



## Regional Event Organizer Details

An ATD21@ Event is a local gathering where the best in talent development is shared with the community as part of the ATD 2021 International Conference & Exhibition. ATD21@ events are planned and coordinated independently, on a local level. The content and design of each ATD21@ event is unique and developed by the organizers, but all of them have features in common.

If you are interested in organizing an ATD21@ event, please read through the following responsibilities, rules, timelines and details to more fully understand the program and expectations. If you have questions, please contact Apryl Savino, Director, Conferences & Events, [asavino@td.org](mailto:asavino@td.org).

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When you are ready, [apply here](#)



## Regional Event Organizer Details

### ATD21 Program Overview

ATD is committed to bringing together the global talent development community as part of ATD's International Conference and EXPO. For 2021, we recognize that not every individual will be willing or able to attend a large, in-person conference, so we are actively working to deliver programs so that anyone, anywhere can participate. The 2021 program will have three delivery channels:

#### **ATD21 HQ**

This is the live, in-person experience we traditionally deliver. With 3 amazing keynotes, 250+ sessions, an in-person EXPO marketplace featuring over 300 companies, peer to peer learning programs, and opportunities to connect with your L&D peers.

#### **ATD21 Regional Events (or ATD21@ Events)**

ATD21 regional events provide an opportunity for smaller groups to gather on a local or regional level to participate and engage with ATD21 content, participate in local networking, and discuss the topics most relevant or pressing to their region. Think of these events like satellite events helping to support a global network of ATD21 activities. These regional events are ideal for those who want to gather in-person but who are unwilling or unable to travel farther distances to join ATD21 HQ.

ATD is relying on ATD Chapters, International partners, and other interested individuals and organizations to create and deliver ATD21@ regional events for groups of 25 or more. To ensure a consistent, relevant experience for everyone, we have established some ground rules for ATD@ events. These rules are non-negotiable and mandatory for all event organizers – because it's both our job and yours to maintain the integrity of our vision to bring together the global talent development community.

#### **ATD21@Home**

For those with no appetite or budget for in-person events, ATD21@Home is the virtual conference component of ATD21. Our virtual platform will provide access to more than 50 sessions streamed live from ATD21 HQ along with unique networking opportunities.

***Everyone who registers for ATD21, regardless of format or location (HQ or Regional Event) will also have access to ATD21@Home so they can participate and engage alongside the remote audience, view presentations, and access on-demand content.***





## Regional Event Organizer Details

### Organizer Responsibilities

Being an ATD21@ organizer will be an extraordinary opportunity to help us unite the world's largest global talent development community. It's also a big commitment. We want you to be prepared to deliver an incredible experience.

If you're thinking about becoming an organizer, below is a list of responsibilities and requirements for you to review.

#### **Create an ATD21-like experience**

Capture the spirit of ATD's International Conference & EXPO in your event by sparking community connections and inspiring ideas that empower professionals to develop talent in the workplace and create a world that works better. Incorporate fabulous programming, networking, and a lot of fun into your event.

#### **Produce amazing content and share local voices**

As an ATD21@ organizer, you will develop a program (content) that "wows" your guests. You can combine video of streaming content from L.A. along with live talks. Be prepared to be an organizer and producer of your gathering.

We will provide access to streaming video from ATD HQ (our in person event). You will also need to develop content that brings attention to local experts and challenges. Choose extraordinary speakers who have a fresh approach, a unique story, or a new perspective to share.

#### **Excite and delight your audience**

Making our audience happy is an essential part of ATD'21. We do that with our keen focus on the details from start to finish. From the invitations to the departure, attendees should feel like they're experiencing something significant. Think about your audience's needs every step of the way.

#### **Celebrate and protect the ATD vision**

By licensing you as an ATD21@ organizer, we're vesting in you a piece of the ATD vision. That means it is your responsibility to ensure the vision and mission of ATD's International Conference & EXPO is protected and celebrated. Use your ATD21@ logo often and invest in the spirit of the ATD21@ community.





