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| **Chapter Name** | Hawkeye |
| **Chapter Number (ex. CH0000)** | CH6101 |
| **Chapter Location (City, State)** | Cedar Rapids, IA |
| **Chapter Membership Size** | Small (Less than 100) |
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| **Submission Title:** | Building Value for Event Sponsors - Networking Triple Threat |
| **Submission Description:** | During our two day Fall Conference on September 18th and 19th, Brenda Mohr, VP of Events incorporated a three pronged approach to networking. The first prong involved the conference gift which every attendee received. The gift was a clear plastic container which was empty. Attendees were encouraged to visit the sponsor tables in order to fill the container with candies/snacks located there, virtually creating their own candy dish for the conference. The second prong was having designated times during the middle of both days to have sponsors move from participant table to participant table to share a bit about their organization and to answer questions (something like speed dating, with the sponsors making the rounds). This was spread over the course of the two days to allow all sponsors time to connect with all tables. The third prong was to have name tag ribbons at each of the sponsor tables. In order for participants to find the ribbons they wanted to attach to their name tags, they had to visit the sponsor tables to see what ones they had. |
| **Need(s) Addressed? Please be specific.** | In the past couple of years, we had a tough time showing sponsors the value of being part of our events. Most of them did it as a gesture of support, but we wanted them to truly feel a part of our Fall Conference and to benefit from being there. Using multiple opportunities throughout the conference to connect the sponsors with the participants was a huge hit! Not only from the Sponsor's perspective, but also from the attendees. We received feedback that attendees learned about organizations they otherwise would not have, and the feedback from the Sponsors was that going to each table made for a very informal, conversational approach. They felt more participants engaged, because it was done in a group setting and that they made more meaningful contacts that way. |
| **What is your chapter's mission?** | Through learning and networking opportunities,  empower professionals to develop talent in the workplace, including work-related  competence, higher performance, and professional growth. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | The networking approach at our Fall Conference provided opportunities for sponsors to network with attendees and for attendees to network with individuals at their tables as well. |
| **National 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.** | In order to empower professionals to develop talent in the workplace, we have to have revenue streams which support our chapter financially. Partnering with sponsors at our Fall Conference allows us to provide a high level of quality content to the attendees which aids in their professional development. We would not be able to bring the quality speakers we do without the help of our sponsors. What attendees learned at the Fall Conference (Connection Culture was our 2019 theme) was valuable information which could then be taken back to and shared in their workplace(s). |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Our chapter benefited by building stronger relationships with our sponsors and demonstrating the value of sponsorship. The sponsors benefited by the opportunity to connect with all attendees at multiple times throughout the conference. The attendees benefited by having the opportunity to connect with sponsors in a variety of ways rather than having to approach the sponsors individually which might be uncomfortable for some. The future benefit for the chapter will be recruiting sponsors for future events. |
| **Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)** | Snap A Snack containers - the cost was less than $2 per participant, and we would have given some type of gift regardless, so it was not an additional expense. Candy for the sponsor tables - we purchase candy for our events anyway, we just placed it at the sponsor tables instead of at the participant tables. No additional expense. We had 3x5 cards at the tables so participants could jot down questions for the sponsors, so they remembered them when that sponsor came to their table. $10 expense or less. The activities did not require any additional staffing at the conference.  Here is a link to the containers we used: <https://secondstorypromotions.com/products/snap-a-snack> |
| **How did you implement: (please give a brief description)** | Designated times for the networking activities were incorporated into the conference schedule. We made the activities fun, informal and engaging. Only one or two kinds of candies were located at each sponsor table, encouraging attendees to see what other candies were available and to seek out their favorites. The same was done with the ribbons, ribbons with two or three different sayings were placed at each sponsor table, so attendees went from sponsor to sponsor to see what ribbons they had. Throughout the conference, attendees were encouraged to write questions they had for the sponsors on 3x5 note cards at the table. That way they would remember their questions when sponsors visited their table. |
| **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.)** | Feedback from our conference surveys indicated the attendees enjoyed the activities and didn't feel pressured to speak with sponsors. Our sponsors reported being allowed more time to interact with attendees will translate into better connections for ongoing relationships after the conference. As a chapter, we expect to see increased sponsorship levels next year as well as new interest from sponsors who have not worked with us in the past, and/or those who have, but did not participate this year. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | We learned that it doesn't take a large financial investment to provide elements of value to our sponsors. We also learned that by letting go of "how it has been done in the past", we opened up new possibilities for how the conference can be organized. We learned that ideas can grow from other ideas and be tied together to create something with significant impact. This did not come together all at the same time. Over the course of the conference planning sessions, one idea came up and then later, we tied another in, and finally we tied in a third. |
| **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 Vision (Be the preferred provider of resources and opportunities to create a world that works better.) plays a big part in our focus for the Fall Conference. Our goal is to provide area professionals an opportunity to experience a top quality conference at a reasonable cost. In turn, when attendees share their experience with others, we increase the number of professionals who are aware of ATD Hawkeye and what we offer. This networking program is a great way to demonstrate our value to the community, our sponsors, and our members. |
| **Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to** [sos@td.org](mailto:sos@td.org)**)** | [Building Value for Event Sponsors \_ Hawkeye Chapter.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiM3llcEdyOUVKWFNiYUM2Q3dpMkJ6dldEdldjIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlORFFtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCIyYzhlM2UwNTNhY2M0ZjkwYmYyODQzYmMyNjNiYjAzYlwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS on an area call with my NAC |
| **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**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoiWExXWVFUa0I1czZKRC1YQmI0UG5vUi1OenlJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjJjOGUzZTA1M2FjYzRmOTBiZjI4NDNiYzI2M2JiMDNiXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |

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