

Sharing Our Success (SOS) Submission Form

Chapter Name: Greater Atlanta

Chapter Membership Size: Large (300+)

Chapter Contact Person: Cornelius Dowdell

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Phone Number: (404) 692-2783

Chapter Board Position: President

Chapter Website URL: <https://atdatlanta.org/event-4104611>

Submission Title: Meet Your 2021 Talent Development Leaders

What did you do? (a 2-3 sentence summary of your effort): Join us for a virtual roundtable event to meet and network with your 2021 Chapter Leaders and other ATD Atlanta members. You'll get a chance to "visit" all members of our Executive Board and walk away with new connections. Learn which of us host podcasts, own their own business, has traveled the world; but more importantly how we can leverage our experience to support your professional and personal growth.

Who benefitted from this effort (Target Audience) Check all that apply:

- Chapter Members
- Board Members
- Chapter Volunteers
- Chapter Sponsors
- Chapter Partners
- Potential Chapter Members
- Non-Chapter Members
- Consultants

Why did you do it? What chapter needs were addressed?

This was our Chapter's 1st event of the year introducing our 2021 E-Board and Board of Directors to the Greater Atlanta Community. At the end of 2020 - the leadership felt that we need a new look, redesign of the website, presentation to of our leaders and to highlight our Member Value Propositions more clearly. We needed to address a decline in membership and active volunteerism and felt that starting with our BRAND and Communication was the first part.

We devised a 2Week Social Media Campaign - Showcasing our one leader each day on all social media platforms. Encouraging everyone to register for the event. The Chapter President sent out personal emails to over 1,500 members about the event

We provided over \$750 in a Website Scavenger Hunt Raffle available to all those who registered and showed up for the event.

We showcased our new virtual conference platform REMO for more interactivity and engagement for networking and presentations. Our new platform allows for separate Sponsor Booths - Networking Table Discussions in Small Groups and the ability to post an agenda a long with Presentation Mode and bringing people up to be Speakers.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

47 Participants
98 Registerants
48% Event Participation
Over 2,000 Email Communications Sent Out
4 Social Media Campaigns with Daily Posts over a 2-Week Timespan
19 Membership Renewals Total
3 New Members (join that day)
1- Sponsor

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

After updating our Leadership Page and the website - we crafted a social media campaign in BUFFER over 3 platforms (Facebook, LinkedIn and Twitter). Each leader provided a statement about their role and a personal statement (i.e. I am the new president for 2021 and I love bacon)

In addition to introducing our leaders to the community, we parsed out a campaign to get people to register for our event within a 2-week window.

We let members know about our new REMO Platform that would allow for more dynamic networking and engagement in a virtual platform.

Our Chapter President send out one or two personal emails to our membership Database asking people to register and come meet the leaders.

We obtained a Sponsor (Training-Pros) who has been a long term chapter sponsor for the past 20+ years to sponsor the event, promote the event as well.

Is there anything you would do differently?

We would definitely start marketing and advertising the event. Solicit another sponsors or ask a few community partners to come. The new virtual platform has sections specifically for our sponsors and partners to have their own area for people to come visit.

When did you start working on this effort?

Jan 04, 2021

When did this effort go live?

Jan 08, 2021

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.

25

What resources did you use? Check all that apply:

Chapter funds
Sponsorships/Partnerships
Board Members

How much money was spent?

\$455

Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?

Training Pros was our sponsor. Their annual Gold Sponsorship Level contributed to the purchase of our new virtual platform

Which board positions were involved in the effort?

President, President-Elect, VPs of Member, Communities of Practice, Professional Development, Technology, CFO, Stategic Partnerships, Community Relations, Special Events

Do you have any additional insights to share with other chapters implementing this effort?

We believe that starting the year off unified introducing your leaders to the community and allowing for networking and connection. That was the main focus. In return we got insight on programming needs, met new members and got to network ourselves using our new platform.

Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)

<https://www.formstack.com/admin/download/file/9823318432>

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:

Chapter Leader
ATD Chapter Leaders Conference (ALC)
National Advisors for Chapters (NAC)
Chapter Relations Manager (CRM)

Would you be willing to apply 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. Selected session facilitators receive complimentary registration.

Yes