## Regional Event Organizer Details

### Organizer Rules

ATD's International Conference and EXPO will be brought to life by thousands of individuals all around the globe. To ensure a consistent, relevant experience for everyone, we have established some ground rules for ATD@ events. These rules are non-negotiable and mandatory for all event organizers – because it's both our job and yours to maintain the integrity of our vision.

#### Event Basics

- **Format**
  - Every ATD@ Event must include (4) elements: (1) Streaming programming from ATD21 HQ, (2) Local programming delivered to your in person audience, (3) Networking opportunity, (4) International conference challenge. For more details on these aspects, see the Organizers Guide.
- **Time & Duration**
  - Your event must run during the ATD '21 dates of August 29 – September 1, 2021.
  - Your event must be at least four hours in length and can run multiple days if desired. We have set the minimum at four hours to ensure sufficient time to balance all four programming requirements outlined under “Format.”
    - For sample agendas of how this might be structured, please see the Organizers Guide.
- **Registration**
  - You are responsible for collecting your event registrations and any associated fees.
  - Registration will NOT be handled by ATD; however, you will need to provide a list of registrants to ATD (see ATD@Home, below).
  - If you have guests who have already registered for ATD21HQ or ATD21@Home, they will need to cancel their registration with ATD and request a refund in order to register with you. ATD will not transfer registration funds directly to ATD21@ regional event organizers.
- **Introduction Video**
  - You must play an official ATD21@ Introduction video at the beginning of your event so that the audience understands how your ATD21@ event fits into the global picture.





## Regional Event Organizer Details

- **ATD@Home, ATD's Virtual Conference**
  - ATD is actively promoting that participation in ATD'21 (@HQ, Regional Events, or @Home) includes access to content through ATD21@Home, the ATD21 Virtual Conference for all participants. Your attendees will expect log-in details and access to ATD@Home as part of your ATD21@ Event.
  - Providing access to ATD21@Home ensures everyone can access additional programming, from L.A. during the week and post-conference recordings, regardless of when your event is hosted.
  - As an organizer, you must submit the names and email addresses of each of your attendees/registrants to ATD **in advance**. We will register and provide log-in credentials to each individual for the ATD21@Home Virtual Conference.
  - An initial list will be required by August 9 to ensure credentials can be sent prior to launch. We will accept limited updates and changes to the list between August 10-23. Additions after August 23 will be as possible, but please expect at least twenty-four hours for such requests to be processed.
  
- **Broadcasting Your Local Content**
  - We encourage you to broadcast your local programming as part of the ATD21@Home Virtual Conference so that it is readily accessible to the global talent development community. Please note that ATD will require advance approval of content, speaker agreements, and will work closely with you on the execution. Indicate your interest on the application form and an ATD team member will be in touch once your license is approved.
  - Technical requirements are available in the Organizers Guide to understand what is needed.
  - ATD '21 content cannot be streamed or incorporated into any audio programming (radio, podcasts, etc.) or video programming (TV, on-demand, etc.) outside of the ATD Virtual Conference platform. Exception: You may use an excerpt of up to 30 seconds to promote future events.

## Regional Event Organizer Details

### Content Guidelines

- All talks should comply with the Content & Copyright Guidelines outlined below. ATD will provide and require signed speaker agreements for anyone participating in a broadcasted session.
- If the program does not follow the Content & Copyright Guidelines, organizers or ATD may choose to remove the content or add an editorial flag describing how the talk falls outside of the guidelines.
  
- **Content Guidelines:**
  - No commercial agenda. Presentations should be informative and thought provoking. They are not intended as promotional vehicles.
  - Speakers cannot directly promote their own products, books, or businesses, or those of a company which employs them. They can be listed as additional resources within the presentation but should not be the primary focus of the presentation.
  
- **Copyright Guidelines:**
  - Every presentation's content must be in compliance with copyright law.
  - Speakers must inform you beforehand of any third-party material that will be used in their presentation and seek written permissions to copyrighted materials when applicable.
  - ATD cannot assist with this process nor act as a consultant on individual cases. Use these Copyright Guidelines to help you understand how to ensure the speaker clears everything with permission before their presentation.
  - All presentations broadcast as part of the ATD Virtual Conference will be recorded and those recordings become property of ATD. They will be required to sign an ATD release form stating as such. Presenters still maintain the rights to the intellectual property of the ideas and content presented.
  - Additional information can be found in the Speaker Agreements section of the Organizer's Guide.



