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| **Chapter Name** | ATD South Florida Chapter |
| **Chapter Number (ex. CH0000)** | CH |
| **Chapter Location (City, State)** | FL |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Selen Turner |
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| **Phone Number:** | (305) - 924 - 1878 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [http://www.atdsfl.org](http://enotification.td.org/track/click/30530608/www.atdsfl.org?p=eyJzIjoiZGttZkVHTXZuZDIyRG9mRkU0dWJwUXRKb0pVIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmF0ZHNmbC5vcmdcIixcImlkXCI6XCI0YTMzMjBkYTFmYTI0OWJhYjdlN2EzMjIwNjY2OWYyN1wiLFwidXJsX2lkc1wiOltcIjQzNGQyMjk1MTJiY2NjNjA5NGFhOWM0ODY0Y2U3MTNmMGNjYzVmNjJcIl19In0) |
| **Submission Title:** | Providing Sponsored Networking Events |
| **Submission Description:** | Our chapter created sponsorship and partnerships within the community to provide opportunities for members to connect with one another frequently and within a close proximity where they live and work, we partnered with El Dorado (a furniture store) and local restaurants to provide food and nice ambience while networking. These events are free for members and due to sponsorship the chapter was able to provide these at no cost to the chapter and provide more frequently. |
| **Need(s) Addressed? Please be specific.** | Providing more opportunities at each county we serve has become more and more important for our members to continue see the value of our chapter and having more opportunities to connect. To provide face to face meetings more frequently is more costly and challenging due to the increased coordination those events require. However networking events requires less coordination and easily put together thanks to our sponsors and partners. |
| **What is your chapter's mission?** | Empowering South Florida Talent Development Professionals to gain knowledge and skills while building relationships. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Providing opportunities for our members to connect with other professionals is an important part of our chapter and these events provide value. The connections created support one another throughout their day to day needs when a member has a question, a problem they need to solve, an advise they may need from another member. These connections also help with job opportunities and career development. To add more value, these events are also open to the community with a nominal fee. This brings in more people to the events and creates more connections and conversations. |
| **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.** | As mentioned above, connecting members and community through networking events creates opportunities, job leads, expanded network. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | 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)** | We partnered with El Dorado Furniture store and local restaurants where appetizers were provided complimentary. El Dorado Furniture store provided all events with appetizers, drinks and entertainment fully included in their sponsorship package with a gift card drawing.  To organize all networking events, we have a dedicated volunteer position, Director of Networking Events, that reports into the VP of Administration. This allowed us to do more networking events and also find these sponsorship opportunities. |
| **How did you implement: (please give a brief description)** | We implemented the networking events one per county and one additional that is combined with Mentorship program graduation celebration. Events are spread throughout the year approx one per quarter. Providing one at each county helps us to increase high touch with our members and provide another opportunity for them to attend another event closer to where they live or work. |
| **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.)** | The sponsorships/partnerships created saved us all of our networking event budget and we were able to provide all 4 networking events at ¼ of our projected budget and saved the chapter money while creating more opportunities for members to connect. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Being flexible with dates has been the key for us to be able to create these opportunities. Some venues have slower days than others and are able to accommodate better.  Asking for complimentary when approaching restaurants proved to be successful.  A skilled volunteer in sales and also who have connection was also one of the key success factors for us. |
| **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.):** | Our Board of Directors Our skilled volunteer with connections Our bylaws and pricing for our offerings |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS on an area call with my NAC |
| **Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? \*Participating chapters receive up to two complimentary registrations for presenters.** | Yes |

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