

## 2010 SOS Submission: Greater Birmingham Title Host for Chick-fil-A Leadercast



**Submission Date:** October 29, 2010  
**Chapter Name:** Greater Birmingham Chapter of ASTD  
**Chapter ID:** CH9033  
**Chapter Location:** Birmingham, AL  
**Chapter Membership Size:** Small (Less than 100)

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**Description of Effort:** Our chapter hosted the 2010 Chick-fil-A Leadercast. The CFA leadercast is a live simulcast that includes many national leaders sharing their thoughts on the art and science of leadership. Speakers this year included Tony Dungy, Jim Collins, Chip Heath, Dr. Ben Carson, John Maxwell, Connie Podesta and more.

**Need Addressed:** The desire for improved leadership. As T/D professionals, we understand how today's leaders are under more stress than ever. This all-day event brings leadership skills to the forefront and offered great content for many leaders in the Greater Birmingham area!

**Does this effort align with your chapter mission?** Yes

**Does this effort align with ASTD's mission?** Yes

**Target Audience:** Open to anyone who considers themselves a leader. This included managers, supervisors, and administrative personnel and so on. We focused not only on local businesses, but on local churches as well, since all of the speakers were speaking from a values-based platform.

**Costs/Resource Use:** It is an expensive event, and there are many up-front costs to consider. The cost for the simulcast for 300 attendees was around \$6645. We were unable to acquire a title sponsor, or any type of gold/platinum sponsor, although we tried. Since was the first year we hosted the event in Birmingham, many companies wanted to attend it and see the value firsthand and stated they would be more likely to sponsor the next year.

We did have a vendor expo in the back of the room, and we had 10 tables that paid \$300 for expo tables. We had a committee of about 8 people, and it took many hours - too many to count

**How did you implement?** We partnered with the Birmingham Jefferson Convention Center. By offering them a corporate table of 8 (\$500 value), they donated the convention space and the downlink for the simulcast. We used a local project management company called Projects Unlimited, who helped us with marketing and strategy. We got the event approved for 5.33 CEU's for nurses, social workers, and juvenile probation officers. Our committee was made up of leads in the following categories: Bookstore, location, food, marketing, expo and sponsorships. We partnered with a local college bookstore in town called Snoozy's Bookstore. They are the official bookstore of UAB. They set up a booth at the event with many titles from all the speakers, and they donated 10% of all sales to our chapter that day. We had multiple price points, from \$49 up to \$99 based on time of sign up, government workers, ASTD members, etc. We included a box lunch with the price of admission.

We also created many trade/outreach agreements (tickets in exchange for marketing) with B-Metro magazine, BSHRM, the Birmingham Business Journal, Birmingham Magazine, Birmingham Works, and The Women's Exchange. Press releases were a huge hit. We had morning TV coverage before the event on the local NBC and CBS affiliates. CBS also was at the event to take video for their evening newscast. We created twitter and LinkedIn pages just for the leadercast.

We secured a LIVE guest speaker for the lunch break. Birmingham Police Chief A.C. Roper, who is well respected in

the community, gave a 15 minute live talk at lunch regarding his views on leadership.

Certificates were issued for each participant. In fact, the leadercast HOST website provided us with lots of global marketing materials to use.

Overall, it takes a lot of work and organization, but the end product (simulcast) is provided by someone else, so logistics of the day and pre-marketing are the main concerns.

**What were the Outcomes?** As mentioned, we received an enormous amount of print and TV publicity. This was the first large scale event our chapter has hosted, so it really got our name out in the community. As the primary (and only) sponsor, we did not have to share the stage with anyone. ASTD Banners were all over the event, and nametags were placed in ASTD neck-badges

**Financial:** This was not a money maker for us. In fact, we ended up losing a couple hundred dollars. However, we had great marketing, great customer comments, we gave great service and a great product, so it was well worth it for us.

**Membership increases:** we did get one member out of the event, and 3-4 attended the next couple of chapter meetings

Target Aud. Satisfaction Levels: we did a paper 9 question survey, with 126 responses.

1. How valuable was today's event to you - 80% excellent, 19% average
2. Did today's event meet your expectations? - 76% excellent, 20% average
3. Would you attend the leadercast next year? 85% yes, 9% maybe

Publicity: again, as mentioned, TV, print, journals, newspaper, flyers around town, local magazine coverage - we got the ASTD name out and about

**Lessons Learned:** Food costs killed us. We had to use an approved vendor, so our food costs were over \$20 per box lunch. The main issue is that there is NO exclusivity contract. That means that we were not the only location in Birmingham that offered this event. There was a local church in Leeds that hosted it and undercut us on price. Also, you do not get much help (at least we did not) from the local restaurants. It took a LOT of prodding to get CFA door prizes donated