SOS
ASTD Sharing Our Success
Submission Form

Submission for: Community Professional Development Event
Submission Date: 7/6/2005
Chapter Name: ASTD-Lincoln
Chapter ID: CH6106
Chapter Location: Lincoln, Nebraska
Chapter Membership Size: 150 members

Information will be used by ASTD only:

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Timeline:
February-March 2004
• Recruited Big Event (BE) Committee members & chair.

April 2004
• Held first BE Committee meeting – chose Afterburner for a professional/leadership development event.
• Researched Afterburner speaking sessions & the associated costs – should we hold one or two keynote addresses?
• Researched the availability & associated costs of the venue we wanted to use (Lied Center).
• Created a sponsorship prospect list (past ASTD-Lincoln sponsors & new prospects) and the different levels of sponsorship – all BE Committee members were asked to approach their companies/organizations for sponsorship.
• Decided the amount of sponsorship we were able to acquire over the next two to three months would determine whether we’d continue planning for Afterburner to come to Lincoln or change to a different event idea.

May 2004
• Received our $10,000 Platinum Level sponsor commitment! (BE Committee member facilitated sponsorship with her company.)
• Finalized the event budget.
• Produced the first sponsorship solicitation piece to email to the chapter’s membership.
• Updated the sponsor prospect list & assigned BE Committee members to contact them.
• Created the Sponsorship Solicitation document (Exhibit B in accompanying SOS Submission).
• Received testimonial from Platinum Level sponsor’s President to include in all sponsorship requests.
June 2004

- Received our $5,000 Gold Level sponsor commitment! (BE Committee member facilitated sponsorship with her company.)
- Continued to update the sponsor prospect list & contact the companies on the list.
- Re-evaluated the status of our sponsorship commitments to date – determined we were at a point where we had enough time to acquire additional sponsors to finance the Afterburner event.

July-August 2004

- Received our first two $1,000 Silver Level sponsor commitments! (BE Committee member facilitated sponsorship with his company; chapter member facilitated sponsorship with the other company, with whom she was a consultant.)
- Drafted the Letter of Intent (Exhibit C in accompanying SOS Submission) to mail to committed sponsors.
- Further researched venue services & associated costs.
- Mid-August: devoted the following six weeks to aggressively pursue additional sponsors; assigned BE Committee members to various industries to pursue prospects.

September 2004

- Secured BE Committee co-chair.
- Broke the BE Committee into three subcommittees and assigned duties & activities: Lied Center (venue), Afterburner, and Marketing. Subcommittees met independently of the monthly BE Committee.
- Approached the Advertising Federation of Lincoln (AFL) to partner with us on developing the marketing & advertising strategies in exchange for event tickets for their board of directors.
- Consulted with the chapter’s accountant on appropriate accounting process for sponsorships [chapter – income & expenses; sponsors: sponsorship dollars broken down into goods received (tickets) & remaining contribution amount).
- Paid first part of the 50% down payment to Afterburner.
- Mailed Letters of Intent to sponsors acquired to date, requesting 50% of their sponsorship in 2004 & the remaining 50% by the event date.
- Finalized ticket pricing: $39/each, $35 for five or more tickets, and $20 for students.
- Continued to pursue additional sponsors.

October 2004

- BE Committee decided to offer one keynote address for the event.
- Held first Marketing subcommittee meeting with AFL to create a timeline for marketing material production and to begin generating a master mailing list.
- Submitted event promotional piece for the chapter’s November online newsletter.
- Continued to pursue additional sponsors.

November 2004

- Received $4,000 commitment from the University of Nebraska Foundation to be used for student tickets! (Incoming President-Elect facilitated sponsorship with her company.)
- Received third & fourth $1,000 Silver Level sponsor commitments! (BE Committee members facilitated sponsorships with these companies.)
• Received in-kind commitment from the University’s print shop for printing services! Final determination of exact services to be provided upon receipt of quantities & job specifications. (Incoming President-Elect used University contacts to facilitate in-kind sponsorship.)

• Secured subcommittee chairs.

• Afterburner subcommittee:
  o Worked with Afterburner to obtain graphics for print collateral,
  o speaker details, and
  o program guides.

• Lied subcommittee:
  o worked with the venue on Afterburner’s AV equipment needs,
  o the equipment the venue had in-house, and
  o what the venue would have to rent.

