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| **Chapter Name** | Kansas City |
| **Chapter Number (ex. CH0000)** | CH6027 |
| **Chapter Location (City, State)** | Kansas City, Kansas |
| **Chapter Membership Size** | Medium (100 - 299) |
| **Contact Person for this Submission:** | Amy Swaminathan |
| **Email Address:** | [amy.swaminathan@terracon.com](mailto:amy.swaminathan@terracon.com) |
| **Phone Number:** | (913) - 568 - 8049 |
| **Chapter Board Position:** | President Elect, ATD Kansas City |
| **Chapter Website URL:** | [https://tdkc.org/](http://enotification.td.org/track/click/30530608/tdkc.org?p=eyJzIjoiZTBFZmZaMFFZLUFIVkhvNlVtWFR4c29IQ1RFIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL3Rka2Mub3JnXFxcL1wiLFwiaWRcIjpcIjRjMDczMTUzYTg0ZTQ4NzQ4NmUxZDUwNDkwYWExMDgwXCIsXCJ1cmxfaWRzXCI6W1wiNWM0ZWUzZTVmNTMzNDU5MjBiMmY3Njc5ODg1MzI4YjExMjA1NzBkZFwiXX0ifQ) |
| **Submission Title:** | 2019 Midwest ATD Chapter Meet Up w/Sponsor |
| **Submission Description:** | The ATD Kansas City Chapter collaborated with other ATD chapter leaders to host a networking event at the 2019 ATD International Conference & Expo (ICE). The event, Midwest ATD Chapter Meetup, was sponsored by SkillPath, an ATDKC local sponsor, and a Platinum sponsor at ATD ICE. By leveraging our local sponsorship relationship with SkillPath, we were able to “join forces” and co-host a meet-up event for other local chapters to network.  To widen our opportunity to reach attendees in our local area, the ATD Kansas City chapter partnered with ATD Nebraska (Omaha) and ATD St. Louis board members to invite attendees in our chapter zip code reach to meet our goal to provide a networking experience for ATD members attending ICE who may or may not been local chapter members. We had heard that many ATD ICE attendees do not know about local ATD chapters in their area. This was an opportunity for us to build our regional community, impact chapter membership and share a sponsor relationship with other chapters.  By working with a sponsor, the room rental and drink minimum was generously paid for. Our sponsor had their own invite out to VIP clients and saw that working with local ATD chapters, they could broaden their networking reach by meeting new contacts. SkillPath asked us to commit to the cost for 50 attendees that would be invited and tracked through a separate event invite. Being non-profit, we all had to get budgets approved by our boards. We (ATD KC, ATD St. Louis and ATD NE) agreed to split the cost of 50 attendees (food).  ATD offered to help us with the invite distribution to ICE Attendees (national and local members) within our chapter zip code radius. We provided our chapter zip codes and the invite link/details to ATD National (Samantha Herman) who then distributed an email to ATD ICE attendees. This ensured that ATD ICE attendees didn’t feel that their personal information was being shared without their permission. It was the right thing to do and it paid off. Once the ATD endorsed email went out the event filled to the 50 capacity in one business day! We had to politely decline many people who wanted to sign up and join the networking event.  ATD will run a report of all ICE registrants who are national, chapter and national-only and send out an email on our behalf. Since the list of national attendees in our respective cities who are not members of our local chapters is a prospective group ATD can help us all reach. |
| **Need(s) Addressed? Please be specific.** | Having local chapter presence at ATD ICE |
| **What is your chapter's mission?** | ATD Kansas City  Our mission is to promote excellence in the field of learning and development. We encourage active participation, learning and the exchange of ideas to assist members in career and leadership development, organizational effectiveness and profitability, performance improvement and the advance of human resource development.   ATD St. Louis We empower professionals to develop the knowledge, skills, and behaviors critical to success through learning and networking opportunities.   ATD Nebraska  Our mission is to enhance members’ abilities, to develop talent and support clients and organizations in our local and global communities. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Various chapters participated and while they each have different missions all focus on empower professionals and that was the goal of this event to empower professionals through sharing knowledge while networking. |
| **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.** | The event was promoted to attendees as an opportunity to meet others, unwind after a long day at the conference and share #ATD2019 highlights with other meetup participants. It turned out to be more than that. There were lots of conversation and sharing around what is being offered in local areas for continued development and community building amongst Talent Development professionals. What we accomplished together exemplified our chapter missions and ATD National, while having a great time! |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | ATD ICE attendees who are not part of the local chapter. |
| **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)** | We requested commitment from participating chapters (St. Louis and Nebraska), to divide the overage costs between our three chapters. This had to go through a BOD approval vote for each chapter. SkillPath, our sponsor, picked up the cost of the room rental and 50 of their own invites. They also covered the bar tab. |
| **How did you implement: (please give a brief description)** | See attached |
| **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.)** | See attached. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Lessons Learned: (Hints and tips for other Chapters who may be considering a similar effort) 1. Get your VP of Finance involved from the start to be a part of all budget conversations with a sponsor and partnering chapters.  2. Refer to other SOS submissions for ideas and considerations.  3. Partner with ATD National partners (i.e. Samantha Herman) 4. Wear comfortable shoes! It’s a long day at ATD ICE and just when you think you have no energy left, there is always a surge of energy networking with others. It was a 14-hour day that was awesome from start to finish! |
| **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.):** | Chapter Recognition Committee members. |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Other |
| **If you selected "other", please explain your response.** | ATD ICE Chapter Leader’s Day. |
| **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=eyJzIjoiSjFQSjZHQWt4azR5SWZfT1I5TWJZeUNmT1E4IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjRjMDczMTUzYTg0ZTQ4NzQ4NmUxZDUwNDkwYWExMDgwXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |