Mt. Diablo Chapter SOS Supplemental

One of our chapter goals was to reach out to local board leaders of organizations related to performance improvement and HR as well as ASTD, just to get to know them, their challenges, and if they saw opportunities to work together in a way that would benefit all of our memberships. We contacted South Bay ODN, the Northern California HR Association, and Sacramento ASTD, and talked about the possibility of an event on a topic that would be of interest to all of our groups. One of the participants mentioned that he had thought of putting on webinars with a different format than the standard one hour free ones that were so prevalent so that we could differentiate ourselves. He suggested we host a 90 minute webinar, and charge a fee.

In the mean time, we met with Bob Mosher at TechKnowledge in San Jose. Mosher expressed an interest in working with Mt Diablo for an event, and offered to do it free of charge. We set a date for a 90 minute webinar.

We ran into a minor hitch with the idea of charging a fee. Each of our organizations had a slightly different business model. SBODN did not have annual membership dues, so they charged everyone the same rate for all their events. NCHRA had a policy of not charging members for events. ASTD had annual dues and discounted events for members. To make this work, we decided that each organization would market to their own populations and handle our own registrations. Each organization would also keep any fees that they generated. NCHRA very generously offered the use of their webinar platform, and their VP offered to be the producer. Our chapter created the general flyer with the title that demonstrated the collaborative effort of the four groups. We all then modified it to reflect our business models, and as a group, came up with a $27 fee for nonmembers of our organizations.

The webinar was a great success. We had about 80 people register, but later learned that a few people had more than one person on the call with them. The webinar was 90 minutes long, was highly engaging, involving and informative. In a subsequent meeting, we learned a few things. First, we may wish to consider a different fee structure; it felt a little odd for some of us not to charge a fee, while the other did. Not sure what the answer is to that, but it was something to consider. We also thought we should start marketing earlier, and maybe consider other markets outside of our geography – since it's a webinar, we could expand more broadly.