## Regional Event Organizer Details

### Licensing Basics

- License Holder: ATD expects the license holder to be the primary organizer of an ATD@ event. You may partner with other organizations to execute the event; however, all parties should be noted on the license application and would be covered under a single license agreement. If this is found to not be the case, ATD reserves the right to revoke the license for ATD'21. License revocation may impact eligibility for future programs with ATD as well.
  - For example: You volunteer for Organization123. You secure a license on behalf of Organization123. If it is discovered that the event is actually organized by ABC Company and not Organization 123, this would be a breach and ATD reserves the right to revoke the license.
- Event Location: ATD allocates one location-based license per applicant. You must be located in the city or region for which you are applying for a license.
- Your ATD@ event must happen in the city for which you received the license.
- The license is valid for one city and one event only. You will submit your requested location on the application. ATD reserves the right to modify the naming convention and location based on other license holders and applications.
- License Holder may not repackage, resell, or recreate the ATD21 content in any way, shape or form without expressed, authorized, written permission from ATD.
- The license is non-transferable. You may not transfer to another organization. If you want to relinquish your license to allow another organizer to have it, you'll need to notify us first and the new licensee will need to fill out their own application.
- License Holder are responsible for collecting registrations and must submit a list of all of their attendees by **August 9** (this can be updated until August 23) to ensure attendees receive access to ATD21@Home, the virtual conference.
- License Holder commits to following the spirit of the ATD21@ event program, including access to ATD21@Home, the virtual conference, and will not offer any alternate pricing structure or rates that exclude this attendee benefit.
- License Holder commits to following the format requirements for ATD21@ event and will not sell access to individual elements of the program.



## Regional Event Organizer Details

### Branding & Naming

- Because ATD@ events exist to serve their communities/local area, each event is named after its unique location such as a country, region, state, or city.
- The naming protocol is ATD'21@\_\_\_ where the \_\_\_ is the location. ATD chapters may use ATD'21@ChapterName.
  - For example, if ATD were to host one at our offices in Alexandria, VA, we could be ATD'21@Alexandria, ATD'21@Virginia, or ATD'21DCMetro.
- We will ask for your preferred name on your application. In instances where we may have duplicate requests for the same name, we will work with you to reach an appropriately descriptive name. ATD reserves the right to modify the naming convention and location based on other license holders and applications.
- You must always refer to your event with the full name your license was approved for in all copy, messaging, logos, etc. For example, ATD'21@Virginia cannot be shortened to ATD'21@VA.
- Make clear that your event is an ATD@ event – an independently organized event.
- Acceptable references to the ATD program name are “ATD 2021 International Conference & Exhibition” or “ATD 2021 International Conference & EXPO” or simply “ATD 2021.” It should never be referred to as ICE in any communications.
- You should never communicate that “ATD is coming to...” or “ICE (International Conference & EXPO) is coming to...”
- Make clear that you are an organizer.
- Your event should be an independent event and not combined or integrated into any other conference, ceremony, event, or curriculum.
- You may include your organization's name and/or logo as part of your ATD21@ marketing materials so long as you follow all of the brand guidelines.





## Regional Event Organizer Details

### Sponsors, Funding, and Other Monetary Items

- You can charge an attendance fee to your ATD21@ event. Prices can be set at whatever price you feel appropriate for the event you deliver. We recommend charging at least as much as ATD21@Home.
  - ATD21@Home pricing, without a live event component, is \$450 for ATD members<sup>1</sup> and \$550 for non-members.
  - Please note: We have accounted for existing ATD affiliate programs such as Delegation Rebates and chapter incentive programs (ChIP) in the license fee pricing. As such, affiliate program funds will not be paid for ATD21@ event license fees. You can include a profit margin in your pricing.
- You are responsible for collecting all of your registrations and registration fees. ATD will not provide registration services. We will link to your event on our website and direct interested parties there accordingly.
  - If an attendee has already registered through ATD for ATD21 and wants to attend your event, they will need to register and pay you directly.
    - They can submit a cancellation request to ATD to request a refund. Attendees who provide a receipt of registration for an ATD21@ event (demonstrating a legitimate transfer) will have the cancellation penalty waived through June 30.
  - We are not able to transfer registration fees from ATD to regional event organizers nor apply them to your license fee invoice.
- It is permissible to engage sponsors and exhibitors for your ATD21@ event to offset your license fee, venue, catering and other expenses.
- Sponsor logos cannot be displayed on your ATD21@ event stage. This is to ensure equal footing for all sponsors in photographs and broadcast. You may thank your sponsors in a slide, but logos cannot remain on stage for the duration.
  - Sponsor logos may be included in other elements of the event such as program guides, tote bags, signage (not on the event stage), attendee email communications, exhibit tables, etc.
  - Sponsors may introduce a speaker or provide welcome remarks; however, if the content is being broadcast, they may not promote or “pitch” their company in any way that would conflict with the Content Guidelines.
- You may give away or sell ATD branded products during your event. Items can either be branded as ATD or contain your unique ATD@ event logo. If branded as ATD, items must be purchased from ATD for resale. All profits from these items must go towards supporting your event.

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<sup>1</sup> ATD Chapter membership is separate from ATD membership. The discounted member rates are for ATD members or ATD POWER members.



## Regional Event Organizer Details

### License Fees

- The license fee includes:
  - Access to the ATD21@Home Virtual Conference platform for each of your attendees. This benefit will be promoted by ATD as a feature of all regional events.
  - Use of the ATD21 Virtual Conference platform to support your event.
    - You can utilize the platform to support additional networking opportunities, roundtable discussions, or group watch events outside of your live event.
    - Your participants will receive a ribbon or similar indicator on their profile recognizing them as a participant in your ATD21@ event.
- You will identify your anticipated group size on the application and will be asked to reconfirm in June 2021. A 50% deposit will be due on July 2, 2021 based on your anticipated attendance. The balance will be billed on September 1, 2021 based on your total number of participants.<sup>2</sup>

<b>Benefits</b>	<b>Event Size (# of people)</b>	<b>25 - 50</b>	<b>51- 100</b>	<b>101- 150</b>	<b>151- 200</b>	<b>201- 250</b>
Access to 50+ hours of programming from ATD 2021		x	x	x	x	x
Event Listing on atdconference.td.org		x	x	x	x	x
Inclusion in ATD Regional Event Marketing including emails sent to the ATD database		x	x	x	x	x
ATD21@Home (Virtual Conference) access for all of your participants		x	x	x	x	x
Private community within the ATD21@Home platform for your audience		x	x	x	x	x
Toolkit of resources including customized logo, promotional material templates (email, flyer, postcard, etc), and event templates (signage, PPT, etc)		x	x	x	x	x
Logistics support for pre-planning, set-up and troubleshooting		x	x	x	x	x
ATD materials shipped to your event (TD magazines, brochures, etc.)			x	x	x	x
ATD21 customized tablecloth for your registration area			x	x	x	x
ATD21 branded items shipped to your event site				x	x	x
Personalized tie-down meeting with ATD staff to ensure event success				x	x	x
<b>License Fee</b>		<b>\$11,375</b>	<b>\$22,895</b>	<b>\$38,950</b>	<b>\$54,750</b>	<b>\$71,250</b>
Additional Registrations (per person)		\$325	\$325	\$325	\$325	\$325

<sup>2</sup> Organizers who exceed an anticipated tier may choose whether to move into the next tier of the license structure or pay for additional registrations on an individual basis. Groups who receive additional benefits in the 100+ tiers who fall under 100 people may be subject to additional fees to cover direct costs.



## Regional Event Organizer Details

### Media & Distribution

- All press and press releases must be approved by the ATD communications team.
- If you are interviewed by the press, clearly state that your event is an ATD@ event and explain what that means (it is independently organized, etc.). Represent yourself as the organizer in your specific ATD@ event.
- Please ask all media outlets and/or bloggers to be respectful of the difference between the ATD International Conference & EXPO and your ATD@ event.
- Members of the press are not permitted to film or videotape your ATD@ event.



