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| **Chapter Name**  | Greater Richmond |
| **Chapter Number (ex. CH0000)**  | CH4041  |
| **Chapter Location (City, State)**  | Richmond, VA |
| **Chapter Membership Size**  | Small (Less than 100) |
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| **Chapter Board Position:**  | VP of Membership |
| **Chapter Website URL:**  | [https://www.richmondatd.org/](http://enotification.td.org/track/click/30530608/www.richmondatd.org?p=eyJzIjoiRGQyXy1uZzJ6b0FYcjNycUg2ZmJhT3BlZ09zIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL3d3dy5yaWNobW9uZGF0ZC5vcmdcXFwvXCIsXCJpZFwiOlwiN2MyZTZkNDFmMjE5NDRiN2I0OWY3Yjg5Y2Q0MjkzN2RcIixcInVybF9pZHNcIjpbXCJhYmQ0ZWFlMTc0MDEwNWU0YjAwY2VlY2U2ODk5NmI0NmYxNzRmODA1XCJdfSJ9) |
| **Submission Title:**  | Inaugural Conference  |
| **Submission Description:**  | This submission share details of our chapter’s success planning and executing our first ever regional conference  |
| **Need(s) Addressed? Please be specific.**  | Members of our board expressed interest in conducting a needs assessment to determine whether our area would benefit from a regional Talent Development Practitioners Conference. Those initiating this needs assessment request felt that a regional conference would: \* Provide additional facilitation and networking opportunities to local practitioners\* Allow members of the community of practice to experience a local day of learning\* Improve networking within the community of practice\*Increase our chapter’s visibility in the region\*Increase our chapter’s membership levels\*Align nicely with the kick-off of National Learning WeekOur needs assessment uncovered a lack of conference offerings that cater to the needs of talent development professionals within the Greater Richmond Association for Talent Development’s (GRATD) service region. Collected evidence proved that a local conference offering would benefit all talent development professionals within the region to include those employed within the largest industry, government. A portion of our assessment findings is provided below:\*Talent development facilitators within the region and beyond are eager to denote their talents and time if a conference was held\*Members within the talent development community of practice want and need a local day of learning option\*Members within the talent development community want to strengthen their professional networks\*Professional organizations that support the region’s talent development profession are interested in increasing their visibility and membership rates  |
| **What is your chapter's mission?**  | Our mission is to help human performance improvement and learning & development professionals in Central Virginia build organizational capabilities through career development and networking. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | Offering a conference for the first time within our region provided to members and non-members an additional channel/opportunity to build organizational capabilities through career development and networking; thus, this effort aligned directly with our core mission.  |
| **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.**  | Our conference offered talent development professional’s in our region a low-cost high-quality professional development experience. The agenda was packed with content to help empower professionals to develop talent in the workplace. The “day of learning” included two keynotes and twelve breakout sessions aligned with four learning tracks (eLearning, Integrated Talent Development, Leadership, Coaching). We sought feedback from attendees using various evaluation methods. The following points have been extracted from our evaluation results analysis to document outcomes and associated levels of evaluation. \*Several conference participants learned how to and plan to implement a competency-based learning program from Scott Luberto's Data-Driven Development presentation. [Level 3]\*A few participants stated that they will be implementing storytelling into their upcoming trainings (Dr. Bernadette Costello). [Level 3]\*At least two participants plan to use the 70-20-10 framework shared by Consuelo Adkins.[Level 3]\*At least one participant is pitching experiential, adventure-based activities (taught by Pam Marshall Annitto) to her boss.[Level 2] |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | Our primary target audience was learning and development professionals in the Richmond-Metro, Charlottesville, Fredericksburg, Hampton Roads, Washington, DC areas who work with private, state, and non-profit organizations. Our secondary target audience was young professionals and others who are aspiring learning and development professionals. |
| **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)**  | After initial analysis of required resources, a cost estimation, and our lack of collective experience with hosting a conference; we decided to offer primary and secondary partnerships to other regional ATD chapters, and our local SHRM and ICF-affiliated groups. From this query, ICF-VA became a primary partner. Various members of the community at large were involved in making our Talent Development Practitioners Conference Project a success. Sixty-five individuals in total participated in some fashion the day of the conference. Ten organizations served as sponsors/vendors. These ten organizations along with ICF Virginia, our chapter, and ATD National all participated in the conference’s expo center. Fourteen community members served as speakers and breakout session facilitators. Twenty-two talent development professionals who are not active members of the GRATD chapter attended the conference. This group of non-member attendees represents 53% of our total attendance count. Notable too, the Richmond Society for Human Resource Management Chapter advertised our conference event on their website. Additionally, CarMax, a large employer in Richmond, VA, kindly gave our chapter a grant to offset some of the expenses associated with this project.  |
