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| **Chapter Name**  | Mid New Jersey |
| **Chapter Number (ex. CH0000)**  | CH1097 |
| **Chapter Location (City, State)**  | Princeton, NJ |
| **Chapter Membership Size**  | Small |
| **Contact Person for this Submission:**  | Peter Rizza (or Juliet Hart) |
| **Email Address:**  | prizza@princetoncenter.com |
| **Phone Number:**  | 609-865-2906 |
| **Chapter Board Position:**  | Director-at-Large, Current VP Technology |
| **Chapter Website URL:**  | https://midnjatd.org/ |
| **Submission Title:**  | Technology Showcase |
| **Submission Description:**  | Technology Showcase, hosted by DeVry University (but could be anyone) |
| **Need(s) Addressed? Please be specific.**  | Wanted to expose members to technology and showcase it so that they can see it and take it back and improve talent development.We have done this eight different times and have used themes to organize the topics (ex. AI, mobile technology, etc.) |
| **What is your chapter's mission?**  | To enhance the professional standing and knowledge-base of its members. We will accomplish this by:* Providing an on-going forum for education and information exchange.
* Becoming the source of choice for Mid NJ training and performance consulting.
* Providing support and guidance in an increasingly competitive work environment.
* Supporting and contributing to the committees of which we are a part.
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| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | Part of our mission is to provide an on-going forum for education and information exchange and we did this by providing an opportunity for local talent development professionals (members and non-members) to get together, learn about technological advancements in talent development, try them out (where applicable), and network and share their experiences. |
| **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.**  | This program empowered our members to improve their talent development efforts by providing them with hands-on technology training that allowed them to see the technology in action and practice for themselves (where applicable). |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | Members and non-members. This event also drives membership in the sense than about half the attendees are non-members and these events encourage a lot of non-members to join. This past year we increased our membership by more than 30%, immediately following this event.  |
| **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)**  | This program costs more than a typical monthly meeting as it is a half-day event so the cost of the venue is higher, catering also is higher, but we offset the cost by selling tables to 8-12 vendors who then showcase their products and services. We also attract a few speakers (4 presentations) and we recruit a host sponsor – this year was with DeVry University. This is our eighth year of holding this program and we’ve always partnered with a host sponsor to help defray costs – this year just happened to be with DeVry University.  |
| **How did you implement: (please give a brief description)**  | We cross-advertised with the other local ATD NJ and PA chapters, with the local universities, and with the NJ Technology Council. We have several conference plans from previous years (this is our eighth year) that include checklists, financial plans, budgets, vendor and speaker forms, lessons learned, etc. that we used to implement this (to be forwarded to Chapter Services). |
| **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.)**  | * 62 registrants (across vendor, regular and free/guest) when our regular membership pool is ~50 members. We do get an approximately 50-50 mix between members/non-members.
* Increased membership in chapter by 30%
* Realized a net income of $3163.86 (75.24%) profit margin($4205 in registration fees minus $1041.14 in related expenses)
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| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | Have one-less speaker (timing issues) and have more “hands-on” with the technology (less “tell”, more “show”); add more networking; want to have sessions co-located vs in other parts of the venue. Above all, plan EARLY (we’re already planning for next year) and look for those speakers who have national conference experience presenting. Have a larger conference committee. |
| **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 tapped two speakers from previous ATD conferences (via the programs for ICE, TechKnowledge) who were local, rated well, were available, so that was a huge plus. We asked one (or more) to do a smaller/shorter version of a previous topics.  |
| **Please attach any documents that help support this submission: (additional documents should be sent to Samantha Herman,** sherman@td.org**)**  | * Vendor checklist
* Speaker form
* Spreadsheet of role for conference committee
* Sample flyer
* Sample MP4
* Sample Annual Tech Event Program
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| **How did you become familiar with the Sharing Our Success (SOS) program?**  | As a member, have heard of it and submitted others |
| **If you selected "other", please explain your response.**  | N/A |
| **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=eyJzIjoiQUsxa01maXQwRlVRUXVWUkFVdTBaUGtJTUhNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjllOWIwNzRmNjkzYzRlMTJhZDJlZjdjM2UwNTViY2M2XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |