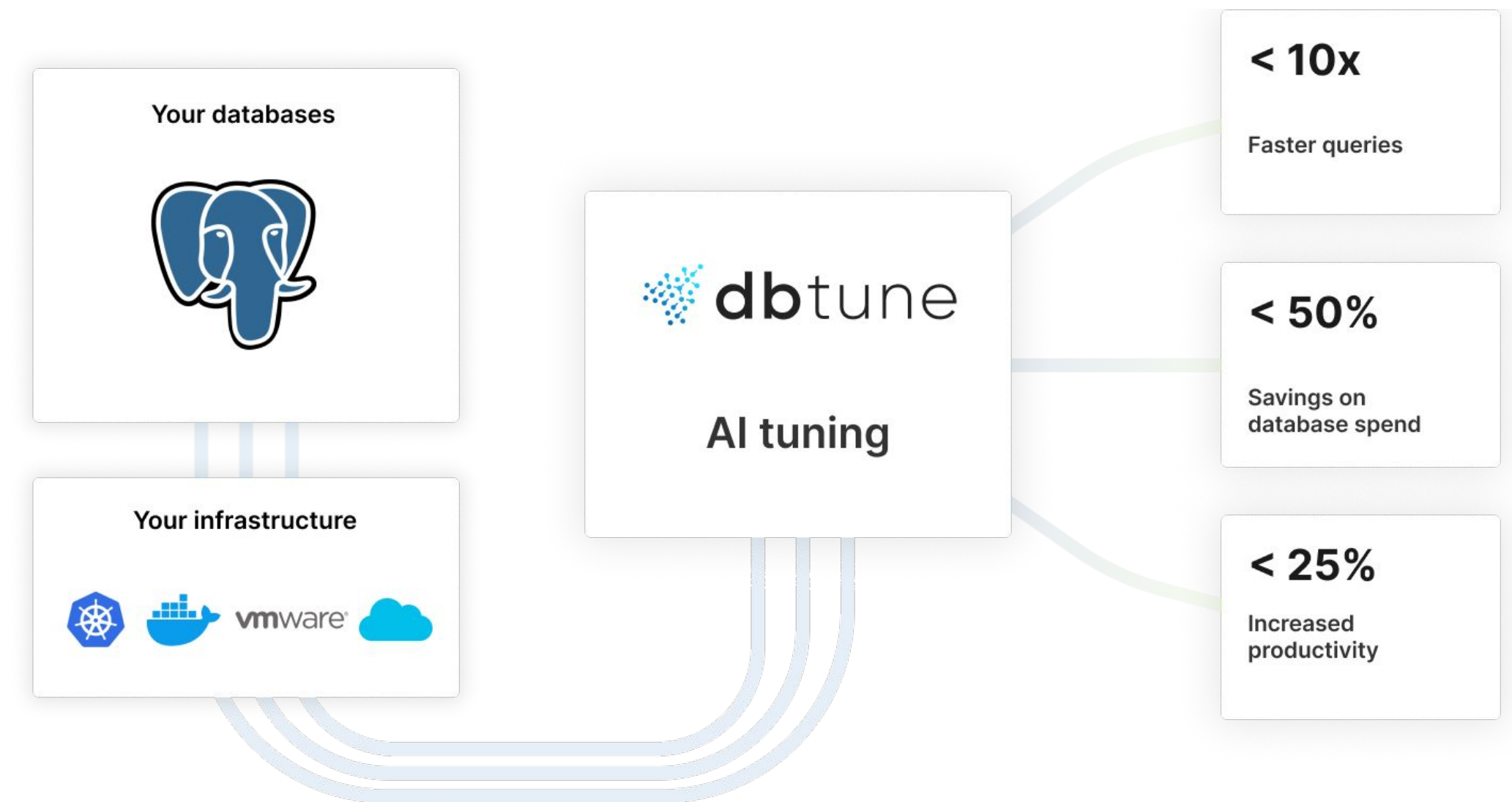


 [Ellyne Phneah](#)

# About DBtune



- DBtune is an AI-powered PostgreSQL server parameter tuning service.
- Spun out of research at Stanford University, DBtune autonomously optimizes server parameters through machine learning.
- It observes, iterates and adapts until converging and delivering optimal settings for any individual workload, use case and machine.

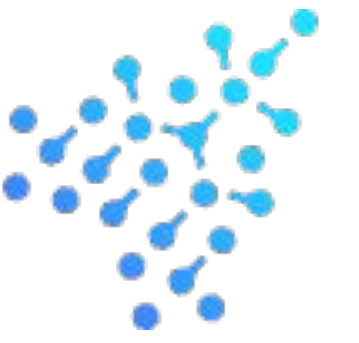


Visit our website





# The evolution of communities



## Early tribes

Small groups sharing resources for survival

## Agricultural Societies

Centered around farming, trade, and religion

## Cities & urbanization

Larger, diverse groups formed around commerce and culture

## Digital communities

Online groups emerge (forums, social media, specialized platforms)

