

# From customer to community

Delivering technology products requires online or onsite education. Some products are so easy to use that a tutorial on screen is sufficient, but in all cases a happy customer is a returning customer.

But why not use the connection, to make even stronger bonds to your customers. A community can be build around your product, and 1 euro invested in community building is worth 5 Euro invested in marketing.

Communities comes in many shapes and forms and in this course we will work through all details, and make sure you learn how to build or refresh your own community.

A community will function as your salespartner, brand builder and Q&A hotline. Free of charge.

I am looking forward to meet you.

Bjarke Nielsen,  
CEO Maybe Robotics

# Program - Day 1

## Day 1

09.00 **Opening remarks and presentation of the group**

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09.30 **The idea about a community is born**

What is a Community?  
What kind of community do you want?  
What are the benefits and what do you want to gain?  
Finding the main reason for your community.

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11.00 **Case: Husqvarna Robotics**

Husqvarna is a world leading provider of robotics lawnmowers. In 2012 they made a move in community building. They gave robotics lawnmowers away for free. What happened then?

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12.00 **Lunch**

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13.00 **Your own Community**

What is the vision in your own organisation, and how to start?

**From idea to action**

Membership fee or product sales?  
How to do marketing?

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15.00 **Case: FIRST LEGO League Community**

FIRST LEGO League is the world largest tech competition for kids. What benefits do LEGO as a company gain from this? Products sales, brand building or something else?

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16.00 **End of day 1**

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# Program - Day 2

## Day 2

09.00 **Opening remarks and follow up day 1**

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09.30 **Case: Robotics Cluster**

How was the Robotics Cluster around Odense launched and build up.  
What was the main reason for succes and what tools where used?

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11.30 **Community leader skills**

What is Community leader skills?  
What curve do Communities normally follow, and how do we power the journey?  
Engagement of new persons.  
What happens when the key person leave?  
Have a strategy and stick to it.

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12.30 **Lunch**

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13.15 **Case: Apple**

Let's take a look at one of best in class. Apples community is giant and well known.  
But what is the main drivers and characteristics?

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14.00 **Main drivers in communities**

What is the main drivers in communities?  
What is the main driver in your community?  
What is do and don'ts about fire up the community with economy?  
How to engage users, governments, researches etc.?

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15.30 **Next step for you**

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16.00 **End of workshop**

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# About

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**Duration:** 2 days

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**Price:** DKK 12.800

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**Target group:** This course is for you who want to make stronger bonds to your customers. You could be head of training and education, working in marketing, product manager or similar.

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**How we work:** The course is a fine mix of new knowledge, sharing best practice among attendees and case studies. The program is created and conducted by Bjarke Falk Nielsen. Bjarke has 22 years of experience in professional community building and was a part of the team that created LEGO MINDSTORMS, FIRST LEGO League and the Robotics Cluster around Odense. Today bjarke is running communities in agriculture and turfcare business.

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