

2010 SOS Submission: Mid New Jersey Annual Technology Showcase



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Chapter Name: Mid New Jersey ASTD
Chapter ID: CH1097
Chapter Location: Princeton New Jersey
Chapter Membership Size: Medium (101-300)

Contact for this Submission: Peter Rizza
Email Address: prizza@princetoncenter.com
Phone Number: 609.737.8098
Chapter Title: President
Chapter Website URL: www.midnj.astd.org

Need Addressed: Sharing information about how technology is being implemented in organizations to improve learning, development, implementation and evaluation.

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD's mission? Yes

Target Audience: Training managers and practitioners who are interested in learning about best practices for implementing technology to improve training, performance support and verification.

Costs/Resource Use: The Technology Showcase is a self-sustaining annual event that draws between 60-100 training professionals. It is run as a Chapter Meeting in the fall of each year, and is funded by a combination of meeting fees and vendor fees. This is actually a revenue generator for the Chapter, as each Technology Showcase has grown in numbers of attendees and participating vendors.

How did you implement: We implemented the Technology Showcase as a regular monthly chapter meeting run by the Technology Professional Development Network (PDN). We have run this meeting annually for the past five years.

What were the Outcomes: The Technology Showcase is presented annually and has become an anticipated meeting for chapter members. This has helped to publicize the chapter, increased participation in monthly meetings, and has drawn participation from significant corporations to showcase their use of technology in the region. This meeting has become so successful that we are asking our other PDN teams to consider creating an annual chapter-wide meeting to showcase their area of special interest for the rest of the chapter members within our region.

Lessons Learned: We have learned to plan ahead to identify speakers that represent new technologies and/or large corporations using technology in their training programs. We have also learned to identify vendors in our regions that provide training services, products or other technology that would be interesting to the audience, and get them to commit to become a sponsor as early in the planning cycle as possible.

Specific ASTD chapter resources that helped guide you in the process of completing this best practice: The Technology Showcase was first started as a Tech-PDN event and has grown into a Chapter-wide meeting. The PDN Director, the VP of Operations, VP of Communications, and VP of Programs all have roles to play in supporting this event.