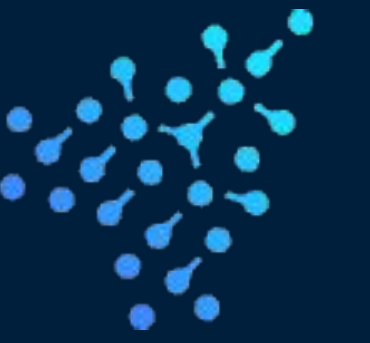
## Open-source/tech communities

Collaborative groups like PostgreSQL form around shared tech interests



### Sources:

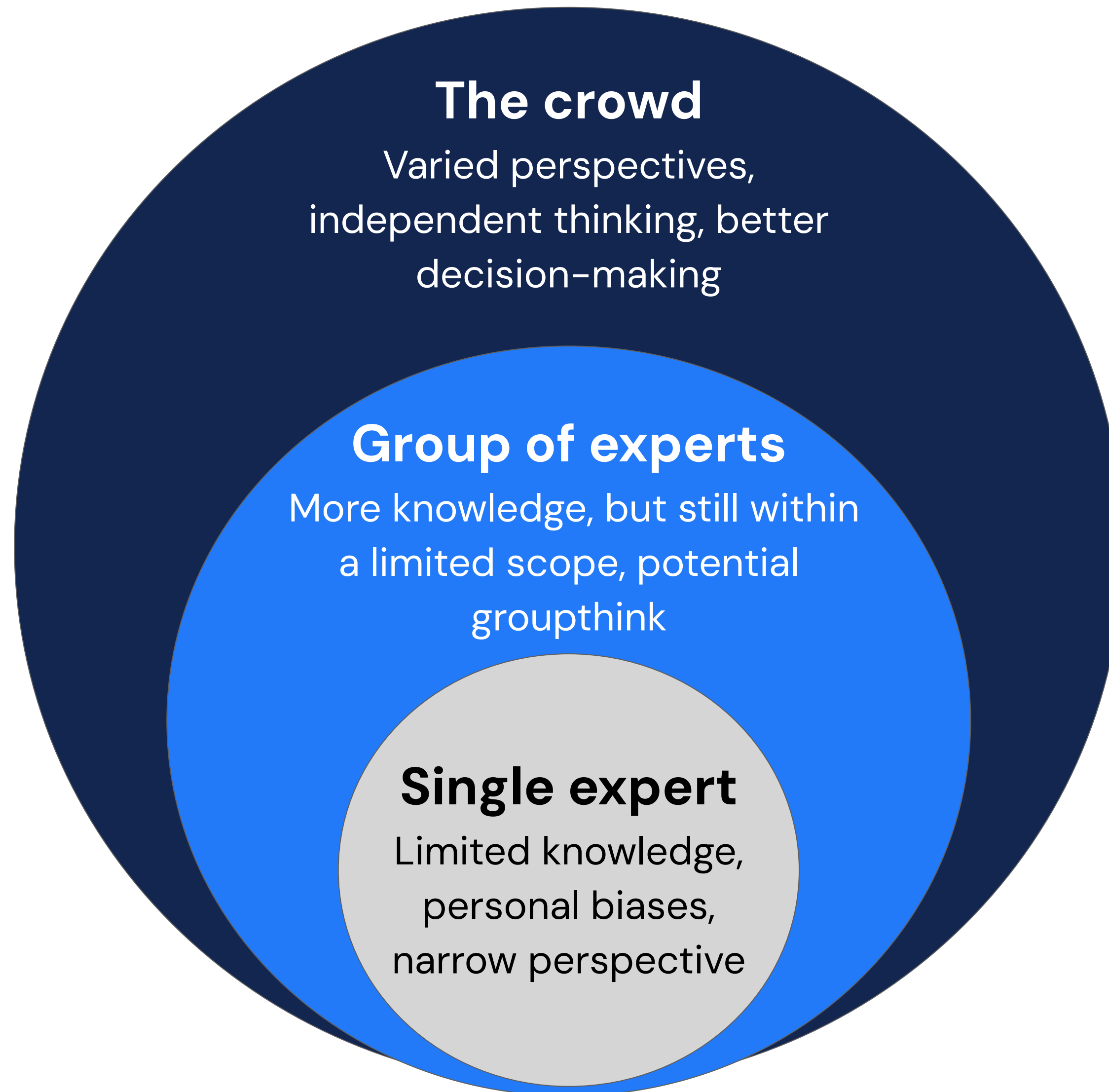
1. On the Evolution of Communities: Merging the Physical with the Digital ([Defiants.org](https://defiants.org))
2. Online Groups or communities: Digital Tribes: Finding Your People: The Evolution of Digital Tribes ([Faster Capital](https://fastercapital.com))
3. Digital Anthropology ([Wikipedia](https://en.wikipedia.org))



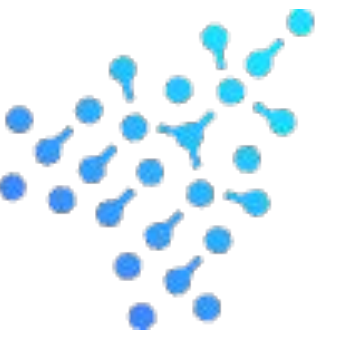
**Are you part of a tech or open-source community?**



# Collaboration fuels innovation



# From closed source to open source



## Closed-source era

- Tightly controlled by companies
- Limited contributors, slow innovation
- Development isolated to a few voices



## Open-source era

- Anyone can contribute, no borders
- Innovation driven by global collaboration
- **PostgreSQL** thrives through community contributions



### Sources:

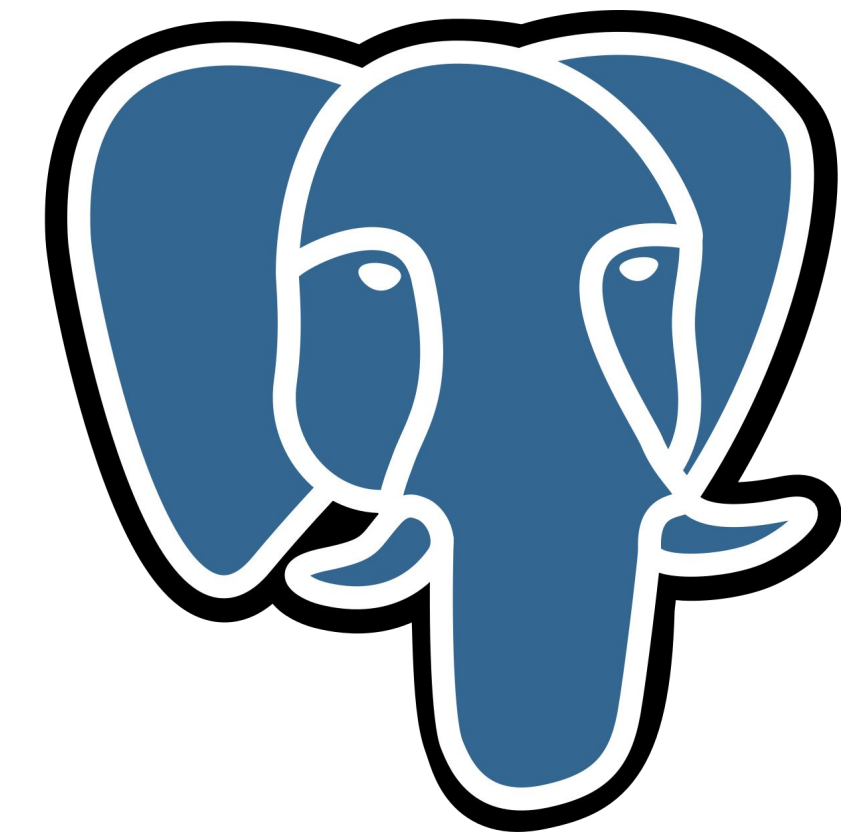
1. History of free and open source ([Docsopensource.github.io](https://docs.opensource.github.io))
2. A brief history of PostgreSQL ([PostgreSQL.org](https://www.postgresql.org/about/history/))
3. The History of Postgres Open Source Development ([Bruce Momjian](#))



# Why community is important for PostgreSQL



- **Core values:**  
Collaboration, transparency, and shared learning
- **Humble beginnings:**  
Started as a small group of developers and database enthusiasts
- **Global evolution:**  
Now a thriving worldwide ecosystem with diverse contributors
- **A shared mission:**
  - Advancing PostgreSQL together by database management and supporting its continuous growth and innovation



# PostgreSQL user groups



A PostgreSQL User Group (PUG) is a community of PostgreSQL enthusiasts who meet to share knowledge, discuss best practices, and collaborate on projects. These groups foster learning, networking, and innovation around PostgreSQL.

