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| **Chapter Name** | Greater Atlanta Chapter |
| **Chapter Number (ex. CH0000)** | CH9047 |
| **Chapter Location (City, State)** | Atlanta, Georgia |
| **Chapter Membership Size** | Large (301+) |
| **Contact Person for this Submission:** | Dennis Trusch |
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| **Phone Number:** | (678) - 880 - 6964 |
| **Chapter Board Position:** | Director of SIGs/GIGs |
| **Chapter Website URL:** | <http://www.astdatlanta.org> |
| **Submission Title:** | Adding zing to your meetings – Going beyond corporate America |
| **Submission Description:** | The idea is think more creatively about the type of events that individual SIG’s and GIG’s (or chapters for that matter) present. We are always looking for a company or an individual to speak for us in order to provide something of value to our members. Each year it gets more challenging as we tend to begin to see the same speakers, same companies (or types of companies) and same topics. What I want you to do is think outside of corporate America and outside of traditional roles.  For example, thinking outside of traditional corporate America gave one of our SIG leaders the idea to invite a training and development person to speak from the Atlanta Falcons organization of the NFL. The idea was to learn something about a development program that arguably none of us had ever experienced and that was, how do you develop brand new 20 year olds that are in many cases now instant millionaires. How do you deal with life skills, maturity levels, financial concerns, handling fame and fans. We wanted meeting attendees to think about what creative ideas could be brought back to their own organization that they may never have even considered.  For thinking outside of traditional roles, we brought in the pilot training director for Delta Airlines. Once again, most of us have not had to develop individuals that may have been military heroes with 25 to 30 years of flying experience and whose responsibility it is to everyday have the lives of hundreds of people in their hands. We wanted to know about the unique ways in which experienced pilots were developed and how could we apply those principles to our organization.  Understanding that every chapter and every SIG/GIG may not have an NFL team or a major airline at their disposal, you should think about local fire departments, police stations, military bases, burn centers, or peace corp offices. Basically, it is thinking about new and interesting job roles, critical services, or highly unique companies that would spur interest just because that company or role is being discussed at one of your meetings.  Simple idea? Yes! Highly effective? Absolutely! |
| **Need Addressed:** | This idea was to address a primary need of offering our chapter members outstanding value for their membership fees. A secondary goal was that over time, we would see an increase in membership as we continue to offer “have to be there” events. By providing outstanding events we are also supporting ASTD’s Mission and Vision of Empower professionals to develop knowledge & skills successfully and Create a world that works better. |
| **Does this effort align with your chapter's mission?** | - Yes |
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| **Target Audience:** | All chapter members and leaders who are responsible for developing and scheduling events for chapters. |
| **Costs/Resources Used: (include any funding you were able to get through donations, contributions, barter, etc. and how you went about getting these resources. Also include how much volunteer/board member time this effort took)** | No additional costs or resources are needed for this idea. Current volunteers would spend an less than two hours finding the speaker, confirming dates and content, and getting relevant information from the speaker in order to promote it. |
| **How did you implement: (please give a brief description)** | This idea simply requires chapter leaders and volunteers to think creatively about what roles and companies they would like to have speak at their events. |
| **What were the Outcomes: (include financial, membership increases, target audience satisfaction levels, publicity for the chapter, and of the profession)** | Both sessions were highly rated as to the quality of content, speaker, and usefulness back at the attendees organization. The Atlanta Falcon session was rated at 4.7 out of 5 and the Delta Airlines session was rated at 4.4 out of 5. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Lesson learned was that it was no more difficult to get speakers from these organizations than from any other. Training and Development people are always willing to share their knowledge and experience, you just have to ask. |
| **Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice.** | No specific chapter resources were used. This is a change of how event topics should be viewed. |
| **Please attach any documents that help support this submission: (additional documents should be sent to** [SOS@astd.org](mailto:SOS@astd.org)**)** | [ProgramDescriptionsForSOS.docx](http://forms.astd.org/download.php?q=Zm9ybV9pZD0xMSZpZD01NiZlbD1lbGVtZW50XzE2) |

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