## Regional Event Organizer Details

### Web & Social

- You should have a webpage for your event.
  - You are not required to establish a separate domain for the event and may host event details on an existing site such as an ATD Chapter website.
  - If you choose to purchase a domain or create email addresses for your ATD21@ event, do not do so until your license has been approved. If creating a new URL, your website's homepage should be the name of your ATD@ event, e.g. ATD21DCMetro.com. If a .com extension is not available, you may choose an alternate.
- Your website must include:
  - Language that describes an ATD21@ event: An ATD21@ Event is a local gathering where the best in talent development is shared with the community as part of the ATD 2021 International Conference & Exhibition. ATD21@ events are planned and coordinated independently, on a local level. The content and design of each ATD21@ event is unique and developed by the organizers, but all of them have features in common.
  - Text that states, "This independent ATD21@ event is operated under license from ATD."
  - Information about your live speakers, a description of your venue, and the date, times, and location of your event.
- Social media profiles:
  - You may use your existing social media profiles and channels to promote the event. If you choose to establish separate social media properties specifically for the event, they should have names that mirror the official, licensed name of your ATD21@ event and use your official ATD@ event logo as your social media profile image.
  - Rules regarding naming, sponsorship, and branding apply to all social media platforms.
- Follow privacy best practices. If you collect contact information for the event, use your email list only to communicate information specifically about your ATD21@ event.





## Regional Event Organizer Details

### Organizer Timeline

Due to the nature of this initiative and all of the global elements required, ATD has outlined the following timeline to ensure success. By submitting your application, you understand and agree to meet these deadlines.

- January 1: ATD begins accepting applications
- February 15: ATD begins confirming applications and issues license agreements (ongoing through June 2021)
- March 1: ATD publishes livestream schedule (so you can select streaming content)
- March: ATD begins promotion of ATD@ events
- May 14: Last Day to submit an application for an ATD'21@ event (allow up to four weeks for processing)
- July 2: Initial license fee deposit due
- July 14 – August 13: Tie-down meeting with ATD to finalize and confirm details, review technical requirements, etc.
- **August 9: Attendee list due to ATD**
- August 16: ATD ships materials to ATD@ event organizers based on attendance estimates/license tiers.
- August 23: Last day to submit additional attendees to guarantee inclusion in Virtual Conference information/user orientation
- **August 29 – September 1: ATD 2021 International Conference & Exhibition**
- September 1: ATD issues final license fee invoices based on final attendee counts



## Regional Event Organizer Details

### Organizer Guide

This Organizers Guide has been developed to assist in some of the more tactical planning elements of an ATD21@ Event. Once your license is approved, we will provide additional resources and details. If you have additional questions or need more assistance as you approach your event, please contact Apryl Savino, [asavino@td.org](mailto:asavino@td.org).

### Sample Programs

You can structure your event however you see fit so long as it includes the four format elements: (1) Streaming programming from ATD21 HQ, (2) Local programming delivered to your in-person audience, (3) Networking opportunity, (4) International conference challenge. Here are some examples of how you might incorporate each of these elements.

#### (1) Streaming programming from ATD21 HQ

- You can choose to view the session live or a recording from a previous session. Sessions will be recorded during the live broadcast and posted to the virtual conference platform same-day. All sessions will be 60 minutes in length unless otherwise noted.
- ATD21 will stream the following content (all times based on ATD HQ, subject to change):
  - **Sunday, August 29**
    - 8 a.m. – Concurrent Streams (3)
    - 10 a.m. – Concurrent Streams (3)
    - 1 p.m. – Concurrent Streams (3)
    - 3 p.m. – Concurrent Streams (3)
    - 5 p.m. – Concurrent Streams (3)
  - **Monday, August 30**
    - **8 a.m. - Opening Keynote Presentation**
    - 10 a.m. – Concurrent Streams (3)
    - 1 p.m. – Concurrent Streams (3)
    - 3 p.m. – Concurrent Streams (3)
    - 5 p.m. – Concurrent Streams (3)
  - **Tuesday, August 31**
    - **8 a.m. – Keynote Presentation**
    - 10 a.m. – Concurrent Streams (3)
    - 1 p.m. – Concurrent Streams (3)
    - 3 p.m. – Concurrent Streams (3)
    - 5 p.m. – Concurrent Streams (3)
  - **Wednesday, September 1**
    - 8 a.m. – Concurrent Streams (3)
    - 10 a.m. – Concurrent Streams (3)
    - 1 p.m. – Concurrent Streams (3)
    - **3 p.m. – Closing Keynote Presentation**
- The official schedule of concurrent streams will be available in March. ATD anticipates announcing our keynote line-up from in March and April.



