SOS Submission Form

Chapter Name:	Capital Regional
Chapter Membership Size	Small (Less than 100)
Contact Person for This Submission:	Barbara Davis
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Chapter Board Position:	VP, Marekting & Communications
Chapter Website URL:	http://cratd.org
Submission Title:	Going Virtual - Conferencing in Response to Crisis
Submission Description:	When faced with an ultimatum: adapt or cancel, CRATD chose to adapt. The adjustment of the require diligence, new learning, and patience with learning curves the led to a successful local virtual conference in September 2020.
Need(s) Addressed? Please be specific.	Annual conference provides content to over 100 L&D professionals and organizations in the Capital Region.
What is your chapter's mission?	To be the most trusted resource in the Capital Region for learning and development.
How does this effort align with your chapter's mission? (Please provide specific examples)	Our effort to move virtually showed that regardless of the circumstances outside of our offices, or homes, we are still a local, leading resource of Learning & Development content to the Capital Region.
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.	CRATD's conference has been a dedicated event for the L&D professionals in the area from Buffalo to Vermont. This year's sessions included everything from understanding Excel for supporting ROI of training, to lessons in leadership and engagement, mental health in the workplace, and leveraging untapped talent pools. This variety of content empowers L&D professionals to do more than just train--but become a talent partner to support their workplace in a well rounded manner.
Target Audience: (Who will benefit/has benefited from this effort?)	All levels of Training, Learning & Development, HR Manager professionals, L&D Consulting entrepreneurs. Additionally managers with responsibilities to align HR strategy, talent development, and business objectives.

Costs/Resources Used: (Please include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)	Speakers - engaged and connected with weekly (2-3 hours per week) Zoom used to complete two full day (9:00-4:30) of content! Professional subscription - $149 + taxes In Kind Sponsorships: Cahoot, Engaging Surveys, and Video production Committee - 7 members, 2 board co-chairs We did NOT use a third party hosting service and/or tech support system. The entire committee produced, hosted, and ran all the sessions for the 2020 Talent Development Conference.
How did you implement: (please give a brief description)	Our team was well into planning when we needed to make adjustments to virtual format. Implementing the schedule and day of format were the boldest challenges but we were able to find compromise and provide autonomy to participants. Our conference was planned for two days, from 9:00 AM to 4:30 PM, with six sessions per day. We conducted session survey after each presentation, and at the end of the day as well. Our committee members were the hosts to support virtual chat and polling functions, as well as other technology issues that arose. We did have other members of our board provide introductions for the speakers at the beginning of each session. We decided to use full day sessions with ONE meeting link for both days. This allowed participants to come in and out as they determined the sessions to be the best fits for them. Creating this autonomy provides participant the freedom to address their day-to-day job, family challenges identified with COVID such as homeschooling. To support the community in learning how to interact during the sessions by providing a frequently asked questions section open to the public. Questions asked and answered included if sessions were live (which they were), if they paid one price for both days or just one session, if content was available after, and how easy it is to join the session. FAQs can be reviewed on the CRATD website as they will remain posted through the end of 2020.
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.)	100% interest in attending again 87% overall satisfaction with content and technology experience Average of 30 attendees per session Speaker/session satisfaction scored over 80% for EACH of our 12 sessions. Corporate Membership lead generation - 4 NEW corporate memberships Regional Speakers from all over NYS, Canada, AND Pennsylvania

Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)	Engagement--indicators at the beginning of the sessions in regard to live breakout rooms and or downloadable content Participant Attraction--connecting with more local complementary organizations to market Region Support--more dedicated time using connections with the regional chapters and NAC (they are there for a reason)! Music for breaks, and provide a dedicated lunch time section. Instead of a normal break, provide a break specifically for them to get lunch to come to back to a keynote or just the break itself.
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.):	Tracy Morse Lana Gossin Cassie Bixler Holly Kahn Candice Hunt Lynne Rittner Lisa Ryan For reference of CRATD content please visit: http://cratd.org/professional-development/conference/
Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to sos@td.org)	https://www.formstack.com/admin/download/file/9007331106
How did you become familiar with the Sharing Our Success (SOS) program?	Saw or heard of SOS from Linked In Chapter Leaders' Group
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. Selected session facilitators receive complimentary registration.	Yes