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| **Chapter Name** | ATD Florida Suncoast Chapter, Inc. |
| **Chapter Number (ex. CH0000)** | CH9063 |
| **Chapter Location (City, State)** | Tampa, FL |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Jenni Stone |
| **Email Address:** | [vp\_programs@atdsuncoast.org](mailto:vp_programs@atdsuncoast.org) |
| **Phone Number:** | (727) - 242 - 1966 |
| **Chapter Board Position:** | VP, Programs & Workshops |
| **Chapter Website URL:** | <http://atdsuncoast.org/> |
| **Submission Title:** | Speak Easy-Taking the Pain Out of the Speaker Selection Process |
| **Submission Description:** | Selecting the perfect speaker for an event can be a make or break decision for the entire event, but it’s often a process to which only a small amount of time is dedicated. We spend a fair amount of time on other logistical elements like food and beverage, entertainment, décor, and activities, and in comparison to the amount of time that typically goes into speaker selection; we recognized there was a need to improve this process.  The right speaker with the right content delivered the right way to our audience can measurably increase sales, increase performance, increase customer satisfaction, improve profits, expand engagement, recruit more volunteers, and more. Given the possible outcomes of a highly effective speaker, this is one of the most crucial elements of the planning process and requires a very strategic approach. |
| **Need(s) Addressed? Please be specific.** | Here’s the old model we’re all used to: The call for proposals goes out, speakers email with a general overview of their talks, speakers are chosen by a volunteer committee, those speakers speak at the conference or event, attendees roll the dice and hope that they end up attending a worthwhile session. At the end of the day, we’ve basically left our program content in the hands of our speakers. We knew there had to be a better way. How can we make sure that our sessions are supporting a single theme? How do we keep speakers on topic? Is it even possible to break the cycle and evolve our event? We knew there had to be a better way to find, vet and provide meaningful topics that were aligned with our mission, and the ATD competency model. So in response to this need, we created an online Speaker Proposal Form. This will allow us to obtain all the information needed to properly review, vet, and approve quality speakers. |
| **What is your chapter's mission?** | The ATD Florida Suncoast Chapter, Inc. provides its members with the knowledge, skills, tools, and resources necessary to ensure ongoing professional development, and the ability to deliver exceptional value to their organizations in the area of talent development, workplace learning, and performance. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | By evolving our method of collection, reviewing and vetting our speakers, we can be sure to provide topics that will enhance our members’ professional development, and to ensure they have the latest competencies needed for success, delivered by competent, engaging, knowledgeable speakers. |
| **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.** | Empowering professionals to develop talent in the workplace starts with providing them with meaningful programs that not only enhance their technical skills, but extend beyond that to provide ways and means to empower themselves, and develop personally and professionally. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | The target audience extends beyond our membership. Providing better programming will not only retain current members, but will draw new members and guests. This is also a means to re-engage the dormant members, by providing something new. |
| **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)** | There was no cost associated with making the online speaker proposal form. There were a couple of hours of manpower involved as I created the proposal, and our President, Nick Elkins, created the online submission using Google docs. |
| **How did you implement: (please give a brief description)** | We began immediately forwarding the link to all parties who emailed programs about speaking. We also placed the online survey on the home page of our website for easy access. |
| **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 first speaker chosen who utilized this form, and was fully vetted, including reference checks, received exemplary marks on our after meeting survey. Her topic was relevant, engaging, different, and fell within the ATD Competency Model. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | It’s hard to change an old process, especially when certain speakers have been used in the past because they were/are members, or have spoken at other ATD events. This allows you to carefully and thoughtfully choose programs and speakers. Make sure everyone (board members, volunteers, members and contacts) is aware of the new process. It makes it a lot easier to collect speaker info. |
| **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.):** | We based our proposal document on the competency wheel, asking our speakers to make sure their topics fell within the wheel. |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Other |
| **If you selected "other", please explain your response.** | ATD ALC |
| **Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? \*Participating chapters receive up to two complimentary registrations for presenters.** | Yes |

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