| **How did you implement: (please give a brief description)**  | When planning the conference, the following actions were taken:\* Conference committee established to include the establishment of key subgroups (website, marketing, sponsors/vendors, speakers, volunteers)\* Location and date were selected\* Theme was selected\* A separate website was created to ensure partner equality\* Save the date posted and advertised on conference and chapter websites\* Morning and Afternoon Keynotes topics and speakers secured and advertised\* Call for speakers distributed\* Request for sponsors advertised\* Conference advertised\* Speakers, presentations, and agenda published |
| **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.)**  | Inaugural Conference was held on 12/1/18The conference addressed an identified need for a talent development specific conference within the Richmond, VA regionThe conference afforded an opportunity for chapter members from the inactive Charlottesville, VA ATD Chapter who were looking to neighboring chapters for professional development opportunities and other support services Benefits to the chapter include increased membership as well as enhanced visibility and member engagement. During 2018, our chapter’s membership level increased by almost 57%. A good portion of this increase is due to the enhanced visibility and member engagement that resulted from the conference. Specifically, our social media activity increased 150%. Member engagement increase has led to an increase in new member referrals and a list of speakers that we’ve collaborated with to pre-schedule our learning programs for 2019. GRATD experienced increased level of Power Members from 40% of our member portfolio in 2017 to 52% of our member portfolio in 2018.  |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | Our successful first-time conference illustrates that engaging community stakeholders is necessary and beneficial. One lesson learned for the future is to begin engaging community stakeholders earlier in the project execution process. For this first conference, we found ourselves internally focused and unable to engage with community stakeholders until about four months from the conference date. With more time for community engagement, we are confident that our next conference will have greater levels of involvement and impact.Another lesson learned relates to the expo center portion of our conference. We learned that we didn’t structure our conference in a way that allowed attendees enough time to engage with our expo partners. Additionally, we realize now that we could have done a better job of incenting our attendees to make the expo center a priority despite the tight conference schedule. We fully intend to refine the schedule and our process for our next conference. Other considerations that surfaced during our post-mortem discussion include:\* Recommendation to reach out to speakers and have bios/topic descriptions posted on the conference website at least four months prior to the conference date\* Ensure partners mission/vision align with the spirit of the ATD chapter’s mission/vision (have deeper discussions about this beyond the Memo of Understanding)\* Involve more volunteers (and engage them as early in the process as possible)\* Realize that some members of your chapter’s board may have experience that will remain untapped unless you expressly ask for their assistance in a particular area |
| **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.):**  | Partner GuidelinesMarketing PlanRequest for ProposalFacilitator KitVendor and Sponsor PacketVolunteer InformationBoiler Plate Letters |
| **Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to Kylie Malloy,** kmalloy@td.org**)**  |  [2018 Regional Conference Marketing Plan.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiSGtJUWZjcXpzdXRWak1UNWtnT2JidUswX3NVIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNVEVtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCI3YzJlNmQ0MWYyMTk0NGI3YjQ5ZjdiODljZDQyOTM3ZFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [2018 TDPC Facilitator Kit.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiZ3pGZTk2Y21kOFZpZldaR2dkSzlLWXRNeDJjIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNVEVtWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCI3YzJlNmQ0MWYyMTk0NGI3YjQ5ZjdiODljZDQyOTM3ZFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [2018 TDPC Partnership Guidelines.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiYkFkY1NyV3FKU1F2bUZ2REN3VW1pdVpsQTFNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNVEVtWld3OVpXeGxiV1Z1ZEY4eU13PT1cIixcImlkXCI6XCI3YzJlNmQ0MWYyMTk0NGI3YjQ5ZjdiODljZDQyOTM3ZFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [2018 TDPC RFP.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiZFpZX290OHdfNU1FT05zTTc1VW42WV9BdDF3IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNVEVtWld3OVpXeGxiV1Z1ZEY4ek1RPT1cIixcImlkXCI6XCI3YzJlNmQ0MWYyMTk0NGI3YjQ5ZjdiODljZDQyOTM3ZFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:**  |  [2018 TDPC Vendor and Sponsor Packet.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiWXZzYTZ5NHlSMGxiRlhNVWROVnl5M2FUbHMwIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNVEVtWld3OVpXeGxiV1Z1ZEY4ek1nPT1cIixcImlkXCI6XCI3YzJlNmQ0MWYyMTk0NGI3YjQ5ZjdiODljZDQyOTM3ZFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?**  | Other |
| **If you selected "other", please explain your response.**  | ALC |
| **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=eyJzIjoicERCcmV3ckEwdUJBbmM2QUxqMUFIVEVKb0k0IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjdjMmU2ZDQxZjIxOTQ0YjdiNDlmN2I4OWNkNDI5MzdkXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |