

## SOS Submission Form ▶ #254

<b>Chapter Name</b>	ATD Greater Atlanta
<b>Chapter Number (ex. CH0000)</b>	CH9047
<b>Chapter Location (City, State)</b>	Atlanta, GA
<b>Chapter Membership Size</b>	Large (300+)
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<b>Chapter Board Position:</b>	President
<b>Chapter Website URL:</b>	<a href="http://atdatlanta.org">http://atdatlanta.org</a>
<b>Submission Title:</b>	Strengthen Your Annual Conference and You'll build Your Chapter
<b>Submission Description:</b>	Our annual conference, the Atlanta Conference & Expo (ACE) is the largest event of the year for our chapter. Given the near herculean effort required to pull this off, we often struggle finding someone to oversee it. In 2019 we took a different path that lead to a significant increase in growth, both quantitatively and qualitatively for our chapter.
<b>Need(s) Addressed? Please be specific.</b>	<p>We had several needs in order to make our ACE conference a success.</p> <ol style="list-style-type: none"> <li>1. We needed an individual who was willing to devote a significant amount of time to overseeing the conference. The effort required is great and therefore few volunteer for this role.</li> <li>2. Communication is a challenge when the team is spread out over the Atlanta metropolis and the team is all volunteers who are busy with their day jobs.</li> <li>3. We wanted to serve those new to the L&amp;D space as well as those who had a long tenure and significant experience.</li> </ol>
<b>What is your chapter's mission?</b>	Empower talent development professionals to better serve our members, organizations, and community by building strategic partnerships, providing access to local networks and resources, and curating the best professional development experiences available.
<b>How does this effort align with your chapter's mission (Please provide specific examples)?</b>	The ACE conference equips L&D practitioners with up-to-date skills and concepts. It facilitates cross-training for those wanting to stretch. The senior learning leader's luncheon is an invitation for strategic partnerships and allows the chapter to tap into a vast wealth of industry experience.
<b>National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.</b>	The experience of ATD Greater Atlanta can be the experience of chapters throughout the greater whole of ATD International. Developing a strong local conference will connect with a given chapter's surrounding business community. This is especially relevant in this season of the COVID19 pandemic in which so many national and international conferences have been postponed.
<b>Target Audience: (Who will benefit/has benefited from this effort?)</b>	Our chapter volunteers have benefited from this new configuration due to a greater amount of opportunities to serve. Our leaders are inclined to be more involved because of the intentional distribution of labor. Our members have benefitted from the excellent speakers who were involved, such as Jack Philips. Our senior learning leaders benefitted by giving them a platform to share their expertise, as part of our panel.
<b>Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)</b>	Our largest expense for this event was catering, followed by the venue rental. Our speaker fees were low. Working with OneMoreSponsor helped us to offset the our expenses, while providing an obvious benefit to the sponsoring organization. Allowing vendors to set up was an additional revenue stream.
<b>How did you implement: (please give a brief description)</b>	We began with a director who built a fully functioning team. Each team member was held accountable for his/her role. This promoted rich and collaborative diversity and eliminated burning out any one individual. Next we held regular Zoom update meetings, the cadence of which increased as we drew closer to the conference. This insured healthy and frequent

communication.

Finally, we expanded the conference agenda to attract a wider L&D audience. In addition to two keynote speakers, one of which was Tony Bingham, we had 18 breakout sessions, a luncheon for senior learning leaders interested in strategic partnerships and a learning leader's panel discussion.

In our post-event evaluation we made the strategic decision to create an executive board position, VP of Special Events. To incentivize this roll we pay half the costs to send this VP to ICE every year.

**What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)**

As a result of our changes in organization and strategy, our ACE registration went from 191 in 2018 to 259 in 2019. Our conference net income increased by approximately 10K. We believe this also influenced our growth in membership, ending the year with 438 members.

**Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**

1. We have implemented a leader/apprentice model. The apprentice is the leader's assistant in the first year, shadowing the director. In the next year, the apprentice is promoted to the leader and a new apprentice comes on. Time commitment for ACE, under this model is two years.
2. Make use of regular planning meetings, even if they are short.
3. Your president represents the chapter. Encourage him/her to pursue the senior learning leaders, along with the VP of Strategic Partnerships.

**Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):**

I simply followed the questionnaire.

**Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to [sos@td.org](mailto:sos@td.org))**

**additional supporting documents:**

**additional supporting documents:**

**additional supporting documents:**

**additional supporting documents:**

**How did you become familiar with the Sharing Our Success (SOS) program?**

Saw or heard of SOS on an area call with my NAC

**If you selected "other", please explain your response.**

**Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? \*Request for Proposals (RFPs) open in May of each year at [td.org/alc](http://td.org/alc). Selected session facilitators receive complimentary registration.**

Yes

 Entry Info

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