

Chapter Name	Cascadia
Chapter Number (ex. CH0000)	CH8029
Chapter Location (City, State)	Portland, Oregon
Chapter Membership Size	Medium (101 - 349)
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Chapter Board Position:	Executive Director
Chapter Website URL:	https://www.tdcascadia.org
Submission Title:	Conference Exhibitor Pre-Work
Submission Description:	For our 2018 Chapter Annual Conference, we introduced a dedicated vendor time at the conference with pre-work that included videos and information. The incentive to do the pre-work was a raffle that included any one Chapter event in 2019 for free (up to a \$300 value).
Need(s) Addressed? Please be specific.	Providing our vendors a high quality experience and a more productive interaction with conference participants. This is a way of validating the money they spend to be a vendor.
What is your chapter's mission?	Empower professionals to develop talent in the workplace.
How does this effort align with your chapter's mission (Please provide specific examples)?	Having a high quality conference usually means high quality vendors and a trade show. Providing more value to the conference attendees by giving them access to vendors who can help them develop talent is another way of supporting our members.
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.	See above.
Target Audience: (Who will benefit/has benefited from this effort?)	Conference attendees by having access to possible sources of TD support. The chapter by providing a quality service so vendors

return year after year and support the chapter financially. The vendors are also a targeted audience to ensure they have a positive experience as well as better leads from the conference.

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)

One of our chapter sponsors, UMU, provided the platform. The vendors provided the content (video, information). The ATD staff populated the site. No direct dollars were used. Staff time and vendor time would be costed against hourly rates.

How did you implement: (please give a brief description)

Working with UMU, we developed a website platform that would allow visitors to review information about each of the vendors prior to the conference. The information included short product and service videos, what to ask the vendor and who to contact. We also provided all the vendors with a copy of the conference participants who completed this process. As part of registration, as well as, when the participant went on to sign up to do the raffle attached to the vendor prework, there are statements acknowledging that the participant is okay with sharing their contact information with the vendors. This provides yet another point of contact for the vendors to talk to a conference participant about the possible use of their product.

The conference had a designated time for the attendees to go through the vendors later in the day.

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.)

No hard data available. Out of 213 conference participants, 76 complete the raffle connected to this platform.

The chapter talked with every vendor about how this worked for them. Every vendor had a very positive response to this. They said that participants that came up to them were informed and had specific questions to ask. This made for a better experience for the attendee and the vendors. It can also lead to better conversion to sales or more inquiries on their product.

Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)

Get the information from the vendors as soon as possible. Market the opportunity often before the conference. Bring it up at the conference and give participants a deadline to finish it the morning of the conference.

Find the best ways to communicate about the pre-work/raffle incentive. Emails were sent as well as a social media campaign leading up to the conference. However, as of a day prior only 1 had signed up to do this. They made it a part of the welcome/announcements at the beginning of the day and by the time the vendor fair/time happened they had 75 more that had

done it. This provides the attendees more time to research instead of doing onsite.

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.):

No specific chapter guides, just good conference planning and ideas from vendors about how to increase traffic to their booth.

[SOS Submission 2018 Conference Vendor PreWork.pdf](#)

The prework webpage is also accessible to view:

Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to Samantha Herman, sherman@td.org)

- Go to UMU.com.
- Go to the three horizontal bars in the upper right corner.
- Click on those.
- Click on "access code".
- Enter the access code of vs0680 and click Join.
- Scroll down to the word "start" in the lower right corner.
- Then click on "next". You can get back to the "raffle" portion at the end.
- Navigate around as you wish

How did you become familiar with the Sharing Our Success (SOS) program?

Other

If you selected "other", please explain your response.

Have submitted and won before.

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