



# DCW Conversation Hour, November 2023:

## Tools for Wikimedia Organizers

**Hello!**

**My name is Ilana Fried.**

**I'm the product manager of the  
Campaigns product team at the  
Wikimedia Foundation.**

## Meeting Agenda

**Who are organizers?**

**Why are we creating tools for organizers?**

**Event Registration - available now!**

**Event Discovery - upcoming project**

**Discussion**

## Who are organizers?

Organizers are the people who help create or manage events in the Wikimedia movement. These events may be:

- **Edit-a-thons**
- **Writing contests**
- **Photography contests**
- **Meetups**
- **Trainings**

Organizers are often passionate about:

- **Topical areas**
- **Knowledge gaps**
- **Bringing in new voices or communities**
- **Supporting existing communities**

Organizers are often associated with:

- **Chapters, user groups, thematic organizations, or affiliates**
- **Galleries, Libraries, Archives, and Museums (GLAM)**



Wikipedia Collaboration by Mam'Gobozi Design Factory (MDF) on [Wikimedia Commons](#)

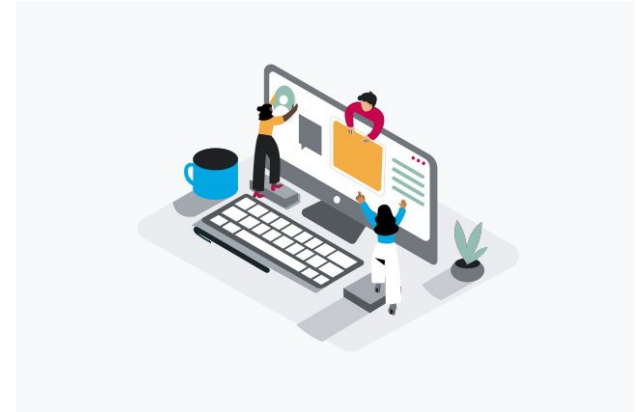
# Organizing is hard work!

Are you a new organizer, or do you want to become one?

It can often be hard to start! There are many skills to learn & many tools to use, and there has been no integrated system to organize events on the wikis.

Are you an experienced organizer?

You may feel burned out or undersupported. You may spend a lot of time organizing events and training other organizers. You may not know how to improve your existing workflows or to simplify your processes.



Wikimedia in Education Illustration by [VHaryono \(WMF\)](#) on [Wikimedia Commons](#)

# Top campaign event requests

*“As a campaign organizer, I want...”*

- “...a central place to find tools and resources, so that I can become a more effective organizer.” → **Organizer Center**
- “...an easier way to build work lists, so my campaigns are more focused and impactful.” → **List building tools**
- “...an easy way to create high-quality event pages, so that more people are motivated to join.” → **Event creation**
- “...a central place to promote campaigns, so that more Wikimedians can learn about campaigns.” → **Event discovery**
- “...better tools to promote campaigns, so that more newcomers can learn about campaigns.” → **Event promotion tools**
- “...an on-wiki way to register, so that people can easily join events and I know how to support them.” → **Event registration**
- “...better tools to communicate with participants and organizers, so that I can provide better support.” → **Communication tools**
- “...tools to provide support to participants during campaigns, so that there are more successful edits.” → **Participant support**
- “...better ways to track, analyze, and report impact, so that I can determine impact and next steps.” → **Improved tracking tools**
- “...a place on-wiki for participants to see their impact, so that they can have a sense of identity and belonging.” → **Participant center**
- “...easier ways for participants to receive recognition and find what to do next, so that more editors are retained.” → **Next steps**

## We want to help you!

Whether you're an aspiring organizer, a new organizer, or an experienced organizer, we want to help you!

This way, you can have:

- An easier time organizing events
- Better support in training new organizers
- More people joining your events
- More people making contributions
- Higher retention rates of participants



Person with checklist by Mam'Gobozi Design Factory (MDF) on [Wikimedia Commons](#)

# Building tools for organizers

## Vision:

- We want to address the top pain points of event organizers by building and improving tools.
- The tools can eventually be integrated into an Event Center, which can serve as a central hub for events and event organizing.
- The features in the Event Center will be modular and extensible, meaning they can be separated and combined in different ways to suit the needs of individual organizers.



