

Sharing Our Success (SOS) Submission Form

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| Chapter Name: | St. Louis |
| Chapter Membership Size: | Medium (101-299) |
| Chapter Contact Person: | Jessica Mader |
| Email Address: | jessica.mader@edwardjones.com |
| Phone Number: | |
| Chapter Board Position: | Immediate Past President |
| Chapter Website URL: | https://astdstl.wildapricot.org/ |
| Submission Title: | Increase Engagement and Connection with a Conference App |
| What did you do? (a 2-3 sentence summary of your effort): | During our annual in person conference, we utilized a conference app to increase connection, engagement, and participation with attendees. The app also allowed us to gamify the experience and promote networking and meaningful connection. |
| Who benefitted from this effort (Target Audience) Check all that apply: | Chapter Members Board Members Chapter Volunteers Chapter Sponsors Chapter Partners Potential Chapter Members Non-Chapter Members |
| Why did you do it? What chapter needs were addressed? | <ul style="list-style-type: none">• We wanted to increase engagement and connection with our members and non-members.• We wanted an easy efficient way to share the conference agenda, information, and survey. |

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.)

- App adoption rate (downloads/total registrants)
 - 88% of total attendees downloaded the app
 - Chapter members 90%
 - Non members 91%
 - Increased engagement before the conference
 - Increased active users during the event
 - Feature usage (agenda views, speaker bios, poll participation, chat, etc.)
- Speaker Poll 45 responses to the poll prior to attending the breakout.
- Increased networking with In-app networking activity, leaderboard, and pictures
- Community building (attendees networking beyond the event through the app?)
- 168 pictures uploaded
- Increased sponsor engagement (booth visits, pictures with sponsors, etc.)
- Increased survey completion
- Reduction in print costs
- Streamlined communication
- Speakers could upload their presentation, handouts, and recommended articles for easy access by attendees.
- Sponsorship revenue tied to the app

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

- A conference committee volunteer researched options for conference app companies. He narrowed down the search and determined which app would be the best fit.
- We created a leaderboard.
- Participants had an opportunity to create a profile and include their LinkedIn.
- To kick off the conference we recognized the leaders in participation in the app and created a game for people to connect with others and post a picture in the app.
- We gave prizes for the first picture, best group picture, and leaderboard. This encouraged people to take pictures in the app to document their experience.
- We encouraged participants to submit pictures from the conference and their experience by offering a prize.
- We could print name badges from the app that included a QR code

Is there anything you would do differently?

- I think we will engage the participants even earlier to get them connecting. They started chatting a couple days before the conference. I would have been great to get some connection going even earlier.
- It would be great to encourage attendees to choose their schedule in the app, so we know which sessions will be the most popular and determine room assignments based on that.

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| When did you start working on this effort? | Mar 10, 2025 |
| When did this effort go live? | Sep 08, 2025 |
| Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers. | 20 |
| What resources did you use? Check all that apply: | Chapter funds Volunteers Board Members |
| How much money was spent? | \$2,000 |
| How many volunteers were you able to recruit? | There were 6 conference volunteers and 2 worked primarily on the app researching and getting the data in the app. |
| Which board positions were involved in the effort? | VP of Professional Development, President, President Elect |
| Do you have any additional insights to share with other chapters implementing this effort? | <p>Based on our research we chose the Whova app: https://whova.com/</p> <p>Our chapter is focused on engagement and connection. The app created an energy and connection that you cannot buy.</p> <p>Participants and speakers connected through the chat feature with fun questions the week leading up to the event.</p> <p>We had 168 pictures posted to the app during the event. The pictures showed unlikely connections and create great joy and energy.</p> <p>We created an activity where each person had a lock and a key and you had to find the person who had the key to unlock your lock. Each time you met someone who could be a match you had questions to ask. Once you found your match, you take a picture and post it on the app.</p> <p>We also had a leaders board for pictures.</p> |

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/18855999288>

additional supporting documents: <https://www.formstack.com/admin/download/file/18855999296>

additional supporting documents: <https://www.formstack.com/admin/download/file/18855999297>

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

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| Chapter Leader |
| ATD Chapter Leaders Conference (ALC) |
| NAC Area Call |

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. Selected session facilitators receive complimentary registration.

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