**Templates Awards National Convention 2017**

**Award Category**

* Best Local Personal Skill Development Program

1. Basic Information

Language: English.

Project: **Zimmervation – JCI Vlaams Congres 2017**.

Root cause: Use the convention to attract high-quality trainers and keynote-speakers for a large audience while keeping costs low through an all-in formula for attendees.

Purpose: Give members of our local chapter a challenging project to learn from, while giving participants/attendees a program they could learn new skills from.

Start date: June 9th 2017

End date: June 10th 2017

Target: The audience was a mixture of JCI members and non-JCI members.

Sd goal (select 1 out of the 17): 9. Industry INNOVATION and infrastructure. (Where innovation is the key word we worked around)

**Overview**:

Zimmervation is an event build up around the topic of Innovation. By offering participants a broad selection of topics in trainings and keynote speakers, we were able to inspire over 350 persons on a single day!

We had 15 sessions split-up in workshops, trainings and keynotes during the day. No dull powerpoint presentations, but real-life experts sharing their knowledge in a highly interactive way.

Topics included innovation in HR (keynote from employer who gave his staff unlimited holidays), innovation in the medical sector (keynote from startup offering doctors advice through a Netflix-style internet app), durable negotiations (training by an expert professional dealing with multinationals on a daily basis), … up to workshops where participants could program Internet-of-Things appliances themselves.

1. Objectives, Planning, Finance and Execution
2. What were the objectives of this program?

At the beginning of the project, we defined the following key success factors:

* + 1. Bring high-value content into the congress program;
    2. Have attendees adopt knowledge that can be used in their daily lives and jobs;
    3. Attract both JCI members as non-JCI members to attend;
    4. Start with a core team, but grow to include the entire team of the local chapter while approaching the event;
    5. Include senators and candidate-members in the project;
    6. Do all this in the heart of our local community where young people reside in order to showcase what JCI can be for possible new members.

1. How does this program align to the JCI Plan of Action?

Throughout the roll-out of the project, we kept the main five keywords of the JCI Plan of Action in mind: Impact, Motivate, Invest, Collaborate and Connect.

As set out in the JCI plan of action, the main goal for 2017 was to strengthen our internal JCI structures and to align ourselves with the JCI Mission and Vision.

Zimmervation was hosted at the Thomas More university college. In this way, we connected with hundreds of young local persons and invested in the link with our local community.

We were able to motivate all members, senators and external partners to collaborate on making this a unique event. The impact on attendees was above expectations.

1. Was the budget an effective guide for the financial management of the project?

Yes. We had a dedicated and experienced financial controller on the project. We overachieved our financial goals and were able to finish the project with a small profit. (We never aimed for profit as we offered a low-cost and all-inclusive program to attendees)

The budget was made almost two years ahead and was revisited at least four times a year throughout the project.

1. How does this project advance the JCI Mission and Vision?

The JCI Mission clearly states that we need to “provide development opportunities that empower young active people to create positive change”.

With Zimmervation, we were able to offer a group of over 40 people the opportunity to be part of a largescale project. We mixed older members with young newcomers and gave them a challenge while guiding them to success.

People were given a sandbox environment where they were allowed to learn from their mistakes. Something we never are able to do at our daily jobs. More senior members helped younger people to achieve their goals and to learn from this experience.

To illustrate the impact we had by giving young members this opportunity we would like to share a quote from a local candidate member:

“*I only joined JCI Lier six months ago and am still a candidate member. To be part of such an organization like Zimmervation thought me to be a better manager at work, opened my eyes on how to do things different and motivated me to prolong my membership for the coming ten years at least.*” -MS-

As the vision states that we aim “to be the leading global network of young active citizens”, we kept in mind that opportunities should be given to the younger people of the local chapter. In every aspect of the content of the program, we aimed for those young people inside and outside JCI by selecting trainers and keynote speakers that relay to this generation.

1. Membership participation
2. By number, how many members were involved in this program?

The total project team was formed with the entire local chapter of 30+ members and candidate-members. Additionally over 10 senators and past-members were heavily involved.

During the event itself, approximately 15 external members of other local chapters were helping out.

The total team was consisted of over 45 persons.

1. By percentage, how many members of the Local Organization were involved in this program?

100% of the local members were involved in this project. Some in leading roles for over two years, others in side-roles before, during or after Zimmervation took place.

We initially where afraid to have a split between members actively involved and other members not involved within the local chapter. We soon found out that instead of a split, an even stronger team was formed inside the entire local chapter.

1. Describe the main roles of the participating members in this program?

The main roles were:

* + - * Core team (7 persons, including Director of the program, COC Director, Secretary, Communications, Finance controller, Training director and Legal)
      * Project leads (Approximately 10 persons leading various parts of the project during the event and all work beforehand and afterwards. E.g. a person responsible for catering, a person responsible for locations etc.)
      * Project members (25+ persons helping in the two years ahead of the project on various tasks)
      * Helping hands during Zimmervation on all levels. (45+ persons)

1. Skills developed
   * 1. What skills were developed in this program?

We offered three possible ways of developing skills for members and attendees: Learning by doing while being actively involved in the organization, learning from the keynote speakers and following trainings.

* + 1. How were these skills developed? Describe the methods and activities used.

We offered over 45 persons a project where they could develop skills like leading a team, planning ahead for more than two years or working with a more complicated legal structure that is VAT registered. (Zimmervation had its own legal entity that was VAT registered) People of all kinds and with different backgrounds were involved in this project, offering a unique possibility to learn to work together as a team.

The program included a series of keynote speakers that were selected based on their experience in similar markets as the attendee backgrounds. This resulted in rooms filled with over 100 persons listening to their stories. We clearly forbid the keynote speakers to use long powerpoint presentations but asked them to make it very interactive sessions. By engaging into discussions during long Q&A sessions, we assured that attendees learned from the experiences the keynote speakers shared with them.

By offering various hands-on trainings like “negotiation training” and “setting (life) goals”, attendees had a choice of topics to attend and to learn from. All trainings were given by professionals in their fields of expertise.

1. Impact on participants
2. What was the intended impact on the participants?

To make sure that participants had a variety of topics to choose from. And when a choice was made, we wanted them to be able to immediately use the gained knowledge in their daily jobs or life.

1. Describe the actual impact on the participants?

We expected to have participants attend a maximum of two or three sessions throughout the day. We measured their activities and found out that by average, participants attended four to five sessions.

Trainers and keynote speakers told us afterwards that they stayed in contact with certain participants for follow-up questions and discussions. The fact that everything was very interactive made it possible for both parties to really connect and go deeper into real-life examples for participants.

We evaluated the project afterwards and asked participants to name at least three items they learned from the sessions and at least one they actually already applied in their daily jobs. The outcome was unexpected high as the results showed that participants really were already actively changing small things in their daily behavior since they attended the sessions. (e.g. in how they negotiate or in their HR policies at work)

1. Long-term Impact of the Program
2. What is the expected long-term impact of this project?

We strongly believe that the current generations need to be inspired one step at a time. Not by giving them daylong trainings, but by giving them to-the-point short and snappy –ready to use- examples on how to improve their skills.

We expect to repeat this event in a similar way to assure long-term impact on participants. Life-long learning by doing, one step at a time.

1. What changes would you make to improve the results of this project?

As with every project, you learn from your experiences. We had a series of debriefing moments and noted a few points of improvement.

Try to finalize the content of the program a bit earlier before the event itself. In that way, participants can be reached with actual content earlier and register their personal schedules ahead in time.

Involve certain partners sooner in the marketing of the project. We found out that through them, we could often reach a whole new audience that we could not reach ourselves.

1. Images