New Wikipedia Editors at Ditchling Feminist Editathon Oct 2019 by Molly Fuller Abbot on [Wikimedia Commons](#)



# Event registration tool

The background is a solid blue color with a pattern of white line-art icons. These icons represent a wide variety of subjects: film (clapperboard, film strip, camera), science (telescope, planet Saturn, microscope), history and culture (Eiffel Tower, map of Africa, Great Pyramids, Sphinx, map of Australia, classical building, lightbulb, figure with cross), and technology (smartphone, person with headset). The central text 'Event registration tool' is written in a bold, white, sans-serif font.

# Event Registration Demo

In this presentation, we will demo the event registration tool and its newest features. The tool allows organizers to register participants and manage their events on the wikis. It is available on desktop and mobile web on Meta-Wiki. We plan to release it to more wikis in the future.

## Features include:

- Public & private registration
- Multiple organizer support
- Automatic confirmation emails
- Integration with the Programs & Events Dashboard
- Organizer can email participants
- Optional participant questions



Wikipedia Laptop and Desk by Mam'Gobozi Design Factory (MDF) on [Wikimedia Commons](#)

# #1

## Login to testwiki or Meta-wiki

1. To test the tool: Login to Testwiki:  
<https://test.wikipedia.org>.
2. In the future (for real events): Login to Meta-wiki
3. Confirm your language and time zone in Preferences



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Wikipedia Laptop and Desk by Mam'Gobozi Design Factory (MDF) on [Wikimedia Commons](#)

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# #2.1

## Create event page

1. Go to the Search bar
2. Type in Event:[name of event]
3. Click on the link to create the event page
4. Add content to the event page
5. Publish the event page

### Search results

Event:MyEditathon

[Content pages](#) [Multimedia](#) [Everything](#) [Advanced](#)

**Create the page "Event:MyEditathon" on this wiki!**

There were no results matching the query.

### Creating Event:MyEditathon

You have followed a link to a page that does not exist yet. To create the page, start typing in the box below (see the help page for more info). If you are here by mistake, click your browser's back button.

**B** *I* [Advanced](#) > [Special characters](#) > [Help](#)

Summary:

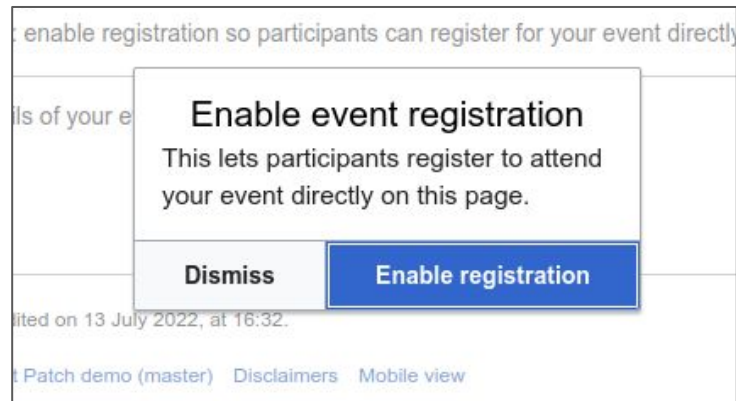
Watch this page Permanent

Please note that all contributions to Fetch demo (811772.8) may be edited, altered, or removed by other contributors. If you do not want your writing to be edited mercilessly, then do not submit it here. You are also promising us that you wrote this yourself, or copied it from a public domain or similar free resource (see Project:Copyrights for details). Do not submit copyrighted work without permission!

