

2009 SOS Submission: Long Island CLO Forum



Submission Date: 3/17/2009 8:20:55 AM
Chapter Name: ASTD Long Island
Chapter ID: CH1079
Chapter Location: Long Island New York
Chapter Membership Size: Small (Less than 100)

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Need Addressed: The purpose of this event is to reach out to those senior Learning and Performance Professionals who do not normally attend our monthly meetings. This allows them exposure to ASTD, advances our image, targets the topics to them specifically and gains us credibility. We also hope it will encourage membership, participation and encourage these senior executives to support their employee's participation in ASTDLI. The event is also documented and the discussion and learning shared with the entire membership to ensure the conversation and learning is shared by all.

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD's mission? Yes

Target Audience: Senior Internal Learning and Performance Professionals only.

Costs/Resource Use: We were able to get three sponsors, the wall street journal, Bethpage federal and The Perri Group. We charged 75.00 per person. One of our Board members arranged Printing a there bank. Another had a friend donate time to develop the graphics for the invitation. I will send along the e excel spreadsheet with the budget.

How did you implement: We held a focus group with several Sr. internal Land D professionals to cull out the most timely and relevant topics. We identified three appropriate panelists; one noted LI Economist, One Sr. Professersity and One Senior I and D director from large local Org. We had conference call with them and the planning team to come up with appropriate refined topics and then agreed, scheduled and found venue etc. We worked with another professor in L and D to develop the program and moderate. Marketed to a list we started developing last year and added to it. We hired writers to capture the learning

What were the Outcomes: We achieved great exposure and credibility for the chapter. Our evaluations will be forwarded when analyzed. Reaction excellent. One person asked to join the Board, One person became a member. Even if we do not get many additional members, we met our goal of advancing the professionalism and credibility which will in turn increase support for our programs in general.

Lessons Learned: Developing a Marketing/Mailing list takes allot of time and effort. Start early and update every year. Also PR should start early too. Notify papers and media a month before the event