



**managing virtual world
community**

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what is community ?

a group of people

with shared

values . interests . beliefs . needs

what is not a community?

a community

is not a customer

**fostering successful
community**

i = we

safe

authentic

connection

participate

fun

impact

meet the Club Penguin community

movie



our community

fun loving

passionate

positive

loyal

generous

community of kids



Club Penguin
Times
is read more than the
New York Times

more than
150 Million
accounts created

By the time this
meeting is over

21,000
kids have logged on

25 Million
PUFFLES
adopted in 2011
(one adoption per second)

200,000
UGC Videos

950,000
Blog Postings



Players donated
12 Billion
virtual coins to
change the world

a day in the life

safe

invest in our community

dedicate resources

half of our staff is committed to
community support

authentic

build trust every day

be truthful

keep community promise

connection

facilitate a two way conversation

create collisions

email

> Hello Club Penguin!

> I'm very excited for the future events that are far is the Halloween Igloo Decorating Contest they're going to be tons of penguins submitting submit your igloo once, like I did, are you guaranteed to send in your igloo a lot of times, do you have you send in your igloo a lot of times, will that sending in my igloo a second time, (doesn't matter) saying, "You already have sent in your igloo, will fix in the future or is it not a glitch at all?"

> Thank you.

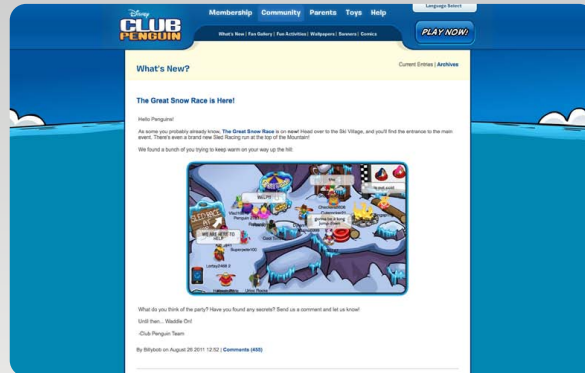
> I appreciate your time reading my message.

> Thank you.