# #3.1

## Enable registration

1. Click on the popup to enable registration
2. If you accidentally dismiss the pop-up, click on the link in the header to enable registration





# #3.2

## Enable registration

3. Fill out the form with the event information.

4. Click “Enable registration.”

5. Review the changes.

### Enable event registration Help

**Event details**  
Provide general information about the event you are organizing

Event page ⓘ  
Event-Nov 15 Event \*

Timezone  
Other (time offset from UTC) +00:00 \*

Start time  
\_\_\_\_\_ : \_\_\_\_\_

End time  
\_\_\_\_\_ : \_\_\_\_\_

Organizers  
[Edit organizer](#) Add more...  
Add the username of other organizers to give them permission to manage this event.

Programs & Events Dashboard link  
Enter the Programs & Events Dashboard URL for your event  
Usernames of publicly registered participants will be automatically sent to the Dashboard. This tool helps you monitor participant contributions and measure the impact of your campaign event. [Learn more.](#)

Event meeting type  
 Online event  
 In-person event  
 Online and in-person event

Meeting URL  
\_\_\_\_\_

Group chat invite ⓘ  
\_\_\_\_\_

---

**Questions for participants**  
Participants may answer the questions listed below while registering for the event. During the event, you can access the responses of individual participants for questions that do not include Personally Identifiable Information (PII). After the event ends, responses to all questions will be available (in aggregate form only) and individual responses will be deleted.

Personally Identifiable Information (PII)

- What is your gender identity?
- What is your age?
- What is your profession?

To view the aggregated responses of participants you must accept the following:

Other questions (non-PII)

- How confident do you feel contributing to the Wikimedia projects involved in this event?
- Do you belong to any Wikimedia affiliates (chapters, user groups, thematic organizations)?

To view the aggregated responses of participants you must accept the following:

I agree to handle the participant information collected during event registration with care and in accordance with Wikimedia Foundation's [Terms of use](#).

**Enable registration**

Events hosted or funded by the Wikimedia Foundation are required to adhere to all Wikimedia Foundation policies, including on [Youth Safety](#).

# #4.1

## Join an event as a participant

1. Go to the event page that was just created in this demo.

2. Click “Register for event.”

### Event:Wiki Editing Workshop

📍 Online event 🕒 16:35, 14 July 2022 – 16:35, 30 July 2022

[Register for event](#)

Provide some details of your event here.

# #4.1

## Join an event as a participant

**4. Select public or private registration. Public registration is viewable to everyone. Private registration is only viewable to the organizers.**

**5. (optional) Share information about yourself, which will only be viewable to the organizer.**

**6. Complete registration process.**

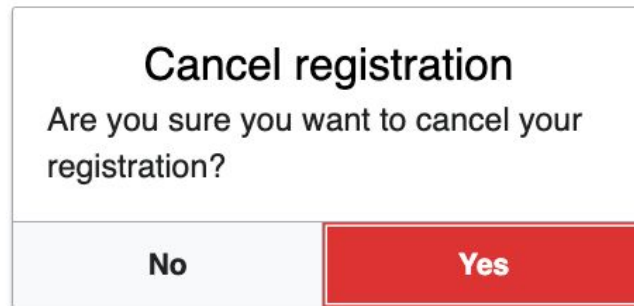
The screenshot shows a web browser window displaying the registration page for an event on meta.wikimedia.beta.wmflabs.org. The page title is "Event:Best New Event". The registration form is titled "Register for event" and includes a "register" button. The form is divided into several sections:

- Registration privacy:** A toggle switch for "Public registration" is currently turned on. A note states: "Public registration: Show your username on a public participant list. Your contributions during the event may be included by the organizers on the Programs & Events Dashboard or other tools to collect statistics."
- Your information:** A note says "This information will be shared with the event organizers only." It includes several optional questions:
  - "What is your gender identity? (optional)": Radio buttons for "Prefer not to say", "Man", "Woman", "Gender", "Non-binary", and "Gender not listed".
  - "What is your age? (optional)": A dropdown menu for "Select age range".
  - "What is your profession? (optional)": A dropdown menu for "Select your profession".
  - "How confident do you feel contributing to the Wikimedia projects involved in this event? (optional)": Radio buttons for "Prefer not to say", "I have never contributed to a Wikimedia project before", "I have some experience, but don't feel confident", "I have some experience, and feel confident contributing, but would like to learn more", and "I am confident that I can contribute without any support".
  - "Do you belong to any Wikimedia affiliates (chapters, user groups, thematic organizations)? (optional)": A dropdown menu for "Select an option".
- Data retention information:** A note stating: "Your responses are aggregated and then deleted 90 days after submission or at the end of the event, whichever comes first. Edit responses anytime before then. Once deleted, they cannot be changed, re-answered, or retrieved."
- By registering, you agree to the Terms of Use, Privacy Policy, Intellectual Code of Conduct, and the local Event Space Policy provided by the event organizers.**
- Clear form** button.

# #5

## Manage registration as a participant

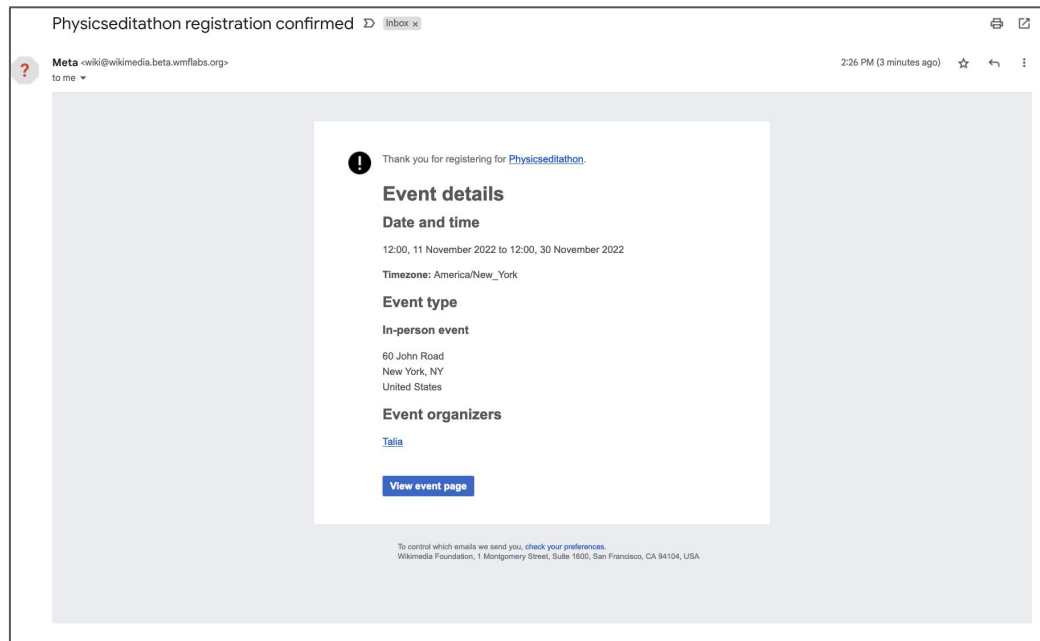
1. Click on Manage Registration.
2. Cancel your registration or switch between public/private registration.



# #6

## Check confirmation email

If you have an email address associated with your account and if you have not disabled email notifications, you will receive a confirmation email after registration.



# # 7.1

## Participant Questions

**Participants can optionally provide the following information. Some of it is considered personally identifiable information (PII), so it will only be viewable to organizers as aggregate data. Some of it is not considered PII, so it can be viewed per response.**

**PII questions: gender, age, profession**

**Not PII question: comfort level in contributing to wikis, if they are members of any affiliates**

# # 7.2

## Participant Questions

3. Go to Response Statistics tab to view response statistics.



- Main page
- Recent changes
- Random page
- Help about MediaWiki
- Tools
- Special pages
- Printable version

Special page  [Admin](#) [Talk](#) [Preferences](#) [Watchlist](#) [Contributions](#) [Log out](#)

### Event details: T336855-2 [Help](#)

[← Back to your events](#)

Event details [Participants](#) [Response statistics](#)

^ What is your gender identity?

