**2009 SOS Submission: ASTD Utah Chapter**

**Conference Planning Guide**

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| **Submission Date:** 11/30/2009 6:42:44 PM **Chapter Name:** ASTD Utah Chapter **Chapter ID:** CH8031 **Chapter Location:** Utah **Chapter Membership Size:** Medium (101-300) | **Contact for this Submission:** Emily Lewis **Email Address:** [elewis@getralston.com](mailto:elewis@getralston.com) **Phone Number:** 801.328.1820 **Chapter Title:** President Elect **Chapter Website URL:** [www.astdutah.org](http://www.astdutah.org) |

**Description of Effort:** What to do in the year before your chapter's annual conference

**Need Addressed:** Instead of a hap-hazard approach to conference planning, this guide allows your chapter to pass along knowledge from year to year in order to ensure a successful conference

**Does this effort align with your chapter mission?** Yes

**Does this effort align with ASTD's mission?** Yes

**Target Audience:** Conference Chair, Conference Planning Committee, Board of Directors

**Costs/Resource Use:** N/A

**How did you implement:** Please see attached guide to see how we implemented the steps to ensure a successful conference

**What were the Outcomes:** Using this guide, we were able to maintain our conference attendee numbers for 3 years in a row, even though we were anticipating a dip in numbers due to the economy. We were also able to stay in the black for our conference two years in a row.

**Lessons Learned:** Most of our learning’s are included in the attached guide and supporting documents. However, I would add that it is important to treat your conference differently that your regular monthly programming. Build up to it as your capstone event instead of just treating it as a big monthly event. Have a year long strategy in order to maximize attendance, sponsorships, presenters, and volunteers.