

Sharing Our Success (SOS) Submission Form

Chapter Name:	San Antonio
Chapter Membership Size:	Large (250+)
Chapter Contact Person:	Cassidy Fields
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Phone Number:	
Chapter Board Position:	Director of Technology
Chapter Website URL:	tdanantonio.org
Submission Title:	How To Insert "Add To Calendar" buttons to your Event Emails
What did you do? (a 2-3 sentence summary of your effort):	I created a custom GPT/Agent that generates ATD branded "Add to Calendar" buttons and code for our event emails.
Who benefitted from this effort (Target Audience) Check all that apply:	☐ Chapter Members ☐ Board Members ☐ Chapter Volunteers ☐ Potential Chapter Members ☐ Non-Chapter Members
Why did you do it? What chapter needs were addressed?	I created it to reduce friction between event registration and actual attendance while also improving the member experience. I noticed that if people couldn't easily add an event to their calendar at the moment they registered, there was a higher chance they would forget or not attend, so I wanted to create a simple, branded solution that made follow-through easier and more seamless.
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.)	Since implementing the GPT/Agent, we've seen approximately a 20% increase in event attendance by making it easier for members to immediately add events to their calendars upon registration. The solution also significantly reduced the manual effort required to create branded calendar integrations for emails, creating a more consistent member experience while improving operational efficiency for the chapter.

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

I first identified a gap in our registration and communication process when I realized Wild Apricot did not natively support branded "Add to Calendar" buttons within event emails.

I then mapped out the information needed for calendar integrations (event title, date, time, timezone, location, and registration links) and built a custom GPT/Agent that could generate the correct calendar button code and ICS file structure automatically in our chapter's brand colors and formatting. The agent also walks you through the process. I also include process documentation for other chapters to replicate the process and even think of ways to make it better.

After testing the functionality across multiple event comms, I created a repeatable workflow.

Is there anything you would do differently?	Not at this time but I look forward to others viewing this workflow and process and making it better.
When did you start working on this effort?	Feb 02, 2026
When did this effort go live?	Feb 13, 2026
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	7
What resources did you use? Check all that apply:	Other: just curiosity. this has also been a pain point for a while according to the discussion board
Do you have any additional insights to share with other chapters implementing this effort?	Focus on reducing friction for your members wherever possible, because even small improvements in convenience can have a measurable impact on engagement and attendance. I would also recommend creating a standardized workflow and brand template upfront so the process stays scalable and consistent across volunteers or board members creating communications. Even if your email platform has limitations, AI tools and agents can often bridge those gaps quickly without requiring a full platform change or custom development resources.

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/19568531953>

additional supporting documents: <https://www.formstack.com/admin/download/file/19568531954>

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

Chapter Leader

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

Yes

email_consent

true