Option	Percentage	Number
Man	22.7%	10
Woman	31.8%	14
Agender	18.2%	8
Non-binary	11.4%	5
Gender not listed	11.4%	5
No response	4.5%	2

^ What is your age?

^ What is your profession?

^ How confident do you feel contributing to the Wikimedia projects involved in this event?

^ Do you belong to any Wikimedia affiliates (chapters, user groups, thematic organizations)?

# #8.1

## Dashboard integration

**If an organizer has linked a Dashboard event with event registration, and if a participant has publicly registered for the event, the participant's username will be automatically added to the Dashboard event. If the participant has registered privately, their username will not be added to the Dashboard event.**



# #8.2

## Test Dashboard integration

<https://en.wikipedia.beta.wmflabs.org/wiki/Event:HappyEvent>

### Event details: HappyEvent

[← Back to your events](#)

[Event details](#) [Participants](#) [Message](#)

#### Event details

[Edit](#)

#### Start and end time

10:12, 4 October 2023 to 10:12, 31 October 2023

Timezone: America/New\_York

#### Organizers

- Talia
- VWalters

#### Location

##### In-person event

55 Jones Street  
New York, NY  
United States

##### Online event

<https://meet.google.com/tmd-yqee-knc>

#### Programs & Events Dashboard

[https://dashboard-testing.wikiedu.org/courses/QTE/Happy\\_Event](https://dashboard-testing.wikiedu.org/courses/QTE/Happy_Event)

**Participants' usernames up to date on the Dashboard**

Last update: 06:05, 4 October 2023

#### Chat group invite link

<https://t.me/+mGTdbC0wchcyMWE0>

[View event page](#)

Enrollment in this event is controlled by Wikimedia Event Center. It cannot be joined from the Dashboard.

0

Articles Edited

0

Total Edits

11

Editors

0

Words Added

0<sup>1</sup>

References Added

0

Article Views

The Dashboard hasn't imported any data for this program yet.

Happy Event [Home](#) [Editors](#) [Articles](#) [Uploads](#) [Activity](#)

#### Editors Overview

Editors Overview

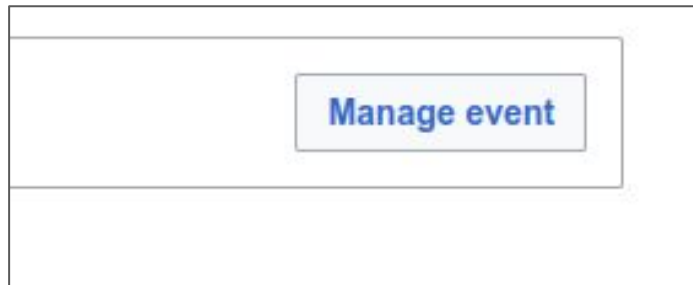
Assignments & Exercises

Name	Assigned Articles	Reviewing	Words Added (article   user   draft)	References Added	Total Uploads
<a href="#">Geogor</a> sandboxes edits			0   0   0	0	0
<a href="#">Jenris13</a> sandboxes edits			0   0   0	0	0
<a href="#">QTE-CampaignEve...</a> sandboxes edits			0   0   0	0	0
<a href="#">QTE-CampaignEve...</a> sandboxes edits			0   0   0	0	0
<a href="#">QTE-CampaignEve...</a> sandboxes edits			0   0   0	0	0
<a href="#">QTE-CampaignEve...</a> sandboxes edits			0   0   0	0	0
<a href="#">QTE-CampaignEve...</a> sandboxes edits			0   0   0	0	0
<a href="#">QTE-CampaignEve...</a> sandboxes edits			0   0   0	0	0
<a href="#">QTE-CampaignEve...</a> sandboxes edits			0   0   0	0	0
<a href="#">QTE-CampaignEve...</a> sandboxes edits			0   0   0	0	0