**197**

PostgreSQL user groups worldwide

Source: [Meetup](#)

**97,222**

PostgreSQL members on Meetup

Source: [Meetup](#)

**67**

Officially recognized PostgreSQL groups

Source: [Local PostgreSQL user groups](#)

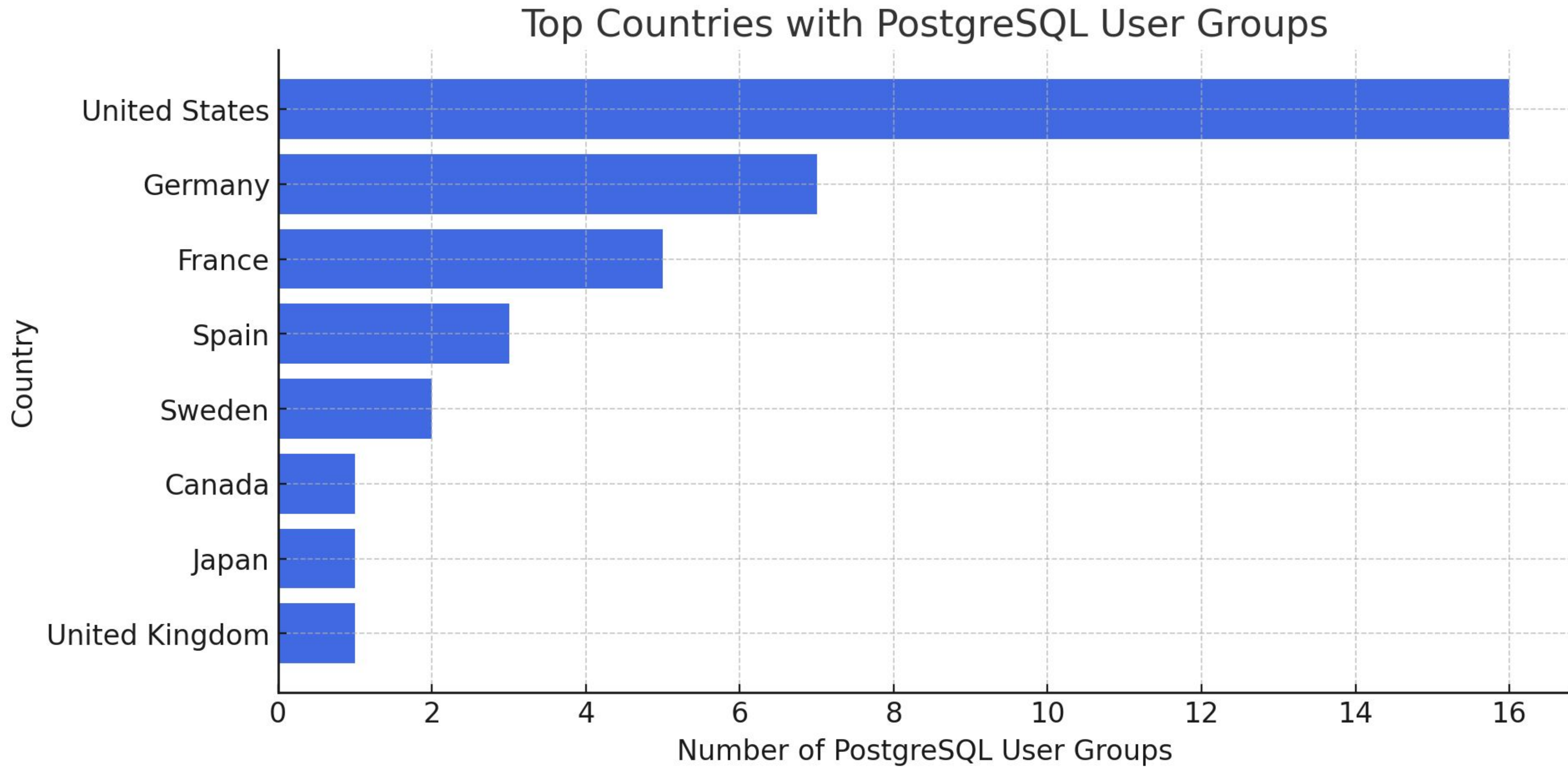
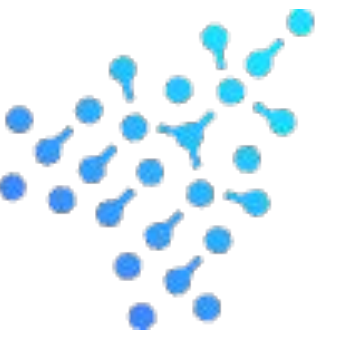








# Where PostgreSQL communities are growing







I remember coming to the conference and realizing there is a community. I came knowing absolutely no one, and was immediately welcomed by everyone. And that's when I realized this is what I want to do and where I want to get involved. These are some fantastic folks.



**Daniel Gustafsson**

PostgreSQL Major Contributor and Committer





PostgreSQL Community: Passionate, Knowledgeable, and Thoughtful

December 2, 2022 by Ryan

Source: [Blog post](#)



What I've come to realize and deeply appreciate over the last 4+ years is that PostgreSQL has a very diverse and global community, and as it grows and matures even further, it is bursting with opportunities to build upon a solid foundation.



**Ryan Booz**

PostgreSQL advocate, Redgate

# Forming a recognized PostgreSQL user group



## ✓ What Recognition Means:

- Officially listed on the PostgreSQL website
- Increases visibility, credibility, and access to resources

## 🎯 Who Recognizes PUGs?

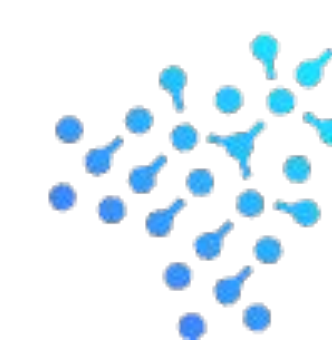
- The PostgreSQL Global Development Group (PGDG)
- Your group will be featured under Local User Groups

The screenshot shows the PostgreSQL website's 'Local User Groups' page. At the top, there is a navigation bar with links for Home, About, Download, Documentation, Community, Developers, Support, Donate, and Your account. A search bar is on the right. Below the navigation bar, a banner announces the release of PostgreSQL 17.4, 16.8, 15.12, 14.17, and 13.20 on February 20, 2025. The main content area is divided into two columns. The left column, titled 'Quick Links', contains a list of links: Community, Contributors, Mailing Lists, IRC, Local User Groups, Recognised NPOs, Events, and International Sites. The right column, titled 'Local User Groups', explains that the PostgreSQL community is proud to have many local chapters and provides instructions on how to start a PostgreSQL User Group (PUG) by emailing [usergroups@postgresql.org](mailto:usergroups@postgresql.org). It also states that PUGs must follow the 'Recognised PostgreSQL User Group' policy. Below this, there are sections for different countries, each with a list of recognized PUGs: Argentina (Buenos Aires), Armenia (Yerevan), Australia (Brisbane, Melbourne), and Belgium. At the bottom right of the screenshot, the text 'Sources: [Recognized PostgreSQL user groups,](#)' is visible.



