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| **Chapter Name** | ATD South Florida Chapter |
| **Chapter Number (ex. CH0000)** | CH |
| **Chapter Location (City, State)** | FL |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Selen Turner |
| **Email Address:** | [president@atdsfl.org](mailto:president@atdsfl.org) |
| **Phone Number:** | (305) - 924 - 1878 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [http://www.atdsfl.org](http://enotification.td.org/track/click/30530608/www.atdsfl.org?p=eyJzIjoicW1nS0s2RE93cGM1RERibWZ2VExVMElhNjlBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmF0ZHNmbC5vcmdcIixcImlkXCI6XCI1MmE5NjRhODY3ZmE0NWMwOGZlNTNlM2VlMmYyNTA5OVwiLFwidXJsX2lkc1wiOltcIjQzNGQyMjk1MTJiY2NjNjA5NGFhOWM0ODY0Y2U3MTNmMGNjYzVmNjJcIl19In0) |
| **Submission Title:** | Virtual TD Talks |
| **Submission Description:** | Organizing an online platform for our members to connect with one another and continue networking and learning from one another. Called “TD Talks” , these are webinar series delivered by South Florida Talent Development professionals/practitioners. The topics are selected from the new and innovative practices these practitioners / teams are implementing at their workplaces. They showcase to their peers the what, how, why and learned lessons. It is a true practice sharing via an online platform between members and community. We aim to bridge connections, bring another value added offering to our members and continue their growth at the comfort of their desk. |
| **Need(s) Addressed? Please be specific.** | After our annual survey, it became clear to us that being a tri-county chapter requires innovative solutions to our members’ feedback about their challenges getting to the events that are organized across tri-county. The traffic and distance has become a bigger problem and it was affecting our membership. |
| **What is your chapter's mission?** | Empowering South Florida Talent Development professionals to gain knowledge and skills while building relationships |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | This aligns with our members to connect with one another and learn from each other’s practices, successes and failures. This empowers each member to be able to decide for themselves whether they should implement a similar or same solution or consider pros and cons. One example is a comment received from one of our attendees stating how helpful the information was to him as he is in middle of implementing a solution similar to what was presented and therefore it helped him to think through different perspectives. One other result was that one of our attendees (also member) contacted the presenters (also members) after one of the sessions and they connected to help her out with a similar project. |
| **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.** | As stated above, with our TD Talks, each member get to hear directly from their peers within the same area and be able to continue their learning offline and build long-lasting relationships and learn from one another’s successes and failures. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Members who are particularly interested in learning technologies and new trends within talent development. |
| **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)** | Partnered with Citrix to use their platform complimentary. Citrix provided free subscription to the full GotoWebinar and GotoMeeting platform up to 200 seats. We dedicated a volunteer, with the title of Director of Programs, who falls under VP of Programs to coordinate. The effort was less than a regular monthly physical event since no venue and no food /catering coordination was required. The event was therefore at no cost to the chapter. |
| **How did you implement: (please give a brief description)** | Frequency: We started the offering with once a quarter to measure success and not to pour too much volunteer effort without knowing the outcomes.We polled the audience at one of of our large events and asked their preferences of the time in a day to attend a webinar. We selected the most popular answer as the determined time for the webinar, which was noon. We also wanted to keep it short and sweet therefore kept it 45 minutes, which is very well received.  Selection of Topic & Speakers: The selection was based on the best practices that were submitted at our Champions of Learning Event. We mainly focused on technology and cool trendy tool implementation focusing on the actual implementation, lessons learned, and tools used to make it most practical. Therefore, the speakers are members of our chapter or part of Talent development community from South Florida companies who are implementing these trendy practices and are generous enough to share with the audience all they need to know to be able to decide for themselves whether they can implement something similar or learn pros and cons to decide which direction to go. The TD Talks is all about sharing practices across South Florida companies and bridging the connections in an online format.   Preparation: The prep work was streamlined through a standard invitation email with required information for marketing . The deadlines are outlined for speaker to submit requested materials to start marketing the event. Two weeks before the webinar we arrange a dry run and if required we do another one closer to the event until all parties feel comfortable with the flow.   Webinar flow: Webinar starts with brief intros, about 25 minutes of content just like TED Talks and Q&A section at the end.  Pricing: Webinars are free for members (another value added offering for members) and $15 for guests (we had a few guests actually paid for attended). |
| **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.)** | We provided a brief event evaluation right after each webinar and received all high ratings in both speaker selection as well as the topics. Some comments included “ Keep these coming. “ “ The topic was so relevant” etc. The participation increased with each webinar. It also became a small revenue stream as guests paid and attended the webinars. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | • Keep it simple, short and relevant: The reason why these became popular was because the webinars are so relevant and provided by every day practitioners and not “sales” people.  • We also tried not to compete with ATD webinars and kept this very local oriented and distinct.  • One learned lesson is to do a “dry run” at least twice and therefore schedule the first one two-three weeks in advance.  • Make sure you are familiar with the tool, recording etc. to be comfortable as a moderator.  • Two speakers work great as they create interactivity.  • Make sure two people are logged on to the platform as the host using the host account. On the first one, one of the computers crashed. Having a second person logged on as second host, helps with continuation. |
| **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.):** | Board of Directors  NAC Lorna Kibbey was very helpful from the idea stage to implementation. |
| **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)? \*Participating chapters receive up to two complimentary registrations for presenters.** | Yes |

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