

This slide set is one of the many ways we use an annual calendar of events to boost attendance and build "BUZZ" for the Sacramento ASTD Chapter. We encourage you to take a look...

We use this slide set in the following way:

- 1) Run at all programs in social or networking time
 - 2) Run at special events
 - 3) Post to chapter website by January/February (start of year)
- Showing all events for the year and posting early helps attract and retain members and boosts ALL attendance for the year! Consider it!*

Mail@astdsac.org / Tyler Wade, Tom Moore, Bruce Winner



January Annual Event

Pizza Day

- ☞ Highlights of ASTD's State of the Training Industry
- ☞ Meet the new ASTD Sacramento Board, and hear about what is coming in 2012!

**Start the year with a big draw event by simply making it VERY inexpensive
Everyone Loves Pizza!**

This is a \$10 event for members / \$15 for non-members

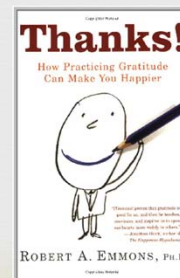
- Use to highlight the Annual State of the Training Industry report
- Tell members what is coming in the new year
- Introduce them to the new board
- Introduce everyone to the "Power of Two" – your chapter will benefit and ASTD National will love you for promoting the report and national membership.

February



The Science of Emotional Prosperity (For Trainers)

Robert Emmons Ph.D.



This speaker was a real find for the chapter. (In fact he was found by our chapter president meeting the speaker's wife on the plane home from ALC 2011). Robert is widely cited in the field of positive psychology and his message about scientific research into the science of gratitude was of great interest to our members. This program was very well received by our members!

Robert Emmons is Editor-in-Chief of *The Journal of Positive Psychology*. He is author of *The Psychology of Ultimate Concerns* (Guilford Press), *The Psychology of Gratitude* (Oxford University Press), *Words of Gratitude* (Templeton Foundation Press) and *THANKS!: How Practicing Gratitude Can Make You Happier* (Houghton-Mifflin).

We believe that the fields of positive psychology, cognitive neuroscience, and social science are fertile places to source speakers and experts. There are some solid and interesting ties back to learning and performance. Don't ignore this idea!

March



Humor:

The Secret Ingredient of Great Trainers

Learn from an expert how to inject humor in your act!

Jim Pelley

Former
Stand up
Comedian!



Contributing
writer for the
original
Saturday
Night Live!

I don't know if you have a "Jim Pelley" in your backyard, but consider a speaker who uses humor effectively in their training and invite them in. This was a great FEEL GOOD event!

Jim is a former stand-up comedian and was one of the writers for the original "Saturday Night Live". Jim has left 'em laughing for more than 24 years at the top organizations in the U.S. and abroad, including **Disney, Intel, Southwest Airlines, Mattel, and AT&T**. Jim also works with aspiring keynote speakers to help them hone their craft.

Jim combines humor with the latest communication theory and physiological research to demonstrate how to use humor to become more creative, more productive and even less stressed. In this presentation, Jim will be sharing some of his secrets with us so we can use these techniques ourselves. This program is a must for any trainer or presenter wanting to enliven their presentations!

April



Success Stories!

Lynda McDaniel

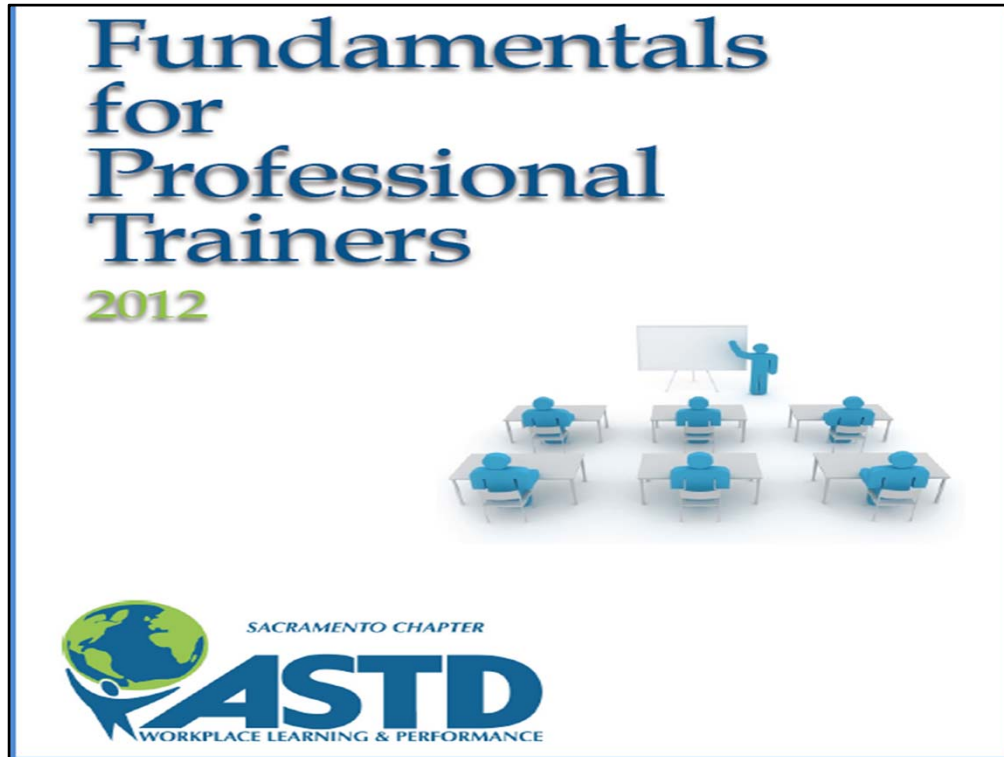


Have you invited in an expert on storytelling lately. Workforce Learning and Performance professionals , whether trainers, designers, or developers seem to always be interested in improving their storytelling ability. It was a big hit and generated a good crowd.

Linda spoke to the following:

- Integrate stories into your written and oral presentations.
- Structure stories with six key steps to get the results you want.
- Tap into the storyteller's toolkit to boost your creativity.
- Create a story inventory.
- Build your confidence as a storyteller.

Other notes: Linda came to us on a recommendation from another local chapter. The lesson – share speakers and speaker information. We also asked Linda for a few bonus giveaways that we promoted with the event. Everyone loves a bonus!



Attract new, younger members, and/or those new to the profession

- This is an annual train-the-trainer event priced at \$120 for members and \$180 for non-members. But – The big bonus for non-members is that \$180 includes a one year membership (normal membership is \$80 for new members)
- This sold-out event (4 years in a row) attracts new members, young members, and those new to the profession. We sign up an average of 15 new members via this event.
- We ask seasoned members to teach the courses as a give-back to the chapter and a way to publicize them. This is a money maker for the chapter and a great way to attract new members.

Note: Series is 3 - ½ days sessions and one full day. We've experimented with alternate schedules and have found a Th/Fri 1/2 day sessions, followed by Thur all day, and finishing with ½ day Friday seems to work best.

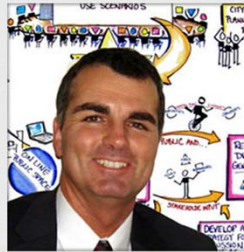
May



Graphic Recording for Trainers

Greg Gollaher MBA

NO TALENT REQUIRED!



Greg Gallaher came to our attention at our Trainer Throw-Down in 2011 (See the December Throw-Down and Holiday Party in this slide set). Greg is a leader in the emerging field of graphic facilitation, Greg has extensively utilized graphic facilitation to increase meeting and training effectiveness and as a means to communicate vision, complex ideas, and intricate processes.

We knew Greg had some great graphic techniques to share with learning professionals, but we didn't know how much interest he would generate. We had a well attended event with great engagement and interest. We've even considered bringing Greg back for a ½ day workshop for the chapter.

Our lesson – Change things up and include something art or graphic related at a chapter meeting. We were surprised by the interest and engagement generated.

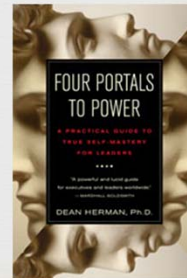
June



The Four Portals To Power: True Mastery For Trainers & Coaches!

Dean Herman Ph.D.

Author of *The Four Portals To Power*



Dean Herman was another speaker that came to us on the recommendation of another local ASTD Chapter.

Dean Herman, Ph.D., is a psychologist and executive consultant. Dr. Herman brings the insights and power of the field of psychology to organizational leaders in ways that are accessible and transformative. He is the author of *Four Portals to Power: A Practical Guide to True Self-Mastery for Leaders*.