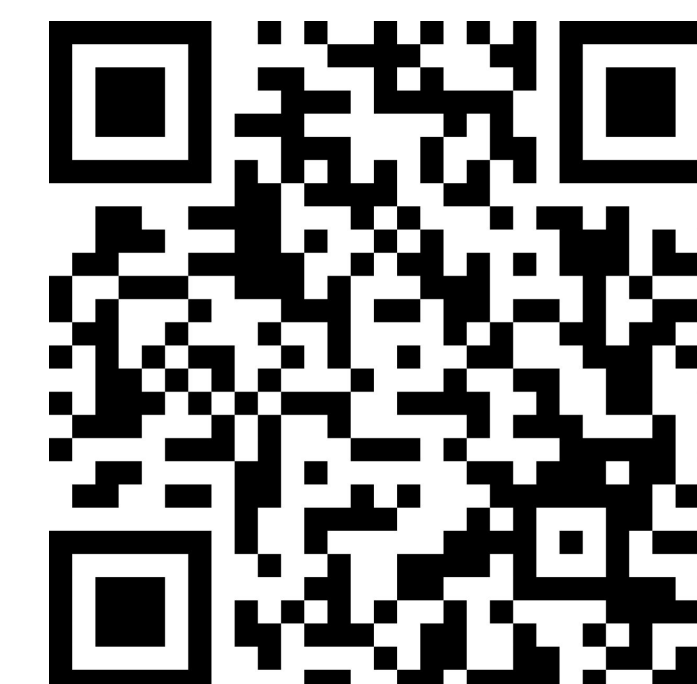


# PostgreSQL user group guidelines



01	Focus on PostgreSQL	Your group must primarily discuss PostgreSQL-related topics
02	Public and inclusive	Open to everyone; no NDAs or restricted access.
03	Code of conduct	Ensure a safe, welcoming environment.
04	Active engagement	Host at least one event every two years to stay recognized.
05	Transparency	Disclose sponsorships or affiliations clearly

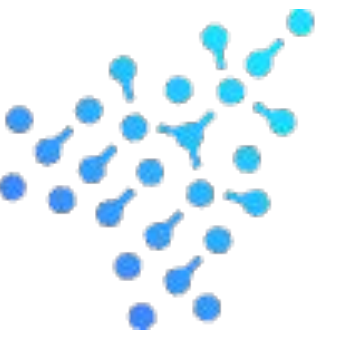
Scan here to access  
Recognized PostgreSQL  
user group guidelines



More details [here](#)

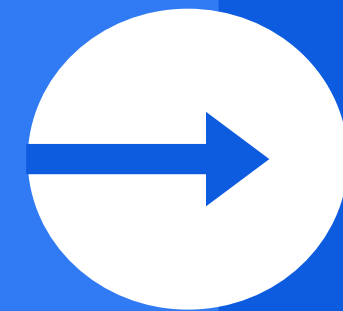


# How to get your PostgreSQL user group recognized



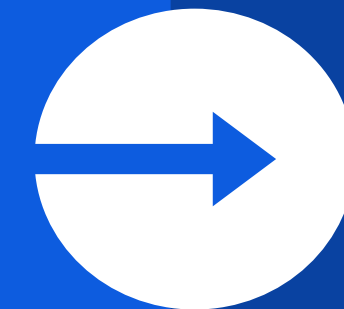
## Step 1

Meet PostgreSQL  
user group  
guidelines



## Step 2

Host your event  
and get pictures



## Step 3

Submit details  
for official recognition



[usergroups@postgresql.org](mailto:usergroups@postgresql.org)





# Malmö PostgreSQL User Group (M-PUG)



## Our Partner



## Organizers



**Ellyne Phneah,**  
DBtune



**Daniel Gustafsson,**  
Microsoft



**Dr. Luigi Nardi,**  
DBtune



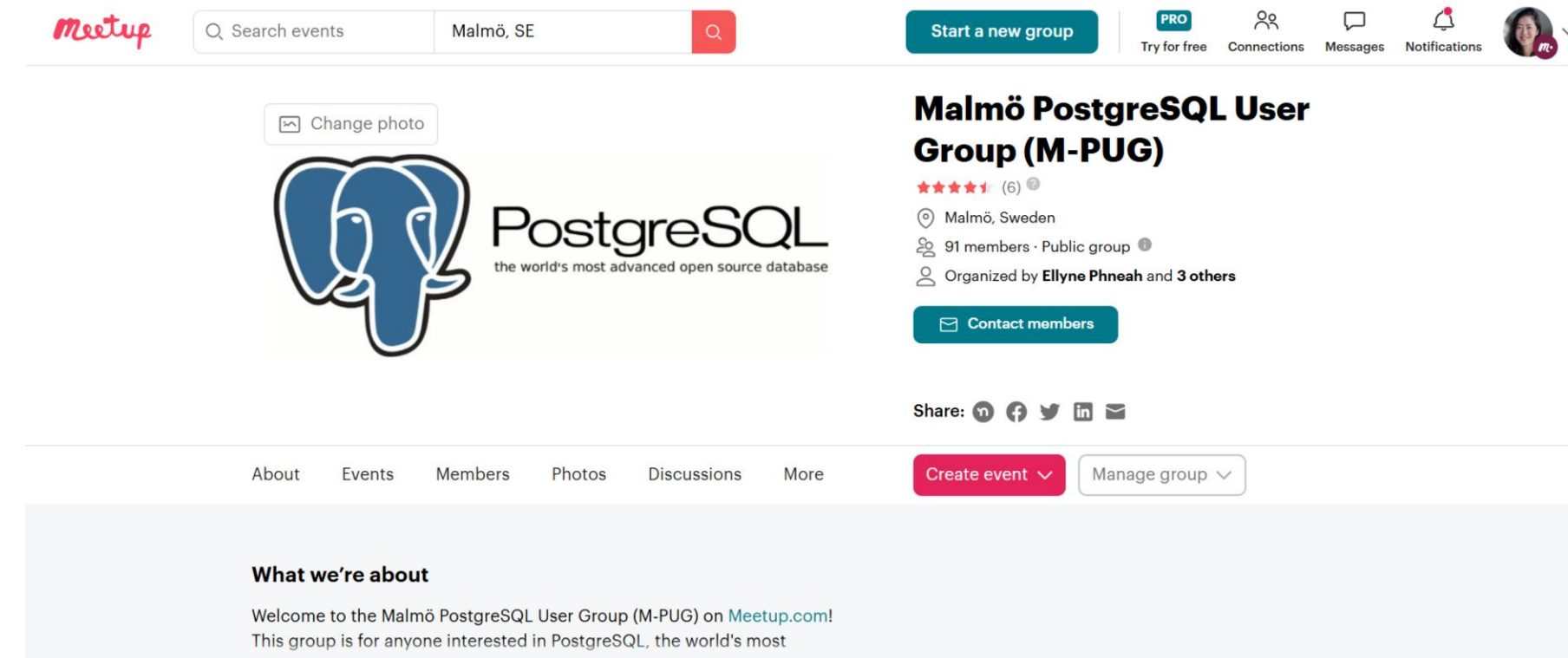
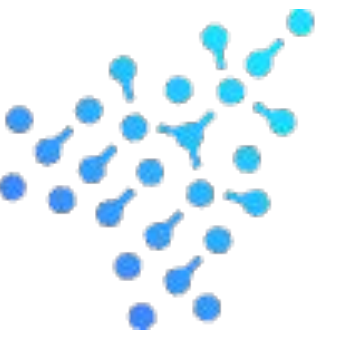
**Dennis Rilorin,**  
Redpill Linpro



