

## Sharing Our Success (SOS) Submission Form

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**Chapter Name:** Madison Area

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**Chapter Membership Size:** Medium (101-299)

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**Chapter Contact Person:** Ryan Panzer

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**Email Address:** ryanpanzer@gmail.com

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**Phone Number:** (920) 428-3253

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**Chapter Board Position:** VP of Professional Development

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**Chapter Website URL:** <http://atdmac.org/>

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**Submission Title:** Online Conference Humanizes the Virtual Experience

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**What did you do? (a 2-3 sentence summary of your effort):** We invited three outstanding speakers for an afternoon of learning how we can create human connection through virtual learning. All attendees received lunch and a speaker's book of their choice. Registration was free for members, an expression of gratitude for sticking with us through a year of uncertainty and change.

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**Who benefitted from this effort (Target Audience) Check all that apply:** Chapter Members  
Board Members

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**Why did you do it? What chapter needs were addressed?** We scheduled the virtual conference to address a drop in virtual event registration, and expressed "Zoom fatigue" from our members. We wanted to find a way to increase the energy in our chapter, to get our members excited about ATD MAC once again. We also wanted to provide insights on how to improve learner engagement in the virtual classroom.

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**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.)** -Approximately 90 registered for the event  
-Peak attendance of 75 day of event  
-Connections with ATD chapters providing opportunities for future partnership

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<b>What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)</b>	<ul style="list-style-type: none"> <li>-Listened to ATD MAC members about areas of interest for 2021 programming, and about challenges with 2020 programming (monthly Zoom webinar)</li> <li>-Selected "Humanizing the Virtual Experience" as our conference theme</li> <li>-Reached out to three renowned speakers in this area: Michael Bungay Stanier, Cindy Huggett, and Rance Greene</li> <li>-Created event website: <a href="http://atdmac.org/2021-Virtual-Conference">http://atdmac.org/2021-Virtual-Conference</a></li> <li>-Extended invitations to neighboring ATD chapters and to similar HR organizations (SHRM, Change Geeks, NSA)</li> <li>-Booked a high-energy MC to host 30 minutes of games and networking at the start of the conference</li> <li>-Organized lunch orders through Grub Hub (all participants received \$20 eGift Card)</li> <li>-Organized book orders through the ATD Store (all members received a copy of a speaker's book)</li> <li>-Hosted the conference via Zoom</li> </ul>
<b>Is there anything you would do differently?</b>	<p>I would have included more intentional breaks during the day - it was a 3.5 hour conference, and we only had one scheduled break. Oops!</p> <p>I also would have been more intentional at extending invitations to businesses in the Madison area that are not typically ATD MAC members. We could have driven new memberships with this great event!</p>
<b>When did you start working on this effort?</b>	Nov 01, 2020
<b>When did this effort go live?</b>	Mar 18, 2021
<b>Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.</b>	80
<b>What resources did you use? Check all that apply:</b>	<ul style="list-style-type: none"> <li>Chapter funds</li> <li>Sponsorships/Partnerships</li> <li>Board Members</li> </ul>
<b>How much money was spent?</b>	\$4,500
<b>Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?</b>	All events are sponsored by Edgewood College
<b>Which board positions were involved in the effort?</b>	President, VP of Marketing, VP of Tech, VP of Admin, VP of Membership, VP of Professional Development

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

Our "new normal" creates opportunities to connect ATD chapters with acclaimed speakers, who are often willing to present to chapters for a discount, or in some cases, for free as a way to give back to ATD. The virtual format won't replace all of our in-person events, but we plan to host 1-2 virtual conferences a year to continuously broaden the exposure our members have to talent development thought leaders.

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

Chapter Leader

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**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](http://td.org/alc). Selected session facilitators receive complimentary registration.**

Yes

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