From: SOSForm@astd.org[SMTP:SOSFORM@ASTD.ORG]

Sent: Monday, December 29, 2008 10:59:02 AM

To: Membership Fax

Subject: Chapter Recognition Submission Form - chapter: Charlotte Chapter of ASTD

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Submission Date: 12/29/2008 10:59:01 AM

Chapter Name: Charlotte Chapter of ASTD

Chapter ID: 4067

Chapter Location: Charlotte, NC

Chapter Membership Size: Medium (101-300)

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Contact Person for this Submission: Owen Davis

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Phone Number: 704-845-8119

Chapter Title: Administrator

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Chapter Website URL: <http://www.astdcharlotte.org>

Password if needed: n/a

Title of Effort: Day of Learning

Description of Effort: Day of Learning is a one-day conference with multiple tracks and is the main event of Charlotte ASTD's Employee Learning Week activities. It's purpose is to provide advanced learning practitioners with a local, high quality professional development opportunity. The conference is co-sponsored by Charlotte ASTD and Bank of America.

Need Addressed:

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD's mission? Yes

Target Audience: The target audience included learning professional and leaders in the greater Charlotte area.

Costs/Resource Use: The strategy for managing the event cost (allowing for a small fee for attendance) was to gain vendor/sponsor participation. Sponsorship included speakers, vendor booths, and meals. This approach allowed the almost 200 attendance to pay only $49.00 for the day (including meals).

How did you implement: Led by Past President Dawn Adams Miller and in partnership with Bank of America (led by Scott Sutker), a small event team facilitated all the decisions running the event like a special project. The event model included a keynote with Elliot Masie, three learning paths covering areas of Designer/Abstract, Developer/Technology, and Management Functions and a CLO panel discussion (panel included Bank of America, Wachovia, Lowe's Home Improvement, Belk, and Ninth House). The day's events wrapped up with a social and door prize drawing. The Day of Learning was linked to the Employee Learning Week and inluced Governor and Mayor proclamations.

What were the 0utcomes: The outcomes of the event included: An attendance satisfaction rating of 4.63 Net proceeds to the chapter of almost 8,000

Lessons Learned: Keys to success: Pick a date and location early in the process, confirm facilities early. Identify key message and themes and communicate and promote often. If corporate participation is desired - find leaders within the corporation for sponsors.

This form was submitted at: <http://www.astd.org/membership/ChapterLeadership/sosForm>

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