We highly recommend trading speakers and speaker information with your fellow ASTD chapters. What could be easier and more of a sure bet than engaging a speaker who already received positive reviews from another ASTD local chapter. Once you develop a positive system of sharing speaker, the program director(s) suddenly have one, two, or even three programs done, without searching or qualifying the facilitator. Now you can focus on building buzz, generating attendees, and adding other value to the event.



We take a month off from programs in July, but we use this time very effectively. How?

We start the year with the new board retreat in January, like many chapters, but for two years now we have used July for a

Mid-year Board Retreat to do the following:

- Focus in on the OPERATIONAL PLAN! (How are we doing? Are there gaps? What is working well? How can we improve things? We find this is a GEAT way to easily hold ourselves accountable.

and

- We invite potential board members for the following year. We like to assist succession planning by bringing in potential board members early and show them what the board is all about.

We'd be happy to share an agenda and thoughts, if you want more information.

August

Super Big Annual
Networking Event

Featuring Twisted Roots Wines
Speed Networking Featuring You!



Yeah, we network...

Twisted Roots Rocks!

Networking – We focus on one BIG annual networking event per year. How? Why?

Our members consistently tell us they want 3 things from the chapter.

1. Professional development
2. Networking
3. Fun

We try to give some networking time and opportunity at every monthly event, but we feel one BIG networking event for over 100 draws members and non-members. This year we attracted 130 (even 30 from local HR association). It was fun. We did speed networking with two shirted referees, whistles, prizes....
We'd be happy to share more info if you would like.



Our Annual Chapter Conference

We only revived our annual conference a year ago, but it is already yielding big results.

Year one – Demofest 2011 had an e-learning theme, drew over 100 attendees, was a ½ day event, and generated great “buzz” for the chapter.

Year two – DemoFest 2012 was an all day affair, drew 125, generated 20 new members (via a clever pricing model – which drove our membership to 220 members)...

*Note: We had less than 100 members 24 months ago!
See the companion handout (four secrets and 24 tips) for more info on how we accomplished this growth.*

October



The Dirty Dozen Habits That Ruin Our Presentations

Mike Consol



Mike Consol, Is A Bay Area Corporate Communications Coach.

Mike Will Address The Following Three Points:

- The Proper Use And Power Of Visual Communication
- How To Take Command Of Your Presentation (And The Room)
- How To Make Your Presentation Memorable

This event has yet to happen, but we expect a normal attendance of 30-45. Note: Average Attendance 24 months ago was 20-25.

Mike Consol, Is A Bay Area Corporate Communications Coach.

Seems like there is always interest in

- Improving Visual Communication,
- Upgrading Presentations, and
- Leveraging Presentations to Build, Sell, etc...

November



Social Media Training

Misha McPherson



Misha is a social media expert and gave presentations to both the Golden Gate and Mount Diablo ASTD Chapters!

She is the Program Training Manager at Yammer and was formerly with Monster.com and Yahoo.

This event has yet to happen, but it seems there is continued interest in anything related to **social media**, if you can find:

- A qualified expert
- With a powerful message
- Who can relate the message to training professionals

Misha is a social media expert and gave presentations to both the Golden Gate and Mount Diablo ASTD Chapters! She is the Program Training Manager at Yammer and was formerly with Monster.com and Yahoo.

December



3rd Annual Trainer Throw-Down!



And Finally the Throw-Down!

We invented this event three years ago when we found our holiday event getting a bit stale. The event has created some incredibly engaged members. The Trainer Throw-Down starts as a feel good Holiday Event and adds some craziness and fun. We have 6 trainers who have 12 minutes to show their best stuff, compete for a big prize, and walk away with the title of the Annual Throw-Down Champ. It is rowdy and the participants are incredibly creative. We have had improvisational acting demos, singing cowboy motivational speaker/singer combos, graphic arts experts, cool games for trainers, and in 2011 OD Elvis (yes, that Elvis) won with a presentation on "Flow" Elvis style.

See more about the event in Handout #1 or call/email us for complete info.

Your Ideas For 2013?



Email Tom Moore,
Program Chair at:
mail@astdsac.org

And we end the presentation (slide show) with this request.

We save ideas all year and dust them off for a planning session in October and November.

Our goal this year is to have an annual slate of programs and dates in December of 2012.

We want to post a similar slide deck and demo on our website in January of 2013 and debut our calendar of events at our January 2013 monthly program.