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| **Chapter Name** | Chicagoland Chapter Association for Talent Development |
| **Chapter Number (ex. CH0000)** | CH50009 |
| **Chapter Location (City, State)** | Chicago, IL |
| **Chapter Membership Size** | Large (300+) |
| **Contact Person for this Submission:** | Eileen Terrell |
| **Email Address:** | [xtrn2lv@gmail.com](mailto:xtrn2lv@gmail.com) |
| **Phone Number:** | (847) - 312 - 8297 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [https://atdchi.org/](http://enotification.td.org/track/click/30530608/atdchi.org?p=eyJzIjoibHpVbzhNUzlDc1lOZHpKa0MxMEZWanc2emRjIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2F0ZGNoaS5vcmdcXFwvXCIsXCJpZFwiOlwiOWRhNzk4OWUxYjQxNDFiZThiMjJkYmEyY2RlZTFhY2RcIixcInVybF9pZHNcIjpbXCJmMzk3M2U1MmJhNmNlMDE5Y2NjMzljNTQ2OGYyM2Q2NjNhMWM3NDg1XCJdfSJ9) |
| **Submission Title:** | 3-Pronged Approach to Marketing - 1.2.3. GO! |
| **Submission Description:** | Our VP of Marketing has modified the approach for marketing our events; face-to-face and webinar. We leverage our social media platforms and emails. Our primary channel has been via LinkedIn. She has taken a three pronged approach. The 1st time, she markets the event, highlighting the topic with a custom created image related to the subject matter of the event. The second time, she highlights the topic and the speaker again with a custom created image leveraging the original image so there's a clear relationship. The last approach is to create a short video, 1 minute or less, again leveraging the themes/images from the original custom created image. Our VP has done an amazing job identifying free or low cost tools to create images and videos. She uses Lumen5 for the videos and Canvaa for the graphics. Once she creates the assets, she has ensured she creates a version for all of our social medial platforms, Facebook, Twitter, and LinkedIn. She posts this in Basecamp for the entire board to then share with their personal networks. |
| **Need(s) Addressed? Please be specific.** | Increasing our reach to our current and potential members beyond email. Be intentional for how we leverage our social medial platforms to market our programs. |
| **What is your chapter's mission?** | ATDChi 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 workplace learning and performance. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | There are a variety of professional development opportunities available to talent development professionals in the Chicagoland area. We want to continually let now only our members know about potentiate opportunities, but also the diversity in our topics, venue location, and delivery channels. We offer members a discount for the face-to-face events and at no cost for our members. This is a tangible benefit that we want to continue to highlight. Our topics are often aligned to the ATD Competency model and this is by design. |
| **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.** | Through our programming, we ensure the facilitators are providing relevant information and tools that participants can walk away and apply immediately. This empowers them with the information/tools to help their workforce. We speak with each facilitator personally to ensure the structure and information shared is something that can be applied immediately regardless of industry and/or company. Our program selection is viewed through the lens of relevancy vs. just getting a but in the seat to serve as a speaker. We leverage the ATD Competency model as our framework. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Members, volunteers, potential members, and board members. |
| **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)** | Our VP of Marketing spends a few hours a month creating the marketing assets 6-8 weeks prior to an event. Each board member shares the asset with their personal networks. We pay the minimum amount for Canvaa and use the free version for Lumen 5. Our VP of Marketing researched a variety of tools to select the ones that would work for our chapter. |
| **How did you implement: (please give a brief description)** | The Lumen5 idea came from a session at the 2018 ALC. The VP of Marketing requested budget to purchase something to create marketing assets. She then wowed the board with the final output. |
| **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 highest number of visitors to our LinkedIn was 39. Our highest number of visitors in 2019 to date has been 88. The increase is trending in the right direction, attracting people to our site. We've increased the visibility using these assets because board members are also sharing these assets through their social media pages. The indirect benefits is that board members are also receiving additional visitors to their LinkedIn pages. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Select media/images that compliment the topic.  Consider repackaging the messaging to highlight a different component or use a different medium. |
| **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.):** | ALC 2018 |
| **Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to Kylie Malloy,** [kmalloy@td.org](mailto:kmalloy@td.org)**)** | [Digital Disruption 2 (2).png](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiNmtBRlFsbXAzUWZweWZ3X1lCRzJVdUl6eGdNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNak1tWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCI5ZGE3OTg5ZTFiNDE0MWJlOGIyMmRiYTJjZGVlMWFjZFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [Digital Disruption Speakers (2).png](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiMk0wWXFqRk1IS3ByT2cwd2J5S3FHVER3Q1VZIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNak1tWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCI5ZGE3OTg5ZTFiNDE0MWJlOGIyMmRiYTJjZGVlMWFjZFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Other |
| **If you selected "other", please explain your response.** | Via the Chapter Leader Calls, ALC |
| **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=eyJzIjoib2t2ZnJQM3BtWVV1VmF2RWNSbHN3bE5vZFFrIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjlkYTc5ODllMWI0MTQxYmU4YjIyZGJhMmNkZWUxYWNkXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |