**2010 SOS Submission: Sacramento Chapter**

**(DemoFest 2011)**

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| **Submission Date: May 12, 2012** **Chapter Name: Sacramento ASTD** **Chapter ID: CH8049**  **Chapter Location: Sacramento, CA** **Chapter Membership Size: 180** | **Contact for this Submission: Mike Hodge** **Email Address: michaelhodge2000@comcast.net** **Phone Number: (916) 300-2416** **Chapter Title: Sacramento ASTD** **Chapter Website URL:** <http://www.astdsac.org/> |

**Description of Effort:** DemoFest 2011 was developed to showcase the talents/efforts of our e-Sig group and provide an opportunity for e-learning vendors to show their software. Ten live/interactive demonstrations and mini-lectures on various e-learning topics were conducted over a six hour period of time.

**Need Addressed:** From research and comments heard in the training community during various forums it was obvious that there was a lot of interest in various e-learning topics (taking classroom training online, making e-learning engaging, using webinars more effectively, and much more.)

**Does this effort align with your chapter mission?** This effort fit nicely with our mission, “… to provide professional development and networking opportunities for our members, customers, and affiliates with a local focus.

**Does this effort align with ASTD's mission?**  Yes, ASTD’s mission, “Empower professionals to develop knowledge & skills successfully” aligned really well with this effort. In light of ASTD’s efforts to revise the competency model to encompass the “world of e-learning” this was the chapter’s effort at helping support ASTD’s mission and competency model revision.

**Target Audience**: Sacramento ASTD has a mailing list of approximately 1,000 learning professionals in the greater Sacramento area. Thus, our target audience included the private, not for profit and government learning professionals. We purposely kept the cost low to attract the not for profit and government segment.

**Costs/Resource Use:** See the attached spreadsheet showing the financial details for this event. Chapter volunteers assisted with the registration and onsite assistance to presenters and sponsors. Sponsor fees covered the costs associated with conducting the event. To keep costs down the event was held at Rancho Cordova City Hall. The rent for the facility which included free set-up, room arrangement and free WIFI access was $360. A charter was developed to guide the development of the project (also attached). A chairman was appointed to coordinate, advertise and oversee the conduct of the event.

**How did you implement?** We used the charter to guide the process and created documents to support the plan as we implemented (call for presentations, solicitation of sponsors, and advertisement of the event to the community.) Registration was done using the Wild Apricot software functionality on our website.

**What were the Outcomes?** The event was extremely successful (see spreadsheet for financials). Our chapter used the funds from this event to send our entire Executive Board to ASTD’s ALC conference.

**Lessons Learned:** Because of space constraints there was a high level of ambient air noise in the two rooms used for the event. Multiple presentations were conducted by presenters and the frequency will be reduced at the next event to prevent exhaustion on the part of the presenters. The event is being moved to a State college facility this year to assist with noise levels and provide a better learning evironment.

# Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice: Scheduling Successful Learning Events by Robert W. Lucas was very helpful.

<http://www.astd.org/Publications/Newsletters/ASTD-Links/ASTD-Links-Articles/2010/04/Scheduling-Successful-Learning-Events.aspx>

***Please email completed forms to*** [***SOS@astd.org***](mailto:SOS@astd.org) ***along with any supporting documents.***