# #9

## Remove participants as an organizer

1. Go back to the event page you created.
2. Click on “Manage event.”
3. Go to Participants tab
4. Select Participant
4. Click “Delete”



12 participants

✕ 1 out of 12 selected Delete Message participants

<input type="checkbox"/>	Username	Time registered	Can receive email
<input type="checkbox"/>	Geugeor	10:14, 3 October 2023	Yes
<input type="checkbox"/>	Jennie15	10:18, 3 October 2023	Yes
<input type="checkbox"/>	Bachounda	10:20, 3 October 2023	No
<input checked="" type="checkbox"/>	QTE-CampaignEvents0	01:57, 4 October 2023	No

# #10

## Edit registration information

1. Go to EventDetails or MyEvents.
2. Choose to “Edit registration.”
3. Make changes.
4. Save changes.

### Event details

Edit

🕒 16:35, 14 July 2022 to 16:35, 30 July 2022

📍 Online event

The link will be made available by the organizer.

View event page

#### Event details

Provide general information about the event you are organizing

Event page ⌵  
Event:Organizer Tools Office Hour 5/Session B \*

Event status ⌵  
Open

Timezone  
Other (time offset from UTC) ⌵ +00:00 \*

Start time  
Tue 10 Oct 2023 18:00 🌐

End time  
Tue 10 Oct 2023 19:30 🌐

Organizers  
[Redacted] X | Bachouda (WMF) X | AMtavangu (WMF) X | Geugeor-WMF X | EUwandu-WMF X  
Add more...

Add the username of other organizers to give them permission to manage this event.

Programs & Events Dashboard link  
Enter the Programs & Events Dashboard URL for your event

Usernames of publicly registered participants will be automatically sent to the Dashboard. This tool helps you monitor participant contributions and measure the impact of your campaign event. [Learn more.](#)

Event meeting type  
 Online event  
 In-person event  
 Online and in-person event

Meeting URL

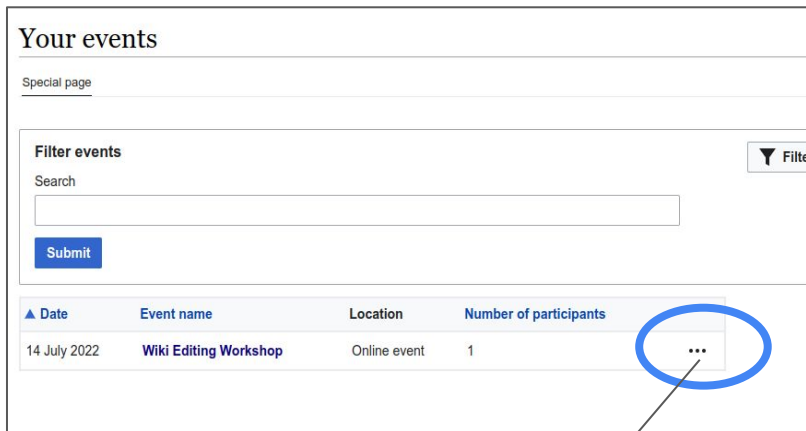
Group chat invite ⌵

Edit registration

# #11

## Open and close registration

1. Go to MyEvents or Edit in EventDetails.
2. If you go to MyEvents: Click on the three dots.
3. Select “Close registration.”
4. To reopen registration, click “Open registration.”



