

## Shared Resources for ASTD Chapter Program and Events Directors from the ASTD Sacramento Chapter – Questions: [mail@astdsac.org](mailto:mail@astdsac.org)

The ASTD Sacramento Chapter is kicking off the National ASTD Chapter Leaders' "LinkedIn Group for Program and Events Directors" with some shared resources for planning, promoting, and implementing successful events. We hope you will find these resources useful and can share some of your own on the LinkedIn site or on one of the upcoming monthly or bi-monthly calls.

There are links below to each of the tools or resources we have to share, as well as short explanations about each resource. **Press the Ctrl button, then Click the Left Mouse button to launch any link in this document.** Download ALL of these files by pressing Ctrl + Click on the following link: [www.astdsac.org/Shared-Chapter-Resources](http://www.astdsac.org/Shared-Chapter-Resources).

- 1) **Sacramento ASTD Programs in 2012** (PDF document) – We have shared our monthly and special programs in this format at ALC conferences in 2012 and 2013. Each page of this document contains a slide that represents the event and a short description of the event. The descriptions sometimes describe how the event is conducted, at other times why or for whom the event was designed, and in others how we market or promote the event. **Our goal: To share program ideas!** We think this would be a great way to share program ideas and speakers. What do you think? Take a look and let us know.

<http://www.astdsac.org/Resources/Documents/Programs/1%20Annual%20Programs%20and%20Notes%20ASTD%20Sacramento%202012.pdf>

- 2) **Sacramento ASTD Programs in 2013** (PDF document) – Same as above for our programs in 2013

<http://www.astdsac.org/Resources/Documents/Programs/2%20Annual%20Programs%20and%20Notes%20ASTD%20Sacramento%202013%20.pdf>

- 3) **The Program Machine** (Unprotected Excel document) – The Program Machine is a worksheet we created to help us with the program planning process. This Excel document can be used as a standard or legal sized paper copy, but is probably more effective if blown up to the size of a flip chart or even larger. A flip chart sized copy costs us about \$11 at a local printer and \$65 for a huge wall sized chart that we use for a large group planning exercise.

The Program Machine is used to generate ideas for programs. The rows are for each month of the year and the columns represent the various categories that our Chapter wants to consider as we plan events for the year. The Excel file forces us to lay out all our ideas in advance and see if we are meeting a wide range of member and non-member interests (our goal) or planning a slate of events that all look alike and appeal to the same constituency. We encourage you to modify to meet your need and share your thoughts or modifications with other ASTD Chapters.

Would you like a few more tips on **"How to Use the Program Machine"**? If so, here is a short guide to using the Program Machine – (Draft document in Word, saved as a PDF document) - This is really a draft. We are still trying to figure out how to maximize the effectiveness of the Program Machine. We'd appreciate your thoughts and feedback.

To download both the Program Machine & How to Use the P.M.: [www.astdsac.org/Shared-Chapter-Resources](http://www.astdsac.org/Shared-Chapter-Resources)

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- 4) **The Program Director’s Checklist: A Tool for Planning Monthly Meetings or Special Events** (Unprotected Word document) - We found that each time a new program director or group of directors started their time on our Board (ASTD Sacramento), they were essentially forced to learn the job from scratch. Of course we gave them a job description, but we didn’t give them a road map or job aid for doing the job. Now we have one. This tool is that road map. We’ve been building this for the last three years. You may have to modify to fit your Board, but we’ve found that our program and event directors appreciate a guide or checklist as they begin their year on the Board.

**The Tool or Road Map** is a checklist for planning, promoting, implementing, and wrapping up an event. It is designed so that a new director can use this tool every time they tackle a new monthly program or special event. The tool can be used as a guide, a checklist, and for notes to keep track of where they are in the process. If the final document (with notes) is saved, it becomes a more useful guide for future programs. It allows the new program director to take notes, save the document, and build their program planning and implementation expertise from event to event, until the “tool” may no longer even be necessary.

To download, click: [www.astdsac.org/Shared-Chapter-Resources](http://www.astdsac.org/Shared-Chapter-Resources)

- 5) **The Six Breakthrough Formulas Guide, Tips, and Tool Sheet** (PDF document) - This six-page guide captures some of the ways ASTD Sacramento changed the way we think about planning programs and events. The Guide may provide some breakthrough ideas, tips, and hints your Chapter can use to build membership and engagement.  
<http://www.astdsac.org/Resources/Documents/Programs/5%20The%20Six%20Breakthrough%20Formulas%20%20Guide,%20Tips,%20and%20Tools%20Sheet.pdf>

- 6) **The Four Secrets Tip Sheet: 24 tips, techniques, and methods to build membership and buzz** (PDF document) - This four-page document outlines a number of tips and techniques for building bigger and better programs, while promoting them in a way that builds excitement and engagement.  
<http://www.astdsac.org/Resources/Documents/Programs/6%20The%20Four%20Secrets%20Tip%20%20Sheet-Twenty-four%20tips,%20techniques,%20and%20methods.pdf>

### **Coming Soon / Orientation Binder for New Program or Event Directors**

We are currently working on an orientation and planning binder for new program and event directors. The 7 documents cited in this shared resources file constitute the core material of the binder. The binder will contain some additional information about choosing programs, using the various tools and guides, and some food and venue information that will be specific to Sacramento, but could easily be used as a guide to customize to your Chapter locality.

If you are interested in seeing the final result, contact us at [mail@astdsac.org](mailto:mail@astdsac.org). We’ll be happy to share “**The 2013 Program and Event Directors Orientation Binder**” when you use that title as your Subject Line.

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