

SOS Submission Form

Chapter Name: ATD Kansas City

Chapter Membership Size Medium (100-299)

Contact Person for This Submission: Piper Stone

Email Address: vpprograms@tdkc.org

Phone Number: (913) 223-4157

Chapter Board Position: VP Programs

Chapter Website URL: <http://tdkc.org/>

Submission Title: Hold Your Own Chapter EIP Awards Virtually

Submission Description: Our conference hosts a local Excellence In Practice awards banquet every year in late March, celebrating local talent development achievements in six categories. This is typically a huge celebration, and companies purchase entire tables at the event to attend and celebrate the community. The last few years we have hosted it at a popular local brewery often used for wedding receptions due to its level of elegance and view overlooking the Kansas City skyline. On March 16th this year, we realized this event could not take place as planned on March 24th due to COVID, and we immediately set about finding a way to replicate the fun and excitement of this event virtually. We were able to bring the event online and successfully work with a vendor to bring life to it as a virtual event.

Need(s) Addressed? Please be specific. Needs met include:

- * Ability to celebrate and recognize local high-achievers in the categories of Performance Improvement, Integrated Talent Management, Coaching and Mentoring, Learning Technologies, Learning and Development, and new to us this year: Small/Medium Organization (for organizations with under 250 employees)
- * Ability to bring some levity and joy to our chapter in spite of losing our regularly scheduled large in-person event and moving all our other programming online during COVID.
- * Ability to market our chapter to non-members who would typically attend our in-person event and would not otherwise be familiar with ATD.

What is your chapter's mission?

ATDKC is a supportive community that serves and develops talent development practitioners in Kansas City and the region with programs that build knowledge, skill and capabilities to develop themselves, others, and their organizations.

How does this effort align with your chapter's mission? (Please provide specific examples)

The local EIP event is a strong representation of how we support and celebrate one another as a community. The categories represented allow for us to directly align with the mission of recognizing practitioners in the region who demonstrate high level of skill in developing others and for TD achievements in their organizations. Taking this event online also connected with the element of the mission associated with serving our community by allowing them this time to "circle the wagons" and recognize major accomplishments in the prior year.

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.

Those participants who submitted proposals in hopes of being recognized are empowered to present their strongest projects to represent themselves and their companies well. Their companies are delighted to be highlighted for high performance in the community. Attendees of the awards are inspired when they hear about what others are attempting and accomplishing. All who attend are also empowered to continue to push for the next best thing in hopes of having projects to submit for the next round of awards.

Target Audience: (Who will benefit/has benefited from this effort?)

Members benefitted directly from this event.

Costs/Resources Used: (Please include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)

* \$643.67 spent on seven engraved awards (one for each category and one for a special volunteer recognition) The awards could have cost less if we opted to create our own in certificate form, but we like the look of the etched awards.

*\$1200 spend working with our vendor to prepare for and facilitate the virtual event.

* 8 hours from volunteer judges (ATD leaders from around the country) who evaluated submissions to choose our winners

* 2-4 hours from a volunteer working on the script and PowerPoint deck for the event

* 3 hours for a run-through with the vendor the week prior to the event

* 10-12 hours from Committee chair over a period of two months making arrangements with the vendor and coordinating volunteers.

How did you implement: (please give a brief description)

We begin each November by creating a submission form in Google Docs asking for information on the company and individual submitting, industry, executive summary, Problem Statement, Action Taken, and Result. This year we also asked those submitting to include a short video (60 seconds) with their submission. This video would not be used as part of the judging process but would be used instead during the award ceremony itself to share additional information about the project while our speakers came up to receive their award.

Our judges for the event consist of ATD Leadership from across the country, typically secured as volunteers for these duties at the annual ALC conference, or soon after. This is one of many reasons we are grateful to ALC for the great networking opportunities! Judges are sent the submissions in their assigned category as well as rubrics for evaluating them.

