Description of Effort: What to do in the year before your chapter's annual conference

Need Addressed: Instead of a hap-hazard approach to conference planning, this guide allows your chapter to pass along knowledge from year to year in order to ensure a successful conference

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD's mission? Yes

Target Audience: Conference Chair, Conference Planning Committee, Board of Directors

Costs/Resource Use: N/A

How did you implement: Please see attached guide to see how we implemented the steps to ensure a successful conference

What were the Outcomes: Using this guide, we were able to maintain our conference attendee numbers for 3 years in a row, even though we were anticipating a dip in numbers due to the economy. We were also able to stay in the black for our conference two years in a row.

Lessons Learned: Most of our learning’s are included in the attached guide and supporting documents. However, I would add that it is important to treat your conference differently that your regular monthly programming. Build up to it as your capstone event instead of just treating it as a big monthly event. Have a year long strategy in order to maximize attendance, sponsorships, presenters, and volunteers.