Join M-PUG



# Malmö PostgreSQL User Group (M-PUG)



**Daniel Gustafsson** • 1st  
Postgres Hacker at Microsoft  
4mo • Edited •

There's finally a PostgreSQL user group in Malmö! To kick things off I will speak about all things postgres project on November 19 at [Foo Café](#) in Malmö. Come join us!



The PostgreSQL project - Creating the most advanced open-source database, Tue, Nov 19, ...  
meetup.com

36

2 reposts



**Søren Boss Jacobsen** • 1st  
Account Executive at EDB - We're the global Open Source PostgreSQL experts...  
[Visit my website](#)  
3w •

Hey Copenhagen Postgres fans! The day before the big PGNordic event in Copenhagen, why not cross the bridge to Malmö for a smaller meetup on March 17th?

The Malmö Postgres User Group is hosting a session on CloudNativePG - Learn how to run Postgres on Kubernetes using the first CNCF-accepted operator. It's a quick trip, and a great chance to connect with more Postgres enthusiasts!

Check out the details here:



Login to Meetup | Meetup  
meetup.com

You and 6 others

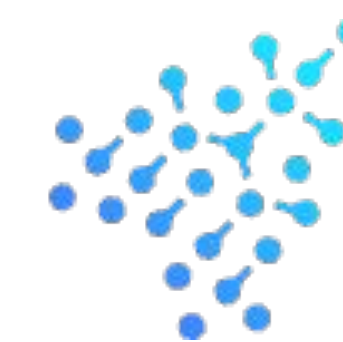
1 comment

**45**  
attendees on our  
very first meetup on  
19 November 2024





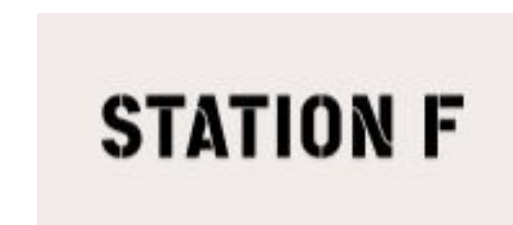
# Step 1: Create your space and propagate



## Creating a landing page

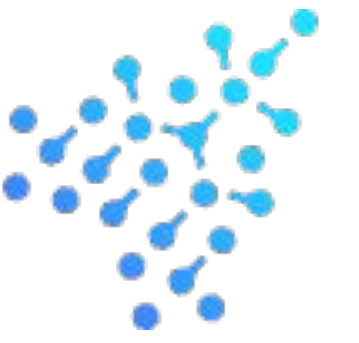


## Finding partners





# Step 2: Content and speaker planning



## Selecting the right topics

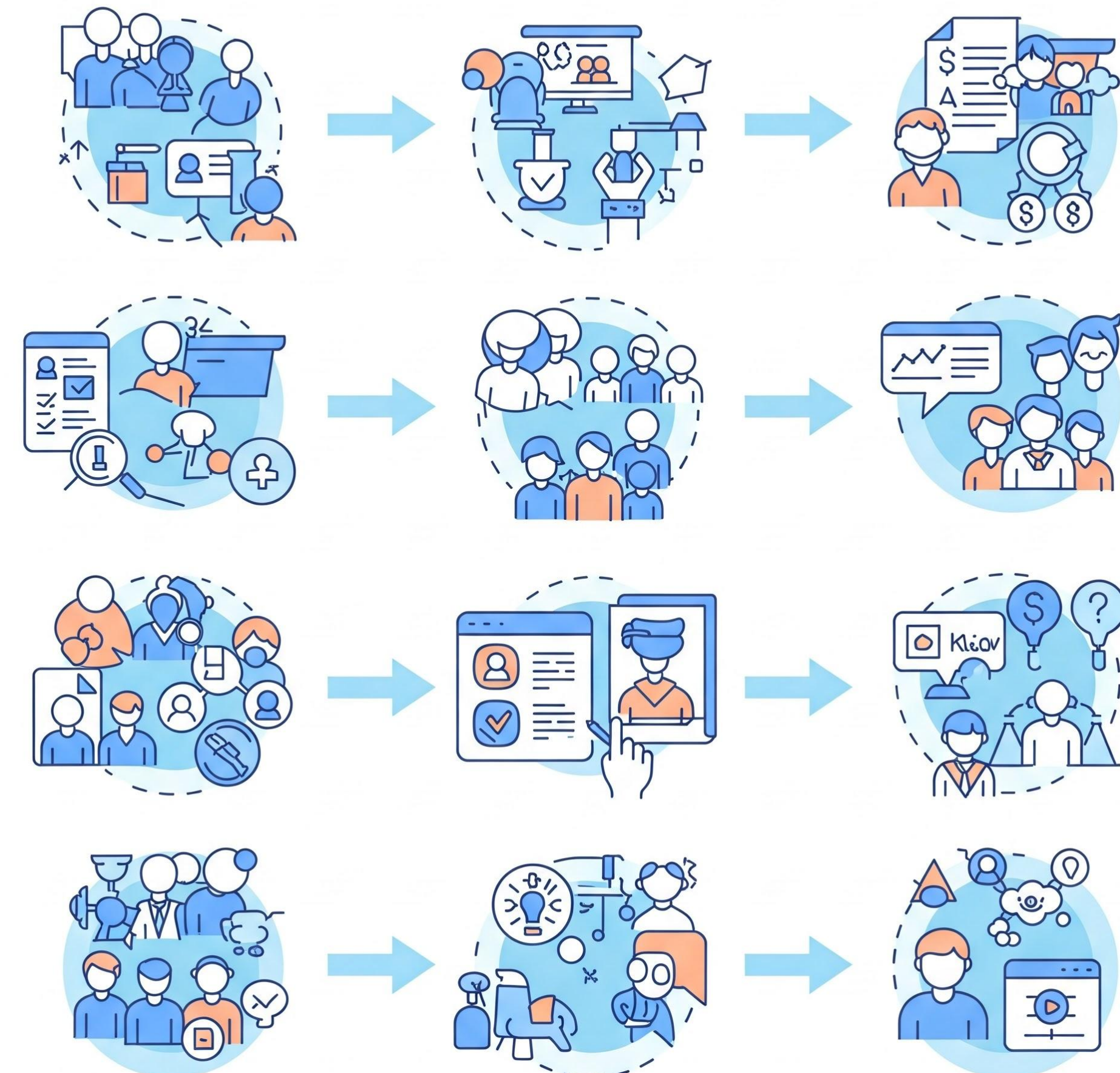
- Popular PostgreSQL topics
- Choosing topics that resonate with your audience
- Getting community feedback

## Engaging speakers

- Selecting diverse and dynamic speakers
- Ensuring speakers are prepared and engaging
- Inclusivity: Gender, background, expertise

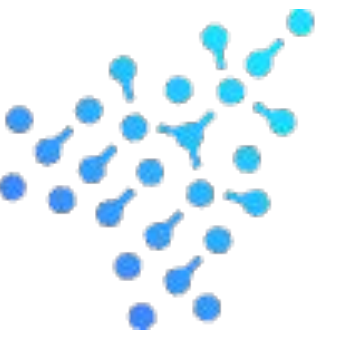
## Format and structure

- **Formats:** Meetups, panels, live demo, networking





# Step 3: Event logistics



## Venue

- **In-person:** Accessibility, size, location, facilities (Wi-Fi, seating, A/V).
- **Virtual:** Reliable platforms (Zoom, Google Meet) for smooth interaction.



## Tech/Tools

- **Interactive tools:** Slido, Mentimeter for live polls, Q&A, and discussions.
- **Recording sessions** for wider accessibility post-event.

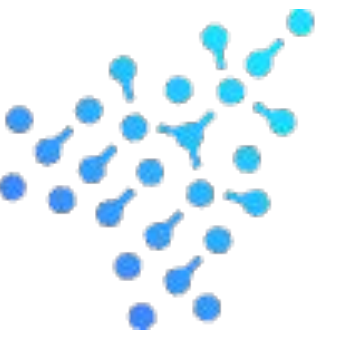


## Food/Socializing

- Pizza, drinks, and networking after the event to foster connections
- Dietary preferences
- Make sure no one gets left out



# ● Common challenges



**Low attendance**



**Speaker cancellations**



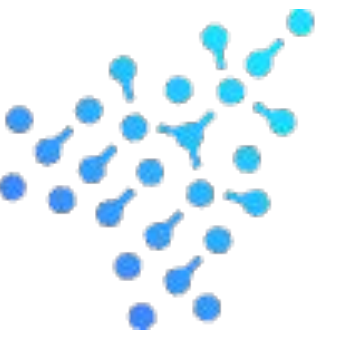
**Keeping engagement high**







**Sponsorship struggles**



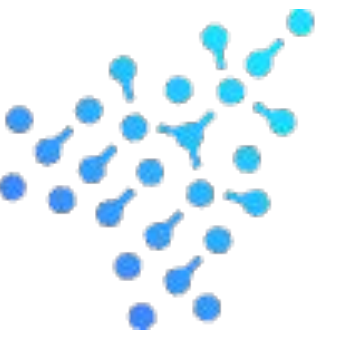
# Possible solutions



 Low attendance	 Speaker cancellations	 Keeping engagement high	 Sponsorship & venue struggles
<ul style="list-style-type: none"><li>● Send teaser videos/messages pre-event</li><li>● Use a waitlist system for frequent no-shows</li><li>● Reward consistent attendees with perks</li></ul>	<ul style="list-style-type: none"><li>● Show &amp; tell lightning talk</li><li>● Community spotlight talks</li><li>● Virtual speaker back up</li></ul>	<ul style="list-style-type: none"><li>● Add a “Community Fix” live problem-solving session</li><li>● Include breakout discussions for deeper conversations</li><li>● Speed networking for PostgreSQL speakers</li></ul>	<ul style="list-style-type: none"><li>● Offer logo visibility in exchange for venue space</li><li>● Partner with universities or research institutions that use PostgreSQL.</li><li>● Partner with vendors for co-sponsorship</li></ul>



# From setback to success: A community-driven session



"I was planning to give a Kubernetes presentation next week. This discussion gave me new insights I can now incorporate into my talk"

- Pavel Lukaneko, CTO of Kenzap, attendee

## The Challenge:

✗ Speaker canceled 10 minutes before the event

## What We Did:

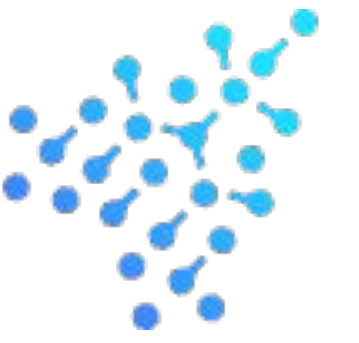
- ✓ Asked the audience if **anyone wanted to present**
- ✓ Gave **full flexibility** on format
- ✓ A Kubernetes expert stepped up and led an **engaging discussion**