In our initial planning stages for the event this year we also determined that we wanted to get our audience more involved in the awards and we decided to engage our audience with social media posting challenges during the event, for which we could give prizes to people in our audience for participating.

Everything was ready to go for our event on March 24th, 2020 when we realized our in-person event could no longer take place. We decided that the awards could still take place but would need to take place safely. We pivoted. We decided not to charge attendees for the event, and to use the money budgeted for the event to work with a local vendor in order to produce the event online.

We created a Power Point deck and a script for those of us who would be presenting. We sent extra communication to those who had submitted for awards, letting them know to prepare a few comments because they would have a chance to speak if they won.

Our President, VP Programs, Director of Events, and a volunteer presenter arrived, wearing masks, at our vendor offices and went live in late July 2020 to over 97 attendees. We set the physical awards up behind us as part of our set. We had our script in front of us on a prompter, and our vendor took us through the presentation deck. As each award winner was called, our vendor played their video submission, and then cut to that winner live on zoom to give a few comments about their submission and team. We were able to incorporate our planned social media challenges to keep attendees engaged, asking those watching to post with specific hashtags on either Twitter or LinkedIn during the event with their answers to specific questions, and we would announce the winners of each mini-challenge as the awards progressed.

The feedback received was overwhelmingly positive from our membership. While we did not take in any money as part of the event, the value of being able to celebrate our community in a time of so much change and challenge was invaluable, and we were able to spend far less on the event by working with our vendor than we would have on the venue, food and drink for the event hosted in person.

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.)

Our first virtual EIP awards ended up having 93 people log in and attend, while our in-person EIP event has historically hosted about 55 attendees. We know in at least three cases that we had attendees able to log in from out of state to support their team members and company who were in consideration for awards. Having the event held virtually allowed for those out of town to more easily do this. We added seven new members in the month following the event, representing our highest month of new memberships in a single month all year with the exception of January when we added 16.

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

Putting time into our script development was important. Those who were presenting information during the awards had someplace to refer to in order to help us stay on track. There were so many new things to adjust to when the event was happening - multiple microphones and monitors, lighting, producers giving cues - it was very helpful to have a solid script to help us keep the event moving and make sure everyone knew what was coming up next.

Working with our vendor was very helpful. For our first virtual event we could not fathom the idea of trying to wrangle new volunteers who might have the extensive type of production experience we would need to really pull off the type of event we were hoping for. It helped immensely to have vendors who could partner with us when it came down to figuring out what would be possible for the event.

Preparing our "nominees" ahead of time about what to expect was also critical. We let them know that they would be asked to come on camera, off mute, to share some comments, and we gave them a few talking points to consider along with a time limit. We also gave them some production hints around checking their lighting, but we forgot to emphasize that they should also test their microphones ahead of the event. As a result we ended up not being able to hear one of our winners when they were trying to make comments, due to a microphone malfunction on their end, and we had to move on in the presentation and circle back to catch up with them as time allowed at the end of the event.

Building in engagement was very popular at this event, and helped us to get social media buzz going about our event! As we asked people to post their answers to certain questions on Twitter or LinkedIn, we saw some create cross-engagement between attendees on those platforms, and we were able to give away great ATD materials to those chosen as "winners" for those social media challenges. This helped keep the people on the virtual event engaged who would otherwise just have been waiting around to hear if their colleague won for the category in which they had submitted.

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.):

Our Director of Events was key in pulling off both the transition from our in-person event to a virtually hosted version. Essentially, she ended up planning the event twice, and spending about 70 hours over the three months prior to the event. She coordinated the small team from the BOD who worked on the event with the vendors and took care of ordering and delivering the awards to the winners of each category.

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

<https://www.formstack.com/admin/download/file/9308932040>

additional supporting documents:

<https://www.formstack.com/admin/download/file/9308932041>

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

Saw or heard of SOS from another Chapter Leader

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. Selected session facilitators receive complimentary registration.

Yes
