



Unconventional Wisdom on Creating a Passionate Community

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Introduction





No, really, PR is great.





Gabe's history...





How it all began...





YouTube Q&As





Key success factors:

- Concrete demonstration of presence
- Sempai noticed me!



User-generated content and ACB





Fan Appreciation Friday





UGC YouTube Videos...





Cosplay







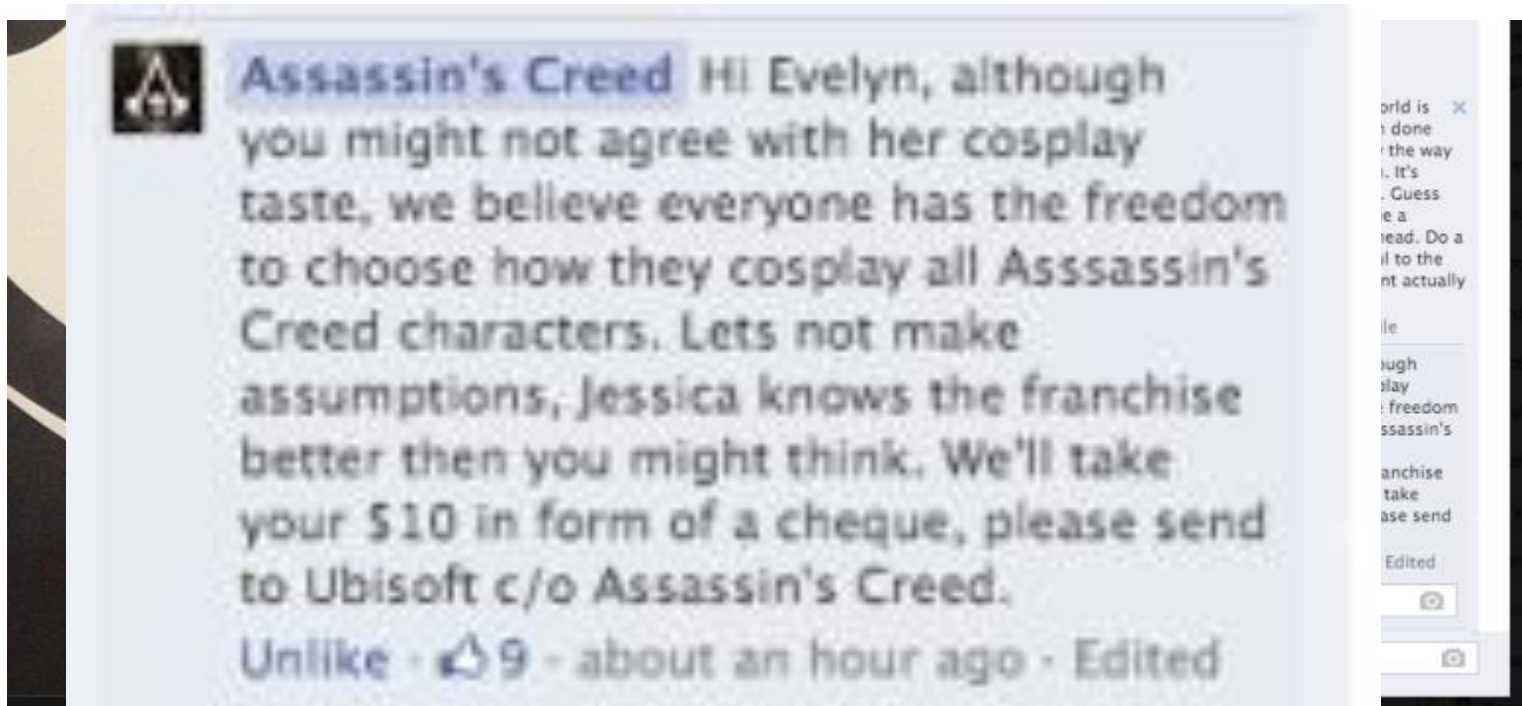


Jessica Nigri





So proud of this...





Assassins/Templars WELCOME!





Conclusion

1. Be present and responsive.
2. Support creativity by exposing it.
3. Defend your community.