## The Result:

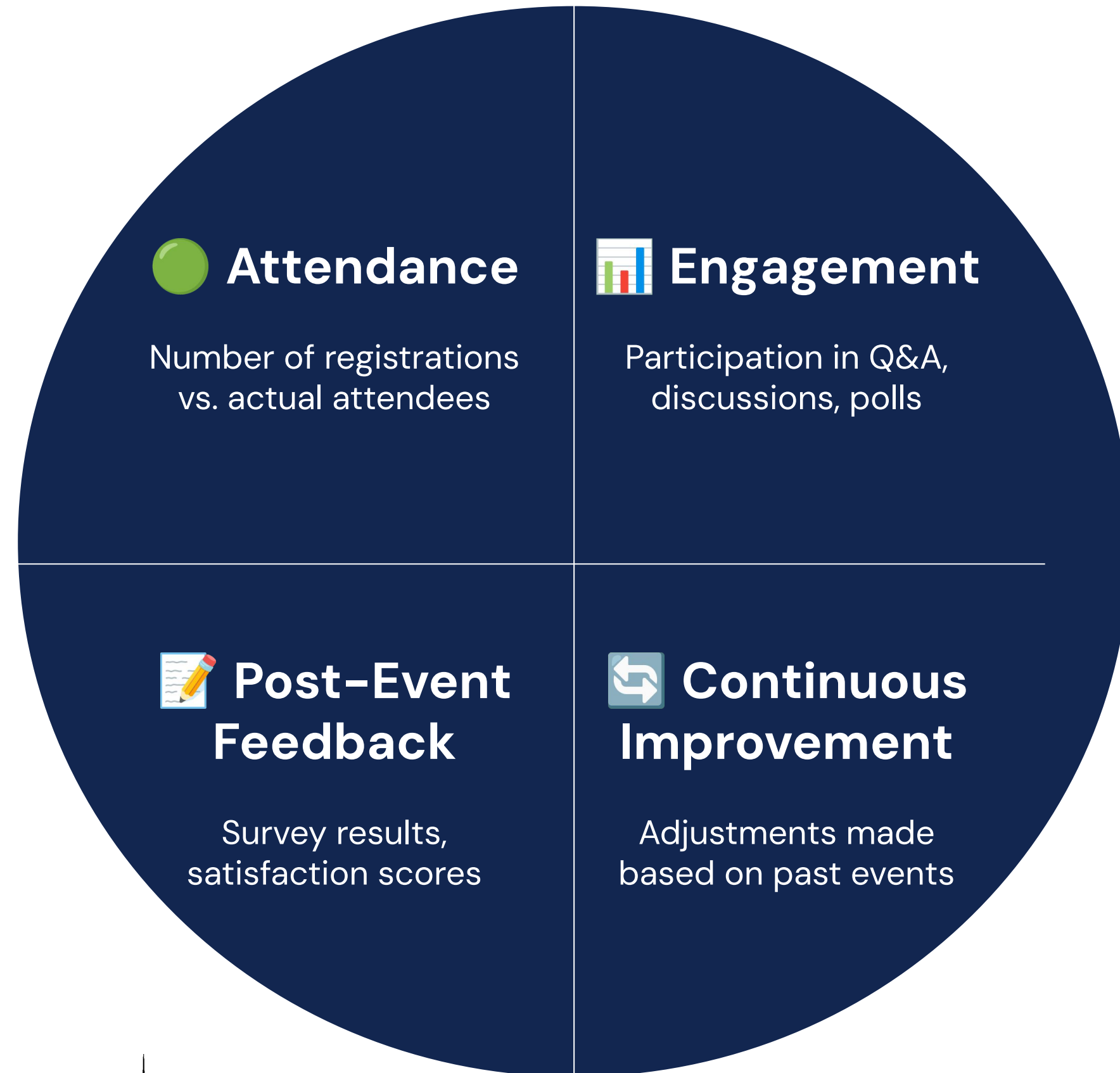
🎤 A dynamic, **interactive session** with great audience participation



# Step 4: Measuring event success



## Tracking Key Metrics



@theIndacademy

Source: [Kirkpatrick's Four Levels of Evaluation](#)

- Reaction** – Did attendees enjoy the event? (Feedback & surveys)
- Learning** – Did they gain valuable knowledge? (Pre/post assessments)
- Behavior** – Will they apply what they learned? (Follow-up interactions)
- Results** – What's the long-term impact? (Community growth, speaker return, company adoption)



# Step 5: Post event strategy



## Maintaining momentum

- Follow-up emails & social media updates
- Community platforms (Slack, Discord, LinkedIn)
- Sharing event recordings, slides, and insights



## Building long-term engagement

- Organizing recurring meetups & newsletters
- Keeping discussions active between events



### PostgreSQL Berlin February 2025 Meetup

On February 4th, 2025, we had the PostgreSQL February Meetup in Berlin. This time Zalando hosted it again, and we did something big: two tracks, two lightning talks and four regular talks. Oh, and about 130 attendees. That is already a mini conference!

Posted by ads' corner on Monday, February 10, 2025

### PostgreSQL Berlin October 2024 Meetup

On October 9th, 2024, we had the PostgreSQL October Meetup in Berlin. Amazon hosted it. Josef Machytka spoke about JSON, Aychin Gasimov spoke about new features in PostgreSQL 17.

Posted by ads' corner on Friday, October 11, 2024

### PostgreSQL Berlin July 2024 Meetup

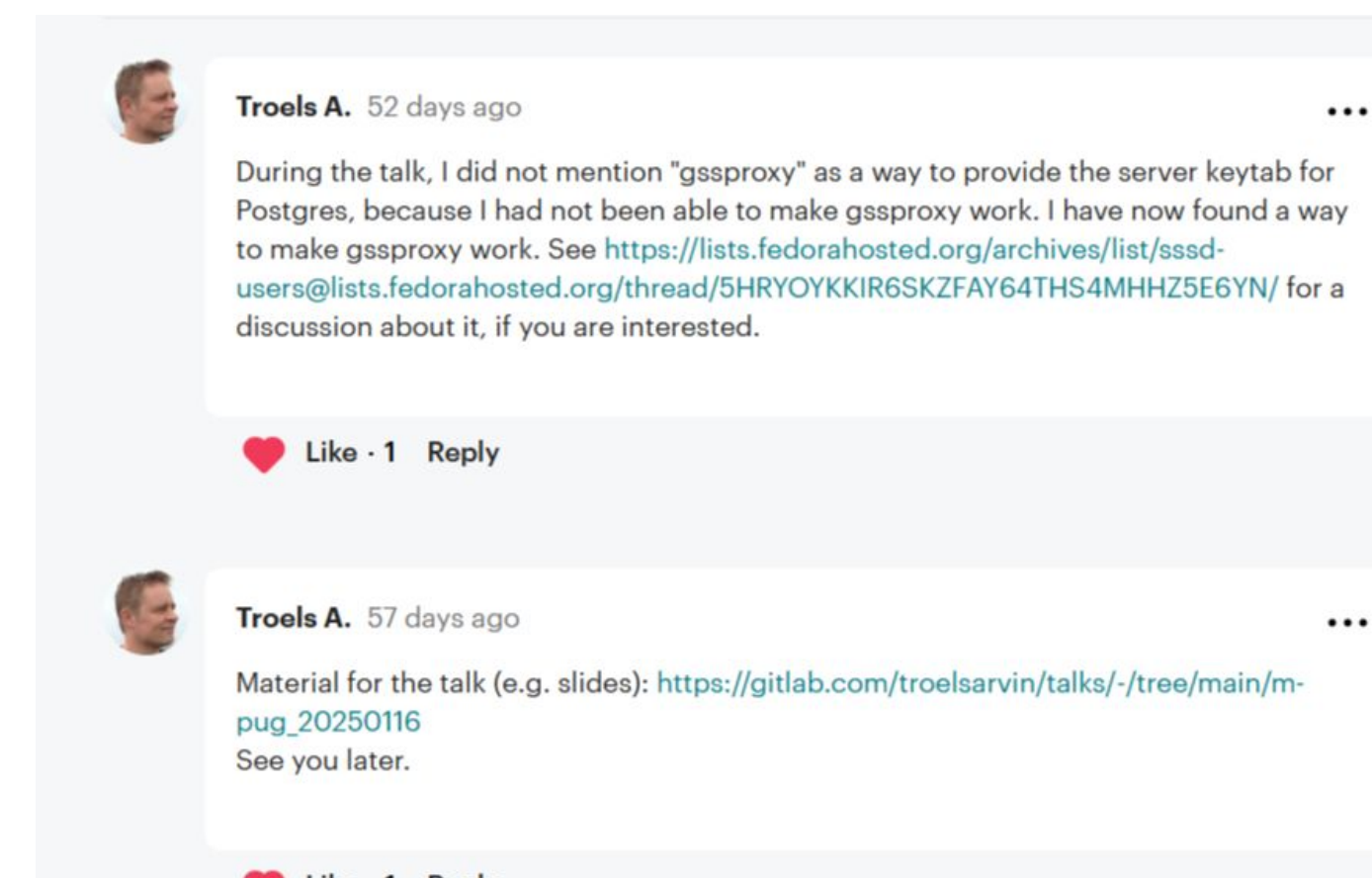
On July 16th, 2024, we had the PostgreSQL July Meetup in Berlin. Adjust hosted and Neon sponsored the Meetup in their Berlin Headquarter at Prenzlauer Berg, near the TV Tower.