• Marketing subcommittee:
  o AFL recommended that both the teaser postcard & follow-up mailer be designed & printed at the same time. Also, to give prospective sponsors the option to use 2005 funds, we should provide a drop-dead confirmation date of January 7 IF they want to be included in the direct mail pieces. (All sponsors were listed on the event program guide insert.)
  o First proofs to be completed by Dec. 17 for ASTD approval.
  o Second proofs to be completed by week of Jan. 10 to send to all sponsors for approval (proofs were posted on a web site & the link was provided in an e-mail to the sponsors).
  o Sponsor sign-off by Jan. 20.
  o File to be sent to UNL Printing Jan. 24.
  o Teaser postcards to go to mail house Feb. 4 (original drop date was Feb. 7-8).
  o Follow-up mail pieces to go to mail house March 9. (original drop date was March 10-11).
  o Contact TV & radio stations ASAP to give them as much time as possible. Should we provide them with scripts or produced Public Service Announcement (PSA) spots?
  o Send traffic and spots to all radio and TV stations 10 days prior to media airing. Need to determine number of comp tickets to give to TV & radio stations in exchange for PSAs as well as how many for them to use for giveaways.
  o Radio & TV spots to begin running the last week of March/first week of April.
  o Determine what can be promoted on ASTD-Lincoln’s “Training NOW!” community access TV show.

• Finalized event promotion & sign-up sheets for additional BE committee volunteers for chapter’s December meeting.

• Continued to pursue additional sponsors.

December 2004

• Received fifth $1,000 Silver Level sponsor commitment! (BE Committee member facilitated sponsorship with this company.)

• Promoted the BE at the monthly meeting & encouraged volunteers to sign up for any of the three subcommittees for 2005.

• Marketing subcommittee:
  o Sent print shop the quantities and detailed specifications for print collateral to verify what they’d produce in-kind; actual files to be sent January 24.
Continued to pursue & acquire various organizations’ mailing lists.

Planned details for January media lunch to ask for free PSAs:
- Location
- Menu
- Invitation design
- Invitation mailing date
- Media representatives’ contact info (radio, public & cable TV, and print journalism)
- PowerPoint content
- Media Proposals – PSA requests were specific to each media representative (Exhibit E in accompanying SOS Submission)
- Deadline for participation – January 28, 2005

- Paid remainder of down payment to Afterburner.
- Continued to pursue additional sponsors.

January 2005
- Received $3,500 Palladium Level sponsor commitment plus an additional $875 worth of tickets! (BE Committee members facilitated sponsorship with this company.)
- Received $100 Bronze Level sponsor commitment! (President-Elect facilitated sponsorship with this organization.)
- Internally marketed the event via the chapter’s web site, online newsletter, membership emails, “What’s Happening” monthly flyer, monthly meeting, and ASTD-Lincoln’s “Training NOW!” community access TV show. ASTD-Nebraska also marketed the event on their web site & at their monthly meetings.
- Finalized sponsor Receipt Letter (Exhibit D in accompanying SOS Submission).
- Sent first round of press releases to local & regional print publications.
- Held media lunch & requested PSAs.
- Obtained confirmation the end of January from print shop on four-color processing of all print collateral – design deadline pushed back.
- Continued to pursue & acquire various organizations’ mailing lists.

February 2005
- Internally marketed the event via the chapter’s web site, online newsletter, membership emails, “What’s Happening” monthly flyer, monthly meeting, and ASTD-Lincoln’s “Training NOW!” community access TV show. ASTD-Nebraska also marketed the event on their web site & at their monthly meetings.
- Lied subcommittee
  - Confirmed ticket sell date (March 1).
  - Confirmed color coding of sponsor tickets & comp tickets.
  - Continued to nail down AV equipment details.
  - Finalized comp ticket distribution: monetary sponsors – hand-delivered; in-kind sponsors – admin. assistant to mail out.
- Afterburner subcommittee:
  - Worked on details of Afterburner merchandise promotion & sales for the day of the event.
• Marketing subcommittee:
  o Followed up with media contacts who didn’t respond to the January 28 deadline. Finalized all media participation with the exception of one local TV station.
  o Second round of press releases sent to local & regional print publications.
  o Final round of print collateral proofs sent to BE Committee members & Platinum Level sponsor for approval.
  o Actively acquired & finalized mailing list.

