

Sharing Our Success (SOS) Submission Form

Chapter Name:	South Florida
Chapter Membership Size:	Medium (101-299)
Chapter Contact Person:	Colette De Nardo
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Phone Number:	
Chapter Board Position:	President
Chapter Website URL:	https://atdsfl.org/
Submission Title:	Champions of Learning Annual Awards
What did you do? (a 2-3 sentence summary of your effort):	ATD South Florida's Champions of Learning Annual Awards event has been happening for the last 20 years. Over that time, the event has been a dinner or a conference with lunch, and a virtual event during COVID. Our project plan and supporting documentation are created in Google Drive, and blank Excel samples have been attached.
Who benefitted from this effort (Target Audience) Check all that apply:	<input type="checkbox"/> Chapter Members <input type="checkbox"/> Board Members <input type="checkbox"/> Chapter Volunteers <input type="checkbox"/> Chapter Sponsors <input type="checkbox"/> Potential Chapter Members <input type="checkbox"/> Non-Chapter Members <input type="checkbox"/> Consultants
Why did you do it? What chapter needs were addressed?	In 2005, our then president, wanted to create an event where organizations in South Florida would come together to celebrate their initiatives and be awarded for their accomplishments. This fostered an evening of community engagement, networking and sharing best practices that has continued since. It also engaged sponsors and formed partnerships with organizations such as SHRM and ICF.

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.)

Measurable outcomes from 20 years of Champions of Learning are:

Increased visibility in the talent development industry for participants.

Chapter members have decided to serve on the board for the upcoming year.

ATDSFL increased membership.

High networking opportunity for attendees, sponsors, and best practice submitters and presenters.

ATD South Florida saw an increase in members' organizations sponsoring this event. This provides a feeling of community, connection and belonging.

Due to high social media content, the chapter has seen increased partnerships such as Brandon Hall and Institute of Organization Development.

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

Each year, our President-Elect chairs the event and forms a committee to determine the following:

Budget

Event day and time

Venue

Theme

Keynote speaker

Award design

Engage 3 judges outside of Tri-County South Florida

Obtain judge "thank you" gifts

Market the event to organizations to submit their best practices

Continue to engage with best practice submitters until the event

Decide on ticket types and prices

Determine sponsorship levels

Start sponsor outreach, determine contract terms and contract execution process

Track event registrations and work with Communications on marketing

Track best practice submissions to include their presentations to be added to the final PPT deck and registrations.

A project tracker is created that committee and board members can access to view progress.

Is there anything you would do differently?

Yes, start sponsorship outreach as early as possible and keep sponsors engaged throughout the year. This would allow us to increase our budget and extend the event time to have more networking which was feedback we received.

Also, this event is open to everyone in the Tri-County South Florida area. Some of the best practice submitters and attendees are not ATD South Florida members and we should have a plan or special member rate for them to join the chapter.

When did you start working on this effort?

Jul 01, 2024

When did this effort go live?

Mar 20, 2025

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.

200

What resources did you use? Check all that apply:

Chapter funds
Sponsorships/Partnerships
Board Members
ATD Resources

How much money was spent?

5,000

Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?

This is a mixture of out of pocket from our operations account and supplemented with sponsorships. The majority of our sponsorships were chapter members and board members who sponsored the event at \$225.00 for the "Friend Level" or at \$275.00 at the "Harvest Level". Both sponsorship levels included an event ticket, their logo hyperlinked in the Best Practice booklet, and their logo Included in 2 Emails. The Harvest Level sponsorship added a 12 Month Membership to the chapter. We also offered a table discount to our best practice submitters to boost registrations, engagement, and revenue.

Which board positions were involved in the effort?

President, President Elect, VP Professional Development, VP of Communications and directors, VP of Technology, VP of Membership, Director of Partnerships, Director of Finance, & Director of Member Spotlights.

Select the ATD resources you used. Select all that apply:

Chapter Relations Manager (CRM)

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

This annual event has evolved over the years with the changing business industry and climate. We were able to adapt during COVID and hold a virtual mini conference and award ceremony to keep the tradition going. Regardless of outside factors, we adapted and adjusted to ensure this event was always held and we receive requests about it throughout the year.

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/18560352166>

additional supporting documents: <https://www.formstack.com/admin/download/file/18560352167>

additional supporting documents: <https://www.formstack.com/admin/download/file/18560352168>

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 May of each year at td.org/alc. Selected session facilitators receive complimentary registration.

Yes

email_consent

true
