

## Sharing Our Success (SOS) Submission Form

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**Chapter Name:** Greater Atlanta

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**Chapter Membership Size:** Large (300+)

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**Chapter Contact Person:** Allison Baldwin

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**Email Address:** president@atdatlanta.org

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**Phone Number:** (770) 375-7684

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**Chapter Board Position:** President

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**Chapter Website URL:** <https://atdatlanta.org/>

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**Submission Title:** Tips to quickly increase your conference registrations

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**What did you do? (a 2-3 sentence summary of your effort):** In July 2022, our chapter had 55 attendees AND speakers registered for our annual conference. We were immediately advised to focus on direct marketing efforts. By the date of our conference, August 18th, we had 117 total registrations.

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**Who benefitted from this effort (Target Audience) Check all that apply:** Board Members  
Chapter Volunteers  
Chapter Sponsors

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**Why did you do it? What chapter needs were addressed?** Since we were less than a month away from the conference, we couldn't reschedule or cancel without losing a lot of money. The chapter needs that were addressed - let's be more creative when promoting our events. Due to the successful turnaround of the chapter conference registrations, the chapter president facilitated a team activity with the executive board to think about audiences, keywords for engagement, and communication delivery that could help us increase registrations and attendance for our upcoming chapter meeting.

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**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.)**

- Total new registrations in three weeks: 62
- With our call-to-action email for social media sharing, (see #2 in next section) 6 people shared the conference with their networks
- At the event, 2 sponsors mentioned how impressed they were we were able to turn our numbers around in three weeks!
- As of today, we are on track to, at a minimum, break even with the money spent on the conference

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

1. Determine different audiences and their needs and create a WIIFM message (Example: Did you have a program recently for a specific audience -like people wanting to transition into Instructional Design? Send an email to them about the upcoming conference which includes topics on Instructional Design)
2. Use social media to help spread the word, with the incentive of being entered into the conference raffle.
  - The chapter president created a "I'm attending" graphic
  - Asked current registrants to share on their LinkedIn page
  - Tag the chapter so their post is visibleBy tagging our chapter, we were able to see that 6 registrants shared to their network.
3. Think of creative subject lines for your direct email communications.

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**Is there anything you would do differently?** Since our last-minute efforts to increase conference registrations were a success, I wish we considered doing these exact same strategies earlier in the planning phase.

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**When did you start working on this effort?** Jul 21, 2022

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**When did this effort go live?** Aug 01, 2022

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**Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.** 5

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**What resources did you use? Check all that apply:** Volunteers  
Board Members

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**How many volunteers were you able to recruit?** 5

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**Which board positions were involved in the effort?** President and VP of Marketing

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**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/13230998764>

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**How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:**

- Chapter Leader
  - ATD Chapter Leaders Conference (ALC)
  - National Advisors for Chapters (NAC)
  - NAC Area Call
  - Leader Connection Newsletter (LCN)
  - Chapter Relations Manager (CRM)
  - Chapter Leader Day (CLD)
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**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](http://td.org/alc). Selected session facilitators receive complimentary registration.**

Yes

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**email\_consent** true

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