

<b>Chapter Name</b>	Madison Area Chapter
<b>Chapter Number (ex. CH0000)</b>	CH5089
<b>Chapter Location (City, State)</b>	Madison, WI
<b>Chapter Membership Size</b>	Medium (100 - 299)
<b>Contact Person for this Submission:</b>	Jennifer Stangl
<b>Email Address:</b>	<a href="mailto:admin@atdmac.org">admin@atdmac.org</a>
<b>Phone Number:</b>	(608) - 333 - 6037
<b>Chapter Board Position:</b>	Past President
<b>Chapter Website URL:</b>	<a href="http://www.atdmac.org/">http://www.atdmac.org/</a>
<b>Submission Title:</b>	Adjusting to Online Event Needs

Amid the COVID-19 requirements and adjustments, we recognized that we needed to adjust the monthly in-person event we were planning to hold and move it to an online event. To not put pressure on our presenter to adjust a classroom training to a virtual training in less than a week, we identified an opportunity to share the skills and talents of our board. I've included a description of the course below.

**Submission Description:**

Online Session Description

With more and more companies implementing work-from-home policies, social distancing, and cutting in-person meetings, it may leave you with a sense of panic for your upcoming training. But fear not, the latest tools available online bring so much engagement and interactivity to the virtual world you might be surprised that it's not that all that different for the participants used to face-to-face training, apart from them not being in a central location. In this virtual event, you'll get a chance to:

- See how these features can be used including some troubleshooting.
- Discuss best practices for conducting a virtual training session.
- Learn how you can bring the same level of engagement to virtual training.

This session will give you an open forum chance to discuss any questions, concerns and problems you may come across when converting a training from live, in-person to virtual.

**Need(s) Addressed? Please be specific.**

This event focused on supporting not only our members but others (from all businesses and communities) who are needing to leverage online and virtual meeting skills. This session not only supported those in L&D that might need to transition from online to virtual training but also those that may need to lead more meetings using virtual tools.

**What is your chapter's mission?**

We believe in creating a community that works better. One that inspires and empowers professionals to develop themselves and others in the workplace.

**How does this effort align with your chapter's mission (Please provide specific examples)?**

Our mission is not only to support talent development professionals but others in the community, share our talents and expertise with leaders and those looking to build skills. This event met the current and immediate need of our community amid COVID-19, allowing our board to share skills that we possess and help others see what is possible to still meet their organizational goals and needs.

We shared this as a free resource knowing that during times of stress and change we wanted to provide a support to anyone that was interested, regardless of membership and available resources. This includes connecting with other organizations and can work with them to provide support to their members. For this offering, we connected with both ATD-SEWI and SHRM-Greater Madison Area to promote this offering to their members as well.

**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.**

Offering this session provided not only talent development professionals but others needing to leverage virtual tools an overview of the resources available. This supported both the skills of those needing to leverage these tools (education, peer-to-peer connection) and also provided L&D staff with insight to move training from classroom to virtual. This session provided a visual of what L&D staff can do to ensure those within their organizations can still engage in development opportunities.

**Target Audience: (Who will benefit/has benefited from this effort?)**

ATD-MAC members and non-members  
Learning & Development Staff  
Leaders  
Others needing to build skills in connecting virtually

**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)**

1. Zoom Platform (already within our budget and purchased for regular use)
2. Board Time to Develop and Present (4 board individuals involved in the development, presentation and marketing)

**How did you implement: (please give a brief description)**

Our board met the week prior to our regularly scheduled in-person event and identified a need to adjust to a virtual event, amidst the social distancing recommendations with COVID-19. Instead of putting pressure on the original presenter, we determined offering a virtual event to support businesses suddenly in the need to transition to a virtual world would be beneficial. We decided to leverage our Zoom platform subscription that we purchased to provide webinars to members. One of our board members regularly works in this arena and developed a session within a week. Two of our board members managed the chat and supported our members during the session. At the beginning of each session we shared details about ATD-MAC and the benefits of being a member – both locally and nationally. We also did a drawing for two books at each session, just as we do for our in-person sessions, to provide not only recommendations for others but a take-away and value add to those that joined live. Those books were shipped directly to the winner's homes, further supporting the social distancing requirements of COVID-19.

**What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity)**

Within 4 days of promoting the session within our membership, contacts, and social media, we hit our cap for registration (100 people). It was quickly determined, 2 days before the scheduled session, that we could offer another session. Within a couple of

for the chapter or for the profession, etc.)

hours, we had another session posted on our website and shared via social media. Before the end of that day we had over 75 registrants. One day prior to the session we hit our 100-person cap for session 2 and received a multitude of emails and social media posts asking if we would provide the recording.

Both sessions took place on Thursday, March 19th (2pm and 3:30pm Central) and we had more than 140 people join live between the two sessions.

The recording has been shared with anyone that was unable to register of the session but expressed interest and will be made available to others. We will keep an eye on the recording view clickstream data for this session to see the value add for additional individuals.

As of March 23, 2020 (4 business days after the session), we've had a total of 90 recording views.

**Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**

Create a plan for how you will share the recording (website, social media, email, etc.). As individuals who may not be able to join live or may not be able to register might ask.

Ensure all board members have insight on how to trouble-shoot attendees trying to log in, use the software, etc. As people were logging in from all over, email was used as a communication tool to discuss problems, however, some emails to those presenting weren't seen until after the session had occurred.

Be flexible with technology – as hiccups are likely to occur. It honestly helps your session if you explain what went wrong to people and how you fixed it. Have answers to questions you expect you may receive pre-drafted for a quick copy/paste into the chat of a virtual training. Not only does it save time, it allows for consistent responses if there is more than one producer.

**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 Members – Mike Stefonik, Andrea Meade, Erin Lavery, Jan Szmanda & Jennifer Stangl (development, moderation, presenting, marketing, registration and login support.)
- Budget – supported decision to provide this for free, knowing our budget and where we could spend money and whether we needed to off-set costs by requiring registration

**How did you become familiar with the Sharing Our Success (SOS) program?**

Other

**If you selected "other", please explain your response.**

Submitted previously

**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](https://td.org/alc). Selected session facilitators receive complimentary registration.**

No