## Regional Event Organizer Details

### (2) Local programming delivered to your in-person audience

- **Individual Speakers**
  - Have individual speakers present on a timely, relevant topic.
  - Need help sourcing a speaker? ATD is happy to help.
- **Panel Opportunities**
  - Have a panel of 3-5 individuals discuss a relevant topic
  - Host a debate of content presented during the live stream
- **Workshop**
  - Everyone loves an opportunity to work together to develop a solution to their problem. Host a workshop focused on a common problem facing your audience.
- **Campfire**
  - A presenter speaks for 15-20 minutes. After the presentation, the focus shifts to the audience and the presenter becomes a facilitator, inviting comments, insights and questions from those around the room. Campfire sessions allow attendees to direct their own learning and share experiences with others.
- **The Solution Room**
  - Designed to provide peer-supported advice on an individuals' most pressing problems. Each participant is given time to think of a challenge they are facing. Then participants are divided into groups of 6-8 and each person takes it in turns to present their problem and have it brainstormed by the group in 7-minute cycles. This works best with groups at round tables with paper table cloths they can write on or a flip chart.
- **Lightning Talks**
  - Lightning talks give speakers a limited amount of time to make their presentation – no more than 10 minutes. They may or may not include slides. It requires the speaker to make their point clearly and rid the presentation of non-critical information.
- **Fishbowl**
  - Good for discussions in large groups by having 3-6 individual sit in the center of the room with the rest of the participants (maximum 50) sit around the outside and observe without interrupting. You can have “closed” or “open” fishbowls, meaning the discussion can be exclusive one or more of the chairs is open to members of the audience who want to ask questions or make comments. This is typically facilitated or moderated.
- **Soapbox**
  - Including a soapbox at your event allows individual to submit proposals to participate. If chosen, they are given a short time on stage to present an issue that is important to them. Challenging views are encouraged as well as the sharing of projects or pieces of research likely to be of interest to the audience.
- **Talent Show**
  - Ideal for presenting projects, demonstrating technology or pitching ideas. Participants have 3-5 minutes to demo their concepts and, ideally, this is done visually with props to create a “show”. Generally 5-7 presentations are made and the audience is asked to vote on their favorite.
- **Speakers' Quiz**
  - The quiz is prefaced by an audience poll where they vote on answers to a selection of questions. Then, the speakers are asked to guess the top answers (for example “What do delegates think is the biggest challenge facing the ABC industry right now?”). Whether they get it right or wrong, it's an interesting way to deliver the results of the poll to the delegates.

### (3) Networking Opportunity

Whether you host a simple reception, formal matchmaking, or roundtable discussion, providing an opportunity for attendees to make new connections is a key element of any live event and typically the #1 reason for attending. Bring value to your audience by developing a meaningful networking opportunity. Your networking can be exclusively focused on connecting people or can be tied into your programming.

Unstructured networking such as a reception with “Mix & Mingle” is one way to incorporate a networking element. If you prefer more structured networking, here are some sample formats to consider:

- **Speed Networking**
  - A quick and efficient way for attendees to meet a maximum number of people in a short amount of time. Establish a set amount of rounds with a set time limit per round. Once time concludes, have attendees rotate accordingly. To make it easier for people to move, get them to sit in two parallel rows facing each other.
- **Roundtable Networking**
  - Assign seats at rounds based on commonalities such as industry, job title, preferred themes for discussion, etc. Having a table host or lead is typically recommended to fuel conversation.
- **Birds of a Feather**
  - This program brings groups of people with a common interest or expertise together to work together informally. Groups can be predetermined or ad hoc. Names go on lists and when it's time for a session, the lists are handed to one of the group members to gather their people together. There is no pre-planned agenda and are designed to encourage discussion and networking.
- **The Solution Room**
  - Designed to provide peer-supported advice on an individuals' most pressing problems. Each participant is given time to think of a challenge they are facing. Then participants are divided into groups of 6-8 and each person takes it in turns to present their problem and have it brainstormed by the group in 7-minute cycles. This works best with groups at round tables with paper table cloths they can write on or a flip chart.
- **Braindates**
  - Help attendees learn from one another through one-on-one or small group sessions. Participants make offers and requests for knowledge on topics of interest and are matched together (manually or via app). Matched individuals can then meet with one another, aiding both learning and networking.
- **Icebreakers**
  - Facilitators know icebreakers, so we won't get into too many details, but scavenger hunts, human bingo, two truths and a lie, or other “classics” can also apply here.



## Regional Event Organizer Details

### **(4) International Conference Challenge**

ATD is working to develop an international “challenge” that can be accomplished by all participants regardless of location or modality. We anticipate it will be community service focused, such as volunteering, building kits for education or homeless programs, art projects for children’s hospitals, etc. It will be broad enough to allow ample flexibility in terms of execution and for individuals around the world to participate.

The challenge will not have any mandatory direct costs; however, you may want to budget a small stipend per person for supplies or materials just in case you choose that type of opportunity. We will provide more complete details in Spring 2021.



## Regional Event Organizer Details

### Sample Agendas

Here are some sample agendas for how you might structure your program:

#### Sample Half Day Program (Morning Program)

8 – 8:30 a.m.	Registration and Networking/International Challenge
8:30 – 9 a.m.	Opening Remarks and ATD Intro Video
9 – 10 a.m.	Keynote Session Streamed from ATD21
10 – 11 a.m.	Networking/International Challenge Activity
11 a.m. – 12 p.m.	Local Programming
12 p.m. – 12:30 p.m.	Closing Remarks & Adjournment

#### Sample Half Day Program (Afternoon Program)

1 – 1:30 p.m.	Registration and Networking
1:30 – 2 p.m.	Opening Remarks and ATD Intro Video
2 – 3 p.m.	Session Streamed from ATD21
3 – 3:30 p.m.	International Challenge Activity
3:30 – 4:30 p.m.	Local Programming
4:30 – 6 p.m.	Networking Activity/Reception

#### Sample Full Day Program

8 – 8:30 a.m.	Registration and Networking/International Challenge
8:30 – 9 a.m.	Opening Remarks and ATD Intro Video
9 – 10 a.m.	Keynote Session Streamed from ATD21
10 – 11 a.m.	Networking/International Challenge Activity
11 a.m. – 12 p.m.	Local Programming
12 – 1 p.m.	Lunch & Networking
1 – 2 p.m.	Session Streamed from ATD21
2 – 2:30 p.m.	Break
2:30 – 4 p.m.	Local Programming
4 – 5 p.m.	Session Streamed from ATD21
5 – 6 p.m.	Closing Reception



## Regional Event Organizer Details

### Sample Speaker Agreement

We highly recommend confirming your speaker(s) participation with a speaker agreement. We have provided a sample below. If you choose to broadcast your content as part of the virtual conference, ATD will need a copy of our speaker agreement signed and on file as well. We will provide the speaker agreement once your application has been approved.

### Speaker Agreement

**Speaker Name:**

**Session Title:**

**Date & Time:**

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I hereby agree to present on the topic outlined above in the assigned date and time, which are subject to change. I hereby grant to **<EVENT NAME>** and the Association for Talent Development (collectively "Organizers") and its subsidiaries, affiliates and designees permission to allow conference attendees access to, including but not limited to my spoken words, any accompanying audio-visual or electronic presentations, and written or electronic handout materials that I submit (collectively referred to as the "Work").

I further grant permission to record and broadcast the presentation to be delivered by me at **<EVENT NAME>** as part of the ATD 2021 International Conference & Exposition. I further grant permission for Organizers to make the recording available to ATD 2021 conference attendees in a password protected site for a period of 90 days.

I authorize the use of my name, likeness, photograph, and biographical data in connection with use and promotion of the Work. It is understood that, other than the good and valuable consideration received for this license and release, I will receive no royalty or other monetary compensation for the rights granted hereunder and the subsequent use of the Work by ATD or Event Organizer, notwithstanding ATD's receipt of compensation in connection with the Work at any time.

THIS IS A "LICENSE" (PERMISSION TO USE) OF THE WORK TO ATD AND EVENT ORGANIZER - NOT AN "ASSIGNMENT" (TRANSFER OF OWNERSHIP). I WILL RETAIN ALL OWNERSHIP OF THE WORK AND MY FUTURE USE OF THE WORK WILL NOT BE CONSTRAINED IN ANY MANNER.

\* - indicates a required item.

**\*1. SIGNATURE:**

**\*2. DATE:**

NOTE: A Speaker Release is required for anyone speaking at any session, including, but not limited to panels, exhibitor demos, concurrent sessions, and any other special education programming.





## Regional Event Organizer Details

### Technology Requirements

We will provide additional platform-specific details in June 2021. In the meantime, please use the following guidance:

#### **ATD Virtual conference (livestream)**

- You will need a laptop or computer with a dedicated internet connection. We recommend a download speed of at least 3MB to minimize buffering.
- Works best in Google Chrome. You'll want to have any updates completed.
- Required a basic (free) Zoom account to participate in interactive sessions

#### **In your space**

- You will want a laptop that meets the virtual conference requirements and a projector/screen/display of suitable size for the room and audience.
- You should amplify the sound using an appropriate sound system for the room and audience. This may require additional cabling or connections from the laptop into the sound system.

#### **To Stream/Broadcast Your Content to ATD21@Home Virtual Conference**

- You will need a camera and microphone set-up to capture your presenter(s) and the video and audio feeds will need to be broadcast to ATD's virtual conference platform.
- ATD will be able to accept multiple types of stream. You can provide something as sophisticated as an embed link or as basic as a Zoom link.
- Your venue may have specific vendors who can assist this set-up.





## Regional Event Organizer Details

### COVID Precautions

We encourage organizers to continue following recommendations of global, national, state and local officials in terms of preventive measures and health protocols related to event execution.

This may include:

- Working with venues that have high cleaning and sanitization protocols
- Social distancing
- Wearing of masks
- Providing hand sanitizer or wipes
- Encouraging greetings other than handshakes or hugs

ATD21 HQ Protocols will be maintained at <https://atdconference.td.org/protocols>

Once you receive an approved license, ATD will share additional resources and recommendations including sample facility contract language to help manage some of the potential outcomes.

#### **My state/city is currently in restricting group gatherings? Should I still apply?**

We encourage anyone interested in hosting to submit a license application. We do expect our regional event organizers to follow the guidelines of their region; however, we all recognize that a lot may change between now and August 2021.

If your area is currently restricting group gatherings, we will review your application accordingly and work with you on the appropriate language, contract terms, and timetables based on the restrictions in your area.





## Regional Event Organizer Details

### Application Details

Before you organize an ATD@ event as part of the ATD International Conference & EXPO, you must obtain a license from ATD. Be prepared to make a few decisions about your experience before you complete your application.

Create a hypothetical program for your event

We'll ask you for a sample agenda with at least three ideas for programming you would like to see presented and how you envision providing networking opportunities. We have several examples available for you to get your ideas flowing in the Organizers Guide.

We understand these plans will be tentative and subject to change but describing examples of what you will seek to achieve will help us understand your proposal and ensure you're on track to meet the requirements.

Find a name for your event

Your event name should reflect the local community it will serve.

Apply early

It can take up to 4 weeks for event applications to be reviewed. Great events aren't built in days, so give yourself ample time for application review and event design and planning.

Before applying

- Read the ATD21@ event rules
- Design a hypothetical program
- Name your event

[Apply Here](#)