Special page

Filter events Filter

Search

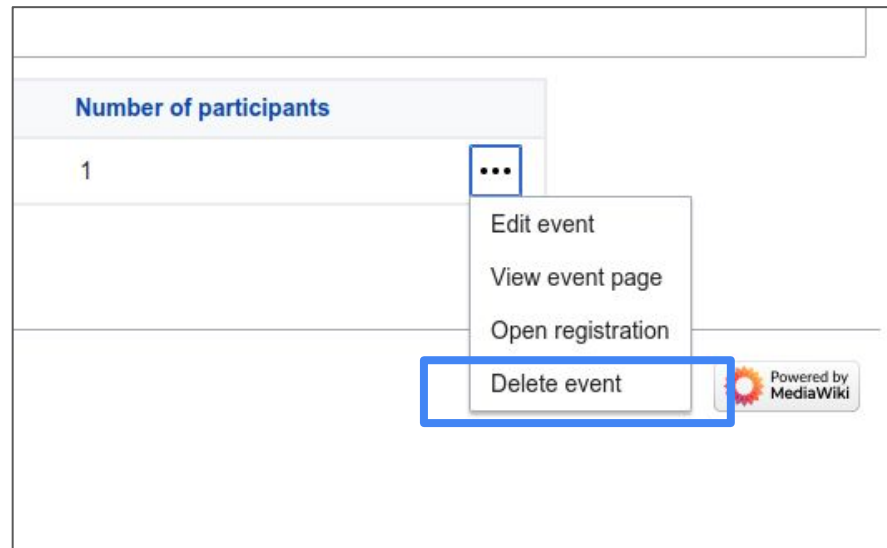
▲ Date	Event name	Location	Number of participants	
14 July 2022	Wiki Editing Workshop	Online event	1	...

These three dots provide more options

# #12

## Delete registration

1. Go to MyEvents.
2. Click on the three dots.
3. Select “Delete registration”



# #13

## Email participants

1. Go to EventDetails.
2. Go to Participants tab.
3. Select participants.
4. Go to Message tab.
5. Add subject and message content.
6. Click send.

Event details [Participants](#) [Message](#)

12 participants

✕ 2 out of 12 selected [Delete](#) [Message participants](#)

<input type="checkbox"/>	Username	Time registered	Can receive email
<input checked="" type="checkbox"/>	Geugeor	10:14, 3 October 2023	Yes
<input checked="" type="checkbox"/>	Jennie15	10:18, 3 October 2023	Yes
<input type="checkbox"/>	Bachounda	10:20, 3 October 2023	No
<input type="checkbox"/>	QTE-CampaignEvents0	01:57, 4 October 2023	No

Event details: T320258

[← Back to your events](#)

Event details [Participants](#) [Message](#)

**Compose email**

Recipients

Geugeor

[Add recipients](#)

Subject

Message

Hello everyone,

Please remember to bring craft supplies! We will be having an arts & crafts portion of the event, which will include fun games, music, and interactive activities. So, please bring your supplies, and we'll see you tomorrow!

- The event organizer

[Send email](#)

## Grant ID support

**The organizer will be able to add their grant ID, if they have one. This way, the WMF Grants team can easily get data on event participation.**

Grant ID (Optional)

e.g G-RF-1201-3302

If this program or event is supported by a grant from the Wikimedia Foundation, please provide your Grant ID, which you can find in the [Grantee Portal \(Fluxx\)](#).

# Event discovery





**Organizers, let's make it easier to promote your events!**

**Editors, let's make it easier to find events that interest you!**



Inspired by Wikipedia by Mam'Gobozi Design Factory (MDF)  
on [Wikimedia Commons](#)

# Next project: Event Discovery

- **Event promotion on the wikis is hard!**
- **Organizers have a hard time identifying and reaching out to editors who may be interested in their events.**
- **Many editors have never participated in an events (or in only a few events!).**
- **Many editors don't know how events are relevant to their skill sets or interests.**
- **Some editors don't know how to find out about events at all, or they don't know how to find out about events beyond those promoted via CentralNotice banner or their direct city or regional affiliate.**



Question & Head by Mam'Gobozi Design Factory (MDF) on [Wikimedia Commons](#)

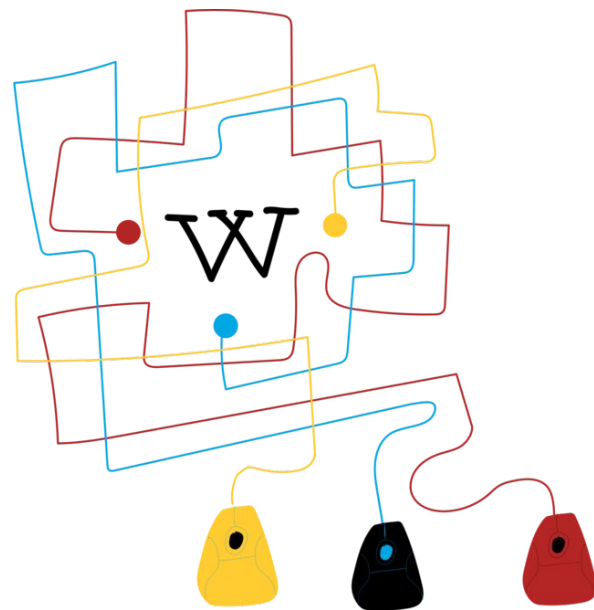


# Our hypothesis

If we make it easier for editors to learn about events, we can increase the number of event participants & high-quality articles on topics for impact

## Our project idea:

We want to allow organizers to invite editors to an event based on the interests and expertise of the editor. This may be a talk page message, Echo notification, or email. Also, editors can opt out of event invitations if they do not want to receive them.



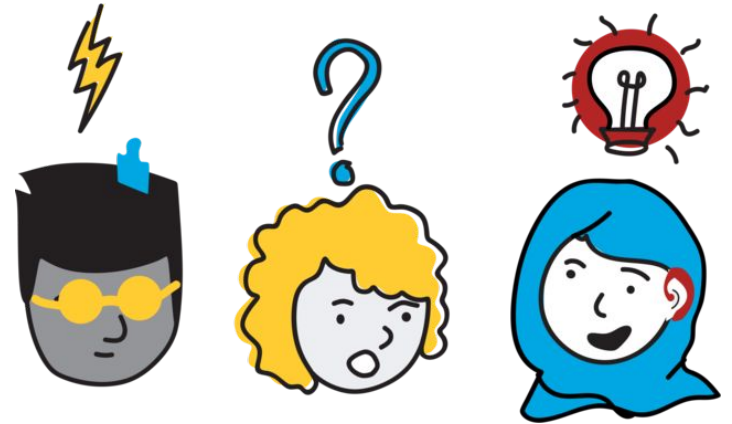
Wikipedia and Lines by Mam'Gobozi Design Factory (MDF) on [Wikimedia Commons](#)

# Event invitations: How does it work?

- **Step 1: Organizer accesses the event discovery tool.**
- **Step 2: Organizer inputs articles or Wikidata items that are relevant to their event.**
- **Step 3: Organizer chooses to “invite participants” (e.g., clicks button).**
- **Step 4: An invitation is sent to editors who have worked on those articles/Wikidata items if they satisfy the following criteria:**
  - **They have edited the pages semi-recently (for example, in the last 3 years)**
  - **They have made significant contributions (for example, at least X bytes)**
  - **They are a semi-experienced editor (for example, at least 500 Wikipedia edits)**

**What do you think of the event invitation project?**

**What other features or tools do you recommend for event discovery?**



Three People Reacting by Mam'Gobozi Design Factory (MDF) on [Wikimedia Commons](#)

# Next steps



## Next steps

1. **Get the organizer right.**
2. **Use the event registration tool in your events.**
3. **Share your feedback on event discovery.**
4. **Let us know if you want to use the event invitation tool for a campaign event you will be organizing in 2024.**



Wikipedia Coffee by Mam'Gobozi Design Factory (MDF) on [Wikimedia Commons](#)

# Connect with us!

1. **Subscribe to our newsletter to receive updates on our projects:** <https://w.wiki/5Yr7>
2. **Join our Telegram group, which is a community for Wikimedia organizers :** <https://t.me/+Yua5RpyhyCY5NzY0>



Global Network by Mam'Gobozi Design Factory (MDF) on [Wikimedia Commons](#)



## QR code for Telegram group



WP20Symbols CAMERA by Jasmina El Bouamraoui and Karabo Poppy Moletsane on [Wikimedia Commons](#)



**Questions?**

**Thank you!**