Club Penguin MMO



Official Blog



YouTube Channel



participate

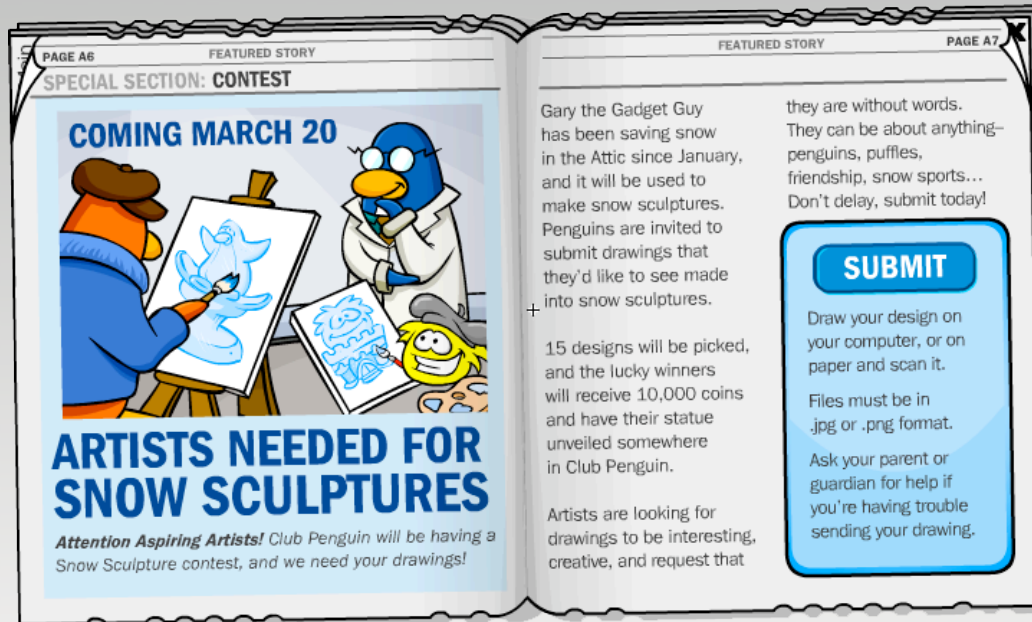
new & fun events

fosters interaction

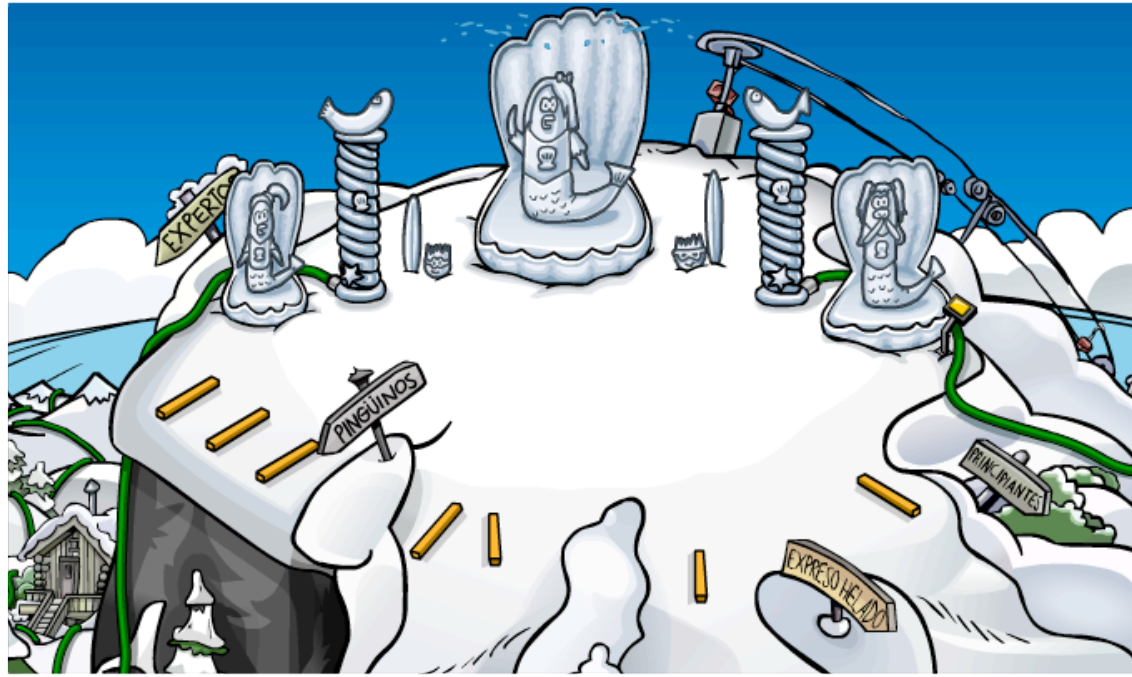


customize and personalize

as we create content does it foster interaction. not just games
able to do what kids enjoy - we listen
bit of a given with a mmo



