ATD Education/Chapters Partnership Program Toolkit

ATD Education/Chapters Partnership Program Toolkit

ATD chapters are critical to the success of the education programs ATD conducts around the country, and serve as a way for learning professionals to connect and network with peers.

ATD has created this toolkit to help you maximize the benefits of the ATD Education/Chapter Partnership Program within your chapter. Your chapter can earn money through Chapter Incentive Program (ChIP) commissions and revenue sharing as well as receive complimentary program registrations by promoting ATD programs to the local community and chapter members. There are two ways your chapter can benefit from the partnership program: ChIP commissions and marketing partnership.

To help your chapter promote the ATD Education/Chapter Partnership program, this toolkit explains each of the two options in which your chapter can participate. It also includes templates and marketing strategies for use on your website, via email and through social media outlets.

Table of Contents

SECTION I: OPTION 1: CHAPTER INCENTIVE PROGRAM (CHIP) COMMISSION

The chapter promotes an already scheduled ATD national program to local community and chapter members. The chapter earns 10 percent of each certificate program registration fee for every attendee who enters the chapter's Chapter Incentive Program (ChIP) code at the time of registration.

Get Started: No need to sign up for this option. Simply begin promoting already scheduled certificate programs to your local community. Make sure to remind everyone to select your chapter's name from the dropdown menu at checkout! Visit www.td.org/education to find a list of programs scheduled in your area.

SECTION II: OPTION 1: CHIP COMMISSION + MARKETING PARTNERSHIP

Option 2 is similar to Option 1 with an added earning bonus. The chapter promotes an already scheduled program to local community and chapter members and **also** sends at least one marketing email to their chapter members about the upcoming ATD program. All ATD Chapters are eligible to participate. Read these FAQs for more details.

The chapter receives one complimentary registration (valued at $595 - $1,795) to a local ATD education program. **This complimentary seat cannot be resold or auctioned**. Many chapters give the seat away as a thank you to volunteers to reward their efforts on behalf of the chapter or as a door prize at a chapter meeting or other event, but it cannot be exchanged for money. The chapter also earns 10 percent of each certificate program registration fee when attendees register using their ChIP code.

Please note: There is a maximum of one comp per chapter every six months for a total of two per year. The complimentary registration cannot be used for ATD workshops and events, small conferences, ATD Training Design and Delivery Certificate, ATD Master Instructional Designer™, ATD Master Trainer™ *, or ATD Master Performance Consultant™ programs.

Get Started: Identify the certificate programs scheduled for your area and determine the methods your chapter will promote to members (newsletter, website, local meeting announcement, etc.) and a date you will send an email to all of your chapter members. Complete this online form to receive your chapter's complimentary registration.

SECTION III: MARKETING GUIDE

This guide provides general marketing tips and ideas for marketing an ATD Education program to their chapter and local area. Please contact your chapter's Chapter Relations Manager if you would like marketing banners and a logo branded for the specific programs coming to your area.

To make sure your marketing has as much impact as possible, you should complete at least **three different marketing touches, with one being email.** Here are 3 tips from chapter leaders on successfully marketing an ATD education program.

1) **Promote EARLY.** Programs are expensive for participants and people often need to get the cost allocations into their budgets as soon as possible.

2) **Promote often.** Send multiple emails starting as far out as six months.

3) **Promote singularly.** Don't expect people to come just because it is listed as one more event in the chapter newsletter. These events need their own solitary promotional emails. And use graphics! (examples: stock photos of business settings.)

Types of Communication

Small Touches - These are typically in-person events, like chapter meetings. They have the benefit of being a more personal interaction, with the main drawback of a more limited audience.

> **Examples:**
> - An 8 1/2x 11 flyers created in Microsoft Word and distributed at your chapter meeting promoting selected education programs.
> - A Microsoft PowerPoint slide projected on a screen mentioning the programs, giving dates and times as well as a brief, 1-2 sentence description. Click here to access the catalog for the descriptions.

Large Touches - These are mostly web and email-based, and give the advantage of being able to hit a much larger audience.

> **Examples:**
> - An email promoting an individual program or a list of education programs.
> - An ad on your chapter's website promoting the program.
> - Promotion through your social networks (Twitter, Facebook, LinkedIn).

Email Tips

- **Decide which Format to Use**

  o If there's only one program you're promoting, it's recommended you use the "Individual Program" email template. *See templates in the next section.*

  o If there is more than one program you are promoting, it's recommended you use the "Spotlight and Program List" email template. *See templates in the next section.*

- **Create the Email Body**

  o Use content from the program description from the catalog for marketing purposes. While the content on the td.org website and catalog are similar, the catalog is typically more concise and therefore more email-friendly.

    - *Example:* If you're promoting the Training Certificate, you would go to the online catalog and use the description and several learning objectives to market that program.

  o In marketing, there's a term called "above the fold." In email marketing, this refers to the space in an email that's seen without scrolling down. As a best practice, it's good to have at least one easily identifiable link to the content you're promoting.

