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| **Chapter Name** | Piedmont NC |
| **Chapter Number (ex. CH0000)** | CH4054 |
| **Chapter Location (City, State)** | Greensboro, NC |
| **Chapter Membership Size** | Small (Less than 100) |
| **Contact Person for this Submission:** | Christine Gilmore |
| **Email Address:** | [cgilmore@bellpartnersinc.com](mailto:cgilmore@bellpartnersinc.com) |
| **Phone Number:** | (336) - 232 - 5510 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | <http://tdpiedmont.org> |
| **Submission Title:** | Road Shows |
| **Submission Description:** | Our chapter has for over two years been hosting our Road Show events at least 3 times per year. Our Road Show is when a local company opens its doors and hosts one of our monthly meeting events. They share best practices, how they have overcome challenges and their process they use to train their teams. The road show typically has a hands on component to it where the attendees can participate in what their trainees experience such as: making a Krispy Kreme donut or riding in a Volvo truck. |
| **Need(s) Addressed? Please be specific.** | The ability to showcase real life challenges and how they overcame them, real life examples and share best practices and ideas in addition to networking. Even though the industry may be completely different its a great chance to look outside of your own industry to benchmark other company training. |
| **What is your chapter's mission?** | To be trusted resource for talent development professional in the piedmont triad area. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Hosting the road show in addition to allowing best practice sharing and networking often results in the sharing of resources that the hosting company is using. |
| **National ATD's mission is to "empower professionals to develop knowledge & skills successfully". How does this submission align with ATD's mission? Please provide specific examples.** | Benchmarking is a great way to develop skills and knowledge. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Any training, development or talent management professional at all levels. |
| **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)** | The hosting company volunteers to help get the event set up, our chapter programming team helps guide them to ensure the experience will be a success. |
| **How did you implement: (please give a brief description)** | We implemented by starting with current ATD members and asking if they would be willing to showcase their training. We have now expanded to even companies outside ATD membership, example companies how have received awards in the training industry, ie. BB&T. |
| **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.)** | Our members surveys for those event have scored very high. Attendance at the road shows tends to be higher than some of our other events. The event also is an opportunity for the host company and its leaders to get to know ATD more. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Be sure to have someone from the board work with the hosting company and focus on applicable things the attendees can take away, it works really well when the company shares how they solved a problem. For example our Bell Partners road show focused on how we consistently train associates in 15 states at 250 communities with just 4 training team members. |
| **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.):** | By laws, our wild apricot data |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Other |
| **If you selected "other", please explain your response.** | at ALC |