

Sharing Our Success (SOS) Submission Form

Chapter Name: Greater Atlanta

Chapter Membership Size: Large (300+)

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Submission Title: Developing a New Normal for Talent Development Conferences: Going Hybrid

What did you do? (a 2-3 sentence summary of your effort): The ATD Greater Atlanta chapter mission for our annual ACE conference was ReVisioning Learning, by helping Talent Development professionals to "accelerate skills of the future while combining successful strategies of the past.". This conference showcased a new way to share expertise and resources by combining in-person and virtual, audiences and speakers, using a low-cost Hybrid Event platform. Many organizations are having to embrace a hybrid work culture with so many people now working from home due to temporary office closures etc. This hybrid conference proved to people and organizations that hybrid can be just as engaging and beneficial.

Who benefitted from this effort (Target Audience) Check all that apply:

- Chapter Members
- Board Members
- Chapter Volunteers
- Chapter Sponsors
- Chapter Partners
- Potential Chapter Members
- Non-Chapter Members
- Consultants

Why did you do it? What chapter needs were addressed?

While restrictions from the COVID 19 pandemic have lifted, a significant percentage of people prefer the option and buffer virtual events provide. Many people live outside of the Metro-Atlanta area, and with the increases of gas, hotels, and food, professional development budget cuts from work, etc. traveling to our geographical region was not financially fiscal for some people. In addition, 50% of our selected speakers were unable to travel for their speaking engagement.

By offering the virtual component, we increased the breadth of knowledge available to all attendees. In addition, during the final week leading up to the conference, we experienced a 35% increase in virtual registrants due to COVID exposures and attendees were able to switch from in-person to virtual option with ease. Thus, allowing the chapter to maintain the registration instead of processing a cancellation and refund. Many people are struggling to find ways to have successful hybrid meetings and events, this conference was a demonstration of how in-person and virtual encounters can work.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

The chapter earned \$4,700 in conference sponsorships. Since the conference, we have gained 34 new members from individual, student, and organizational memberships. The chapter has received publicity and recognition from current and potential sponsors and partners, and several have expressed interest in next year's conference. We have secured a new strategic partner with a local professional organization, GA Association of I-O Psychology.

Many of the speakers posted positive comments and reviews of their experience and the conference overall (see attachment). There were 342 Speaker Webpage views, 1168 Community board messages, 123 Articles shared, 52 Meet ups arranged, 88% Announcement Open Rate, 38,308 Sponsor Impressions (times a sponsor's logo was viewed or interacted with), and 335 poll results were returned.

Feedback from both attendees and volunteers was overwhelmingly positive and in agreeance that the conference provided valuable professional development and networking opportunities, many have expressed interest in participating again next year.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

We had our hybrid event hosted on a conference platform called Whova. We utilized the chapter's Zoom account, and two volunteer's Zoom accounts to allow one Zoom account and link for each of the 3 rooms. Room attendants brought a laptop and connected to the venues Internet and AV resources to stream. Each room had one in-person room attendant and one virtual room attendant to engage with the virtual speakers and attendees.

We strategically planned and scheduled the virtual speakers to broadcast from one specific room and allocated one specific Zoom link for that room. This allowed anyone who wanted to participate in the virtual speakers' sessions, whether they were in-person or online to do so with ease. This also benefited the speakers and room attendants because there was no navigating between rooms or meeting links, it was the same all day for that room.

Financial Investments: While the cost of the Whova platform was \$3,189, that cost was offset by the previously allocated budget of \$2,520 from our discontinued meeting platform Remo, as well as, \$4,700 from sponsorship packages sold. We had to invest in 2 speakers and 2 microphones for the in-person speakers streaming to our virtual audience, as well as an onsite camera rental to increase the AV quality.

Time Investments: The conference planning was broken down into two periods, the initial planning to establish the vision, goals, speakers, tracks, venue, platform, etc. The secondary planning was opened to include a comprehensive planning committee from all areas involved. We met weekly for one hour for 3 months, then those people met with their teams to complete work tasks.

The digital swag bags which included carefully curated YouTube playlists for learning and listening cost about 6 hours of volunteer time, the virtual backgrounds were created using the chapter's Canva account (free for non-profits) by the Technology Committee (2 hours), and the Free Resource Guide was donated by the VP of Technology.

People Resources: The conference planning committee was 18 people, comprised of board members and chapter volunteers. Members from the planning committee communicated with the Technology, Membership, Community Relations, Strategic Partnerships, and Marketing committees to complete tasks.

Is there anything you would do differently?

Separate the in-person from virtual events by days. For example, have the in-person speakers on day 1 and the virtual speakers on day 2. We would record the in-person speakers, instead of streaming them, to avoid the technology issues that delay the in-person presentations and interactions.

When did you start working on this effort?	Feb 03, 2022
When did this effort go live?	Aug 18, 2022
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	300
What resources did you use? Check all that apply:	Chapter funds Sponsorships/Partnerships Volunteers Board Members
How much money was spent?	\$1075
Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?	The ACE Planning committee along with our Strategic Partners teams, emailed, called, and enticed with beneficial sponsor packages. Sponsors were offered prime time slots to interact with attendees, promo videos on the platform, advertisements on the website and in the newsletter, \$4,700 in monetary sponsorships were acquired.
How many volunteers were you able to recruit?	25
Which board positions were involved in the effort?	President, VP Special Events, CFO, VP Membership, VP Community Relations, VP Strategic Partnerships, VP Technology, VP Marketing
Do you have any additional insights to share with other chapters implementing this effort?	Streamline your communication between different departments that are working on the various aspects of the conference. Ensure that your processes for speaker submissions and acceptance, sponsor acceptance and fulfillment, marketing strategy, volunteer assignments, and overall project plan are established and communicated early on to avoid inefficiencies and miscommunications. Did I mention, CREATE a PROJECT PLAN and have a designated project manager. If you have someone on your team that has strong project management skills, give them this opportunity to shine. Having a project manager (not just a conference coordinator or lead) and project plan will ensure your conference goes smoothly and your volunteers will want to participate next year.
Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)	https://www.formstack.com/admin/download/file/13550856687
additional supporting documents:	https://www.formstack.com/admin/download/file/13550856688

How did you become familiar with the Sharing Our Success (SOS) program? Chapter Leader
Select all that apply: ATD Chapter Leaders Conference (ALC)

Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? Yes
*Request for Proposals (RFPs) open in May of each year at td.org/alc. Selected session facilitators receive complimentary registration.

email_consent true