March 2005
• Internally marketed the event via the chapter’s web site, online newsletter, membership emails, “What’s Happening” monthly flyer, monthly meeting, and ASTD-Lincoln’s “Training NOW!” community access TV show. ASTD-Nebraska also marketed the event on their web site & at their monthly meetings.
• Dropped student tickets off at the University of Nebraska’s student union for students to pick up. UN Foundation paid for an ad in the student newspaper advertising the event.
• Admin. assistant mailed in-kind sponsor comp tickets.
• Afterburner subcommittee:
  o Began making transportation arrangements for the pilots upon arrival to Lincoln.
  o Confirmed the lead speaker.
  o Discussed with Afterburner merchandise marketing & sales the day of the event.
• Lied subcommittee:
  o Distributed sponsor tickets to BE Committee members to hand-deliver to sponsors.
  o Confirmed venue marquee usage for event promotion prior to & day of event.
  o Confirmed when ASTD personnel & pilots could arrive at venue.
  o Received estimate of total costs from venue, signed contract, and made the down payment.
  o Made hotel arrangements for the lead Afterburner speaker & their business development officer.
  o Began making arrangements for the post-event debrief/celebration lunch for BE Committee & board members. Invitations were mailed March month-end.
• Marketing subcommittee:
  o Third round of press releases sent to local & regional print publications.
  o Print files for mail pieces sent to print shop.
  o Mailing list & mail pieces sent to mail house. Teaser postcards mailed March 9.
  o Received confirmation of PSAs from local TV station.
  o TV & radio spots produced. Final proofs sent to BE Committee members & Platinum Level sponsor for approval.
  o Radio Broadcast Scheduling Contracts (following Exhibit E in accompanying SOS Submission) were faxed to participating broadcast companies.
• Held conference call with lead presenter to customize Afterburner presentation to our audience. Planning for a dinner with him, the other presenter, representatives from our three biggest sponsors, and BE Committee chairs began as a result of this conference call.
April 2005

- **Lied subcommittee:**
  - Made final arrangements with venue staff with regard to times to open doors to speakers, ASTD members, and the public.
  - Met with venue staff, designated reserved seating for sponsors, and reconfirmed AV equipment needs.

- **Afterburner subcommittee:**
  - Confirmed travel arrangements for second speaker & transportation of all Afterburner personnel.
  - Organized interview with lead speaker & Platinum Level sponsor for an article in the sponsor’s regional agent newsletter.

- **Marketing subcommittee:**
  - Fourth round of press releases sent to local & regional print publications.
  - Follow-up mail piece dropped beginning of April.
  - Radio PSAs began running April 7; TV PSAs began running April 11.
  - Final proof sent out for ASTD-Lincoln write-up/sponsor list insert. In-kind printing was obtained from a second print shop.

- **2-4 weeks out from the event,** distributed posters around the city & in local businesses.
- Ordered 500 additional program guides.
- Stuffed inserts into first 1000 program guides a week out from the event.
- Gave the lead speaker radio station contact information for radio interviews the week of the event.

- **The night before the event:**
  - Stuffed inserts into the remaining 500 program guides.
  - Obtained gift baskets for speakers’ hotel rooms.
  - Confirmed transportation of speakers from the airport to the hotel. Retrieved lead speaker & business development officer from the hotel for the interview with the Platinum Level sponsor’s newsletter editor.
  - Held pre-event dinner with the speakers, representatives from our three biggest sponsors, and BE Committee chairs.

- **Prior to the event:**
  - Met the speakers at the venue for a walk through of their presentation.
  - ASTD-Lincoln volunteers & the University’s ROTC cadet volunteers met early at the venue to be trained by venue staff on handing out program guides, answering attendees’ questions, and ushering.
  - Set up ASTD-Lincoln membership table & projector at venue.
  - Helped Afterburner set up their merchandise sales table.
  - ASTD-Lincoln volunteers took tickets, handed out program guides, and manned the membership table.

- **After the event:**
  - The ASTD-Lincoln’s “Training NOW!” TV production crew interviewed attendees for TV footage.
  - Lead speaker & business development officer had to leave immediately following the event – ASTD volunteer drove them to the Omaha airport.
  - Broke down the membership & merchandise booths. Packed up remaining Afterburner merchandise to ship back.
- Held post-event debrief/celebration lunch for BE Committee members, volunteers, and the board. Second speaker attended briefly. Recognized all the time & effort people expended on the project, listed lessons learned, successes, and suggestions for next year.

**May 2005**
- Paid remaining balance (50%) due to Afterburner.

**June 2005**
- Received check from venue for ticket sales minus expenses.