

Sharing Our Success (SOS) Submission Form

Chapter Name:	Northeast Florida
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Chapter Membership Size:	Small (Less than 100)
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Chapter Contact Person:	Poonam Sahotra
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Email Address:	President@atdnefl.org
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Phone Number:	
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Chapter Board Position:	President
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Chapter Website URL:	https://atdnefl.org
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Submission Title:	Future Forward: Developing a Public-Private Partnership Annual Engagement Event to Prepare L&OD Practitioners for the Path Forward
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What did you do? (a 2-3 sentence summary of your effort):	To develop an all-day seminar that would engage both private, public, and corporate L&OD practitioners, we created a future focused talent development event offering practical tips and training to prepare for an uncertain, yet innovative and exciting future. We leveraged federal, state, and local leadership, as well as private L&OD practitioners, to help chart the path forward for our industry sector.
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Who benefitted from this effort (Target Audience) Check all that apply:	<input type="checkbox"/> Chapter Members <input type="checkbox"/> Chapter Volunteers <input type="checkbox"/> Chapter Sponsors <input type="checkbox"/> Chapter Partners <input type="checkbox"/> Potential Chapter Members <input type="checkbox"/> Non-Chapter Members
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Why did you do it? What chapter needs were addressed?

- Providing meaningful, accessible, and affordable professional development to practitioners who are immersed in the work of the present, but keeping a watchful eye on the trends of the future in artificial intelligence, machine learning, and other technologies impacting our work.
- Developing and expanding our Chapter brand as a provider of meaningful professional development in the space of innovation and future success.
- Expanding awareness of Association of Talent Development and its talent capability model.
- Promoting the benefits of membership, as well as extending our professional network.
- Expanding our sponsorship and partnership reach
- This was the first time the chapter had held an Annual Event since 2022 due to budget and board constraints

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.)

- 4 new sponsors were acquired (\$5000 total)
- 78 paid attendees (\$5190)
- Overall average rating of program 4.28 (out of 1-5 scale) 18 responses
- For every \$1 spent the chapter gained \$1.5 in revenue

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

- Event Plan: Delegated work as follows:
- Marketing and outreach plan: VP of Marketing & all board members, grassroots focused due to limited funding. Primary platforms: LinkedIn, Email, and targeted outreach. See Marketing Plan
 - Event logistics: VP of Technology, VP of Programs, President, President-Elect
 - Speakers: President, VP of Programs, Director of Programs .
 - Event Coordination: VP of Membership, Director of Membership, President-Elect, all board members

Is there anything you would do differently?

- Based on feedback from attendees and after action feedback from the board
- More breaks to network
 - Food catering needed to have vegetarian options
 - Perhaps have event on another day of the week
 - Coordinate with another HR event that was also on the same day (we competed for attendees)
 - The board agreed not to charge a few speakers and their guests program fees (while this was not the norm, accommodations had to be made for a few speakers that insisted on having their team attend the conference)
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When did you start working on this effort?	Aug 01, 2024
When did this effort go live?	Feb 28, 2025
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	100
What resources did you use? Check all that apply:	Chapter funds Sponsorships/Partnerships Board Members
How much money was spent?	\$5311
Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?	4 sponsors - \$5000 (Outreach efforts with a target list or sponsors that have current relationships with board members)
Which board positions were involved in the effort?	All board members were involved with this effort
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/18133350067
additional supporting documents:	https://www.formstack.com/admin/download/file/18133350068
additional supporting documents:	https://www.formstack.com/admin/download/file/18133350069
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	National Advisors for Chapters (NAC) NAC Area Call

Would you be willing to apply 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. Selected session facilitators receive complimentary registration.

Yes

email_consent

true