    - *Example:* If you're promoting just one program, it might be a good idea to link the title of the program (above the fold) in addition to having registration information at the bottom (below the fold).

- **Create the Email Subject**

- o Try to keep the subject between 45-60 characters. The reason for this is that you want the entire subject to show in someone's inbox regardless of what email platform they're using. The subject may be cut off if your subject line exceeds 60 characters.

- o Keep the heading simple to avoid sounding gimmicky. For example, "6 certificate programs coming to your area" or "[Insert title] is coming to you this summer."

- **Choose when to Send Emails - Days, Times, and Frequency**

   - o **Day of the week:** To make sure your email is as effective as it can be, it's recommended you send it between Tuesdays and Thursdays. People are less likely to read a marketing message on a Monday or Friday (they're either just getting settled in for the week, or are getting ready to leave for the weekend).

   - o **Time:** When sending on a Tuesday, Wednesday, or Thursday, try to send before 12pm that day. Data has shown that people are less likely to open marketing messages after noon, so try to send it as early as possible in the day.

   - o **Frequency:** Ideally, you should send at least three email messages for the program(s) being promoted. The first email should go out at least 6 months before a program begins in order to give people an opportunity to allocate budget for the event. The second email should serve as a reminder about the program(s) and should go out six weeks before the first program begins. The second email serves as a last-minute reminder for people to register for the program and should go out about three weeks before the event. A final email should be sent at least one week before the program begins to gather in any last-minute registrations.

Chapter Website and Social Media

If you're going to place an ad on your website, there are two things to keep in mind:

- o People are more likely to pay attention to a text ad than an image. As counter-intuitive as it may be, a text ad helps them make a more informed decision about whether they'll click it or not when compared to an image ad.

- o Keep the ad "above the fold." This means that you should keep it in a space that a visitor can see without scrolling down or right.

   - If you'd prefer a visual ad, please contact your Chapter Relations Manager and provide the size of image needed.

Facebook and LinkedIn

Keep it personal. Instead of a direct copy and paste of the program description from the catalog (include link to catalog), focus on the fact that the program's coming to you, and highlight the learning objectives.

Example: "*The Training Certificate is coming to our area this October. This program is for anyone who's new to training or looking for a refresher. By the end of the program, you'll know how to write effective learning objectives, apply learning concepts, and how to manage and encourage participants of all backgrounds and learning styles. Read more about the Training Certificate at www.xxxxxxx.*

Choose When to Post - days, times, and frequency

o Because LinkedIn is more of a message board than a marketing platform, messages you send on it are more likely to stick around longer. As long as you make your message a Manager's Choice and put it in the spotlight, you should only need to send it once, preferably around a month and a half before the program begins.

Twitter

o Since you only have 280 characters, be as brief and to the point as possible.

o If you'd like to give more than the title, dates, and location, focus a tweet or two on learning objectives.

  ▪ Example 1: *"#ATD Training Certificate coming to us this summer. You'll learn how to manage different learning styles [shortened link]"*

  ▪ Example 2: *"Need help presenting and facilitating? Learn how at #ATD Training Certificate coming this summer. [shortened link]"*

Choose When to Post - days, times, and frequency

o **Days:** aim to tweet between Tuesday and Thursday.

o **Times:** people are most likely to read your tweets between 9 am and 3 pm.

o **Frequency:** Ideally, you would be able to send at least 3 tweets promoting the program. However, if you don't frequently update your twitter with information-based tweets (i.e., links to a blog), then your tweets may not be followed as much and therefore not be as effective. Therefore, it's more of a case-by-case basis for how much you should tweet about this.

Email Templates

<u>**Individual Program Template:**</u>

[CHAPTER BANNER GOES HERE]

We're excited to let you know that the ATD Education program, **[NAME OF CERTIFICATE PROGRAM]**, is coming to your area. **Don't miss your chance** to take the next steps in your learning career - you'll learn best practices and techniques you can apply immediately.

Project Name

Date and city, state

Program Description **(copy and paste information from website at www.td.org/education)**

Learning Objectives (copy and paste information from website at www.td.org/education)

- Learning Objective 1
- Learning Objective 2
- Learning Objective 3

Learn More   Register Now

[chapter logo here]   atd Education

Spotlight and Program List Template for Multiple Programs:

[CHAPTER BANNER GOES HERE]

We're excited to let you know that ATD Education programs are coming to your area. **Don't miss your chance** to take the next steps in your learning career - you'll learn best practices and techniques you can apply immediately.

Program Spotlight

Program name
Program date and city, state

Program Description **(copy and paste information from website at www.td.org/education)**

Learning Objectives **(copy and paste information from website at www.td.org/education)**

- Learning Objective 1
- Learning Objective 2
- Learning Objective 3

Learn more about this program.

Programs Near You:

- **Program 1**
  Date and city, state

- **Program 2**
  Date and city, state

- **See the full list.**

[your logo here]

atd
Education