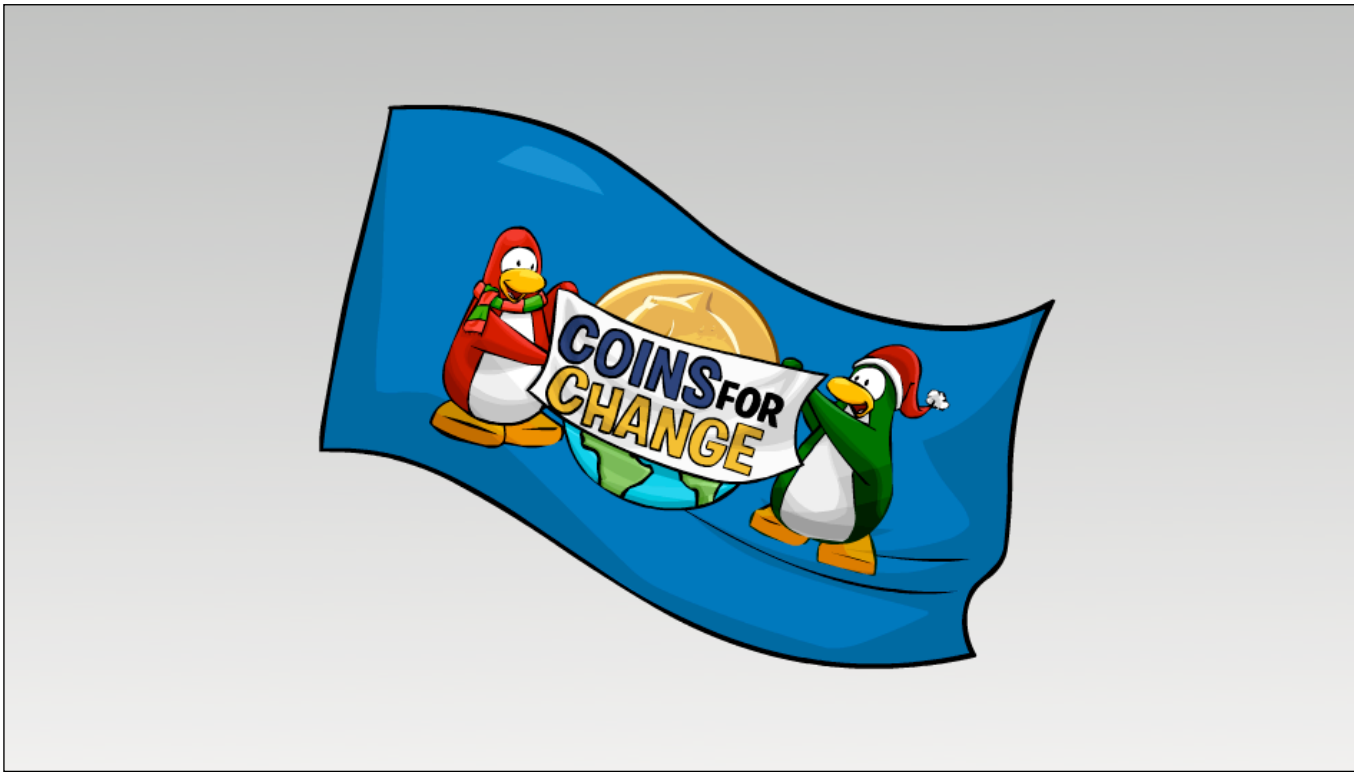
able to do things we enjoy
everyone can participate in the free experience



able to do things we enjoy
everyone can participate in the free experience



Show us what having fun means to you by drawing and sending us a picture of your penguin playing with your buddies! We'll then select the Top 4 pictures, and everyone will vote for their favorite here on the What's New Blog! If your artwork is chosen, it will be painted by one of our artists as a large wall mural. We hope this mural will help share the gift of fun with all the kids who play there. We'll be putting up a submission page next week. Here's the Dos and Don'ts list for your picture, so you can get started:



CFC is an annual Club Penguin event that inspires and encourages kids to make a positive difference in the lives of kids around the world. The result of the event is a \$1M donation from the company to a variety of charities. Kids log-in and donate coins to the category of their choosing in a variety of locations around the island. This year players will be challenged to reach a certain "coin donation" goal that will determine whether or not an additional \$1M will be donated. Last year they donated 12 billion coins

impact

listen to the needs



and respond

able to affect the community. my needs matter.

We listen and respond through community support, community manager, BI, built in from kick off to wrap up

We have a running list and respond or say when we cannot respond. be honest

“we want cp in brazilian”



able to affect the community. my needs matter.

We listen and respond through community support, community manager, BI, built in from kick off to wrap up

“we want sensei!”



do not prescribe
respond to community

beta team: “we want rollerscape”



able to affect the community. my needs matter.

we want to take risks in Beta Team to get feedback from players. Beta Team will be a viral launch, and its audience will be formed by word-of-mouth. It is the lowest risk area of Club Penguin for us to take risks in. We want to make our mistakes faster and learn from them.

online . community . for kids