

Eligibility and Program Details

Are all chapters eligible to participate?

All ATD chapters are eligible to earn [Chapter Incentive Program](#) (ChIP) revenue when their chapter's ChIP code is entered at the time of registration (this is referred to as Option 1). Only chapters that are within driving distance of a scheduled ATD education program are eligible to receive a complimentary registration for sending a stand-alone promotional message to their members (this is referred to as Option 2).

How does my chapter earn a complimentary registration?

ATD chapters within driving distance of a scheduled ATD Education program are eligible to earn one complimentary registration by sending at least one stand-alone promotional message ([examples](#)) to their members. Chapters that send more than one message will still receive one complimentary registration, but increase their potential to earn ChIP revenue.

How do we find out which programs are in our chapter area?

All programs are listed on the ATD Education online catalog at www.td.org/education.

Which programs do we have to promote to earn the complimentary registration?

Your chapter must send a stand-alone message ([examples](#)) promoting at least one upcoming program in your chapter area to your members. The message may highlight one or more programs and/or list the entire list of upcoming programs. Contact your [Chapter Relations Manager](#) (CRM) for samples of messages sent by chapters.

Can we earn ChIP credit AND the complimentary registration?

Yes. If your chapter is within driving distance of a scheduled ATD education program and earns a complimentary registration for sending a stand-alone promotional message to your members, your chapter will also earn revenue when your chapter's ChIP code is selected at the time of registration.

How many complimentary registrations can my chapter earn?

Chapters may earn a maximum of one complimentary registration every six months for a total of two earned per year. Winners must redeem their prize and attend a program within the calendar year.

Marketing and Earning the Complimentary Registration

What constitutes as a stand-alone message?

The stand-alone message should solely promote upcoming ATD Education programs in your chapter area. The message may highlight one or more programs and/or list the entire list of upcoming programs. The message may be branded with your chapter's logo and may link back to your chapter's website for more information or to the [ATD Education website](#) directly. [Click here](#) to see examples.

Where can we find marketing copy and logos to use in our messaging?

Find all of the information needed to email your members on the [ATD Education online catalog](#) (program description, location, pricing, etc.). To request a specific program logo, please email your CRM.

Can we just include this in a regularly scheduled newsletter?

Your chapter is encouraged to promote ATD Education programs in regular communications,

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newsletters, and website to increase the potential to earn ChIP revenue. To earn the complimentary registration, your chapter must send a stand-alone message (separate from a newsletter).

My chapter does not want to send a stand-alone message, can we still earn a complimentary registration?

To earn the complimentary registration, your chapter must send a stand-alone message promoting at least one scheduled ATD Education program in your chapter area.

Complimentary Registration Redemption Details

Our chapter sent a stand-alone message; what happens next?

To earn a complimentary registration your chapter must provide a copy of the stand-alone message to ATD via [online form](#). The form will also ask for your chapter to identify the winner. ATD will work directly with the winner to complete the registration process.

We sent the stand-alone message, but don't know who the winner is yet. When do we need to identify a winner?

If you do not know the name of the winner at the time of uploading a copy of your stand-alone message, you may enter TBD. Please note that winner must redeem their prize and attend a program within the calendar year. Please let your CRM know the name of the winner as soon as possible so there are plenty of course options before the prize expires.

How do we submit the winner's name to ATD?

To earn a complimentary registration your chapter must provide a copy of the stand-alone message to ATD via [online form](#). The form will also ask for your chapter to identify the winner. If you do not know the name of the winner at the time of upload, you may enter TBD. Please let your CRM know the name of the winner as soon as possible so there are plenty of course options before the prize expires.

Are there any eligibility requirements to consider for the winner?

Typically, chapters choose to raffle off the complimentary registration at a chapter event or conference, and may award the registration at their discretion. To ensure more opportunities for participation, an individual may not be selected as the winner more than once per calendar year. The prize may not be sold or auctioned. The winner does not need to be an ATD member to be selected.

Is there a list of courses that the winner can choose from?

The winner may review the [ATD Education online catalog](#) to identify an in-person or online ATD Education certificate program. The winner will work directly with an ATD staff member to identify classes that have seat availability. In most cases, their first choice is available. It cannot be used for ATD workshops and events, small conferences, the ATD Training Design and Delivery Certificate, ATD Master Instructional Designer™ Program, ATD Master Trainer™ Program*, or ATD Master Performance Consultant™ Program.

Are there any ATD programs that the winner can't select?

The complimentary registration may not be used for ATD workshops and events, small conferences, ATD Master Instructional Designer™ Program, ATD Master Trainer™ Program*, or ATD Master Performance Consultant™ Program.



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Our chapter has submitted the winner's name to ATD; what happens next?

Once the chapter notifies ATD of the winner, you're all set! ATD will work directly with the winner to process their registration.