

## Sharing Our Success (SOS) Submission Form

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

**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)
  - o 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.)
  - o 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
  - o 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.

<b>When did you start working on this effort?</b>	Mar 10, 2025
<b>When did this effort go live?</b>	Sep 08, 2025
<b>Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.</b>	20
<b>What resources did you use? Check all that apply:</b>	Chapter funds Volunteers Board Members
<b>How much money was spent?</b>	\$2,000
<b>How many volunteers were you able to recruit?</b>	There were 6 conference volunteers and 2 worked primarily on the app researching and getting the data in the app.
<b>Which board positions were involved in the effort?</b>	VP of Professional Development, President, President Elect
<b>Do you have any additional insights to share with other chapters implementing this effort?</b>	<p>Based on our research we chose the Whova app:  <a href="https://whova.com/">https://whova.com/</a>  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>

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

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

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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)  
NAC Area Call

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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. Selected session facilitators receive complimentary registration.**

Yes

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**email\_consent**

true

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