Posted by ads' corner on Wednesday, July 17, 2024

### Hamburg PostgreSQL Meetup in April 2024

On April 23rd - after a very long break - the third PostgreSQL Meetup took place in Hamburg.

Posted by ads' corner on Monday, April 29, 2024



THU, JAN 16 · 5:30 PM CET



# Tips from other PUG organizers



“For the Berlin Meetup, we move frequent no-shows to the end of the waitlist when space is limited. This improved attendance from sometimes 30% to around 70%. I also take event pictures, ask speakers to share the slides, and I write a blog posting with these details afterwards.

- **Andreas Scherbaum, [PostgreSQL meetup group Berlin](#)**



“We engage PostgreSQL experts through direct outreach and networks like local tech groups and LinkedIn. Allowing speakers flexibility in session formats—talks, panels, or interactive Q&As—enhances appeal.”

- **Hari Kiran, [Hyderabad PostgreSQL user group](#)**

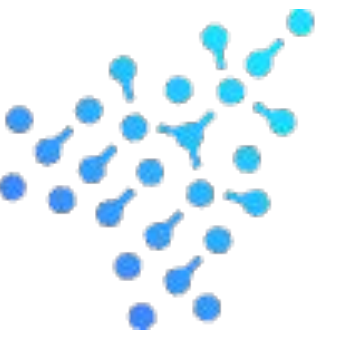


“To effectively expand our meetups, we actively connect with related groups. For our upcoming Barcelona event on Cloud Native, we've collaborated with Kubernetes and Cloud Native communities for cross-promotion..”

- **Andrea Cucinello, [Barcelona PostgreSQL user group](#)**



# Actionable takeaways



## Use a partner and the right platforms to spread the word:

- Find a partner that is already hosting open source or software meetups to boost early attendance
- Use platforms to announce events and foster community engagement.

## Implement effective attendance strategies:

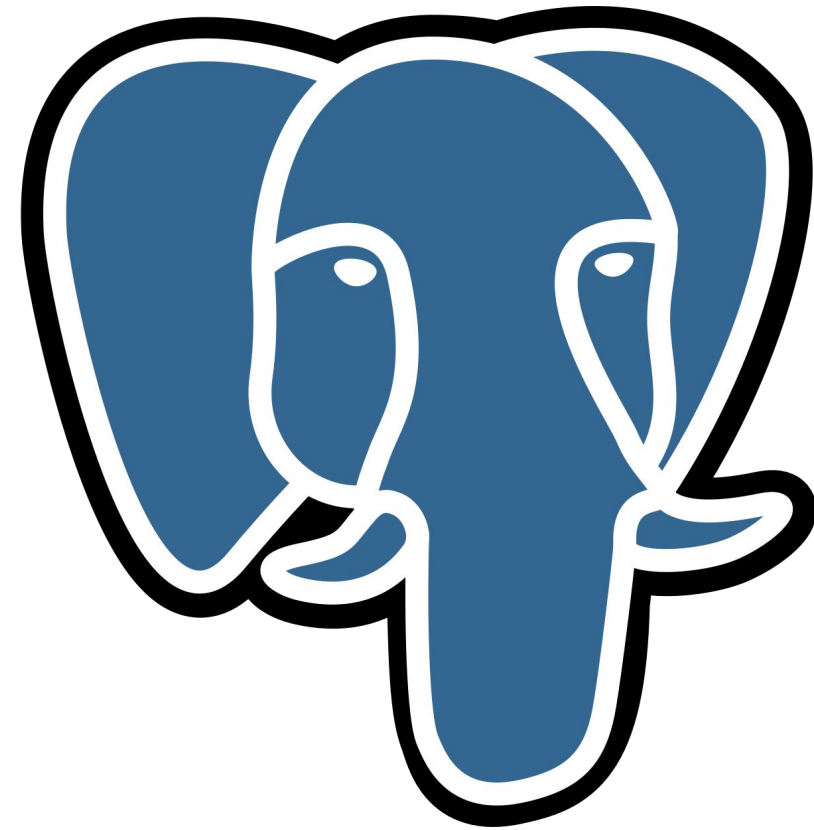
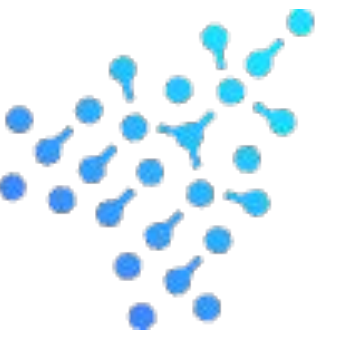
- Monitor registrations and attendance, addressing no-show patterns by adjusting waitlists.
- Share event materials post-session to maintain interest and provide value.

## Plan for sustainable growth:

- Organize recurring events and maintain communication through newsletters, or posting updates
- Foster a welcoming environment that encourages continuous learning and collaboration.

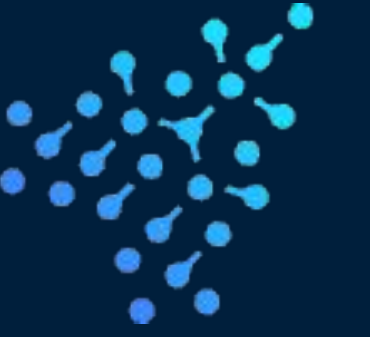


# PostgreSQL thrives because of its community. How will YOU contribute?



- 🏢 **Start a PUG** – If your city doesn't have a PostgreSQL meetup, could you start one?
- 🎤 **Get involved** – Speak at a local event, volunteer, or help with organizing.
- 💡 **Improve events** – Share ideas on what makes meetups more engaging and valuable.





Thank you  
Q&A

