

**Q: What is ATD?**

**A:** *ATD, the Association for Talent Development, is the world's largest professional association dedicated to talent development professionals with more than 70 years of presence and nearly 40,000 members from thousands of organizations in the United States and internationally.*

**Q: What is the Greater Atlanta Chapter of ATD?**

**A:** *The Greater Atlanta Chapter of ATD is a local version of the larger ATD organization; a group of nearly 400 Atlanta-area professionals involved in talent development activities such as workplace learning, training, and development positions. Our members range from small to larger companies to independent consultants in instructional design, eLearning, leadership development, technical training, performance management and the like.*

**Q: What is the difference between ATD National and ATD Greater Atlanta?**

**A:** *The ATD National organization is not only nationwide but has some international presence. It offers a remarkable supply of learning and development resources such as industry research. It also offers relevant professional development opportunities such as certificate programs, national conferences, and events.*

*ATD Greater Atlanta is a local area chapter, with a targeted focus on the needs of its local members by providing workshops and seminars on current trends and issues, opportunities to connect and share best practices, offering an annual learning conference, Atlanta Conference and Expo (ACE), connecting employers and job-seekers, and much more.*

**Q: What are some of the key benefits of joining ATD Greater Atlanta?**

**A:** *While there are myriad benefits in becoming part of a premier, locally -focused talent development association, here are some key benefits:*

- ✓ **Stay Current and Relevant in the Industry:** *Our industry is always undergoing change with amazing technologies and new ideas. Membership helps you to keep up with the fast pace of change across all the industries our members serve. It also gives you the opportunity to take advantage of cost-effective professional development programs and participate in our vibrant, targeted communities of practice known as **COPs** including Sales Enablement, Learning Technologies, Human Capital and Workplace Development, Career Development, and Independent Consulting groups.*
- ✓ **Find Best Practices for Your Challenges:** *Share & discover learning and development best practices to help increase your effectiveness on the job. Connect with new and established L&D professionals to share ideas to help save time, improve your solutions, and come up with cutting edge solutions even with limited funds or time.*
- ✓ **Get Connected:** *Our industry is all about connections and conversations. We are all in L&D because we care about empowering others to reach their highest potential. Your membership provides opportunities for networking and connecting, attending conferences and seminars, meeting with workplace learning professionals, accelerating your time to proficiency, and getting answers to your specific questions.*
- ✓ **Career Development:** *The Chapter offers many opportunities to advance your career: through professional development programs and workshops and also volunteer opportunities where you can hone and even stretch your capabilities. The annual Atlanta*

*Conference and Expo (ACE) is our Chapter's great development opportunity with local and national presenters. In addition, ATD National-affiliated career development offerings include CPLP and APTD certifications, a global research community, and national and local job boards.*

- ✓ **Volunteer and Give Back:** *Give back to your profession, boost your credibility, and develop new skills as a volunteer including building leadership competencies. Chapter volunteers partner with several, local non-profit organizations including Habitat for Humanity and the Atlanta Community Food Bank. Interested in taking it to the next level? Explore the annual invitation-only ATD Atlanta Leadership Academy or take on a Chapter board position to be invited to the ATD National Leadership conference at no cost. Fill out a [volunteer application](#) to get started. The only requirements are that you are a current Chapter member and are ready to help the Chapter be its best.*

**Q: What is CPLP Certification offered by ATD National?**

**A:** *CPLP stands for Certified Professional in Learning & Performance. The CPLP is a credential for training and development practitioners offered by ATD Certification Institute. It is a broad-based certification and addresses ten areas of expertise as defined by the ATD Competency Model. For more information, visit the [certification FAQs](#) on the ATD National site.*

**Q: What is APTD Certification offered by ATD National?**

**A:** *The Associate Professional in Talent Development or APTD is a certification for talent development professionals who are in the early stages of their career or who are focused on training delivery, instructional design, or learning technologies. For more information, visit the [certification FAQs](#) on the ATD National site.*

**Q: If I become a member of ATD National, does that mean I'm automatically a member of the ATD Greater Atlanta chapter or vice versa?**

**A:** *While you can become a member of both ATD National AND the ATD Greater Atlanta, Chapter, they are considered two separate memberships, each with a host of unique benefits. You can join one or both of the organizations concurrently. Join both at the same time for a discounted rate by applying for Power Member or Power Member PLUS status. If you pay for Chapter membership through the ATD National Store or purchase other ATD store items, you can use ChIP code: **CH9047** to help our Chapter gain a small cash incentive towards Chapter programming each time you make a purchase.*

**Q: How do I become an ATD member?**

**A:** *It's easy! Take a moment to review our [membership information](#) page and fill out an application to become a member of the Greater Atlanta Chapter. You may also want to review the ATD National membership information to take advantage of membership in ATD Greater Atlanta AND ATD National, called a Power membership [here](#).*

**Q: What are COPs?**

**A:** *In addition to Chapter meetings and professional development workshops, the Chapter's Communities of Practice or COPs, formerly known as SIGs or Special Interest Groups, consist of smaller groups of L&D practitioners who are focused on specific areas within the learning*

and development field. Each COP is led by a community leader whose in-depth knowledge will ensure that the content, offerings, and resources keep practitioners at the forefront of the industry. Look for COP events on the ATD Greater Atlanta Chapter [calendar](#).

**Q: I'm new to the chapter. What are some things I should do to get the most from my membership?**

**A:** Glad you asked! There are a couple of things you should do: definitely plan on attending a Chapter meeting or a COP meeting. Not only do we provide an educational speaker at these meetings, you'll have the opportunity to network with other Chapter members and meet Chapter leaders. Also sign up for one of the New Member Orientation session available right before most Chapter meetings. Check out our [calendar of events](#) to get started. Also consider getting involved and expanding your skill set by volunteering with the Chapter. Fill out a [volunteer application](#) to get started.

**Q: I run a team of learning and development staff. What benefits can we get by signing up for an ATD Greater Atlanta organizational membership?**

**A:** Provide your team every advantage for success by joining the Chapter as a group. Expose your team to new ideas by networking with other organizational members, members who often have some of the same challenges or opportunities you may be facing. Our organizational members range from Home Depot and Mercedes-Benz USA to Primerica Financial Services and Rollins (Orkin). You may also choose to share your company's best practices and brainstorm ideas as well. The Chapter also provides many professional development opportunities such as full and half-day workshops where you team can hone their L&D skills at a cost-effective rate without having to travel outside of Atlanta. Lastly, there are cost savings for you and your team when signing up for the organizational membership. Visit the [membership application](#) page to view more information.

**Q: I'm a student in a learning-related field. Why should I join ATD Greater Atlanta?**

**A:** Whether you are a working toward your first leap into L&D or coming into the field through a career change, ATD Greater Atlanta welcomes you. Many of our members are seasoned professionals, understand what it takes to be successful in the learning and development field, and are willing to share their expertise with those new to the field. We also want your ideas and input on the latest learning technology from a fresh perspective and have [volunteer opportunities](#) to grow your portfolio. In addition, full-time students receive a discounted membership rate with a student ID. Visit the [membership application](#) page to view more information on student memberships.

**Q: What is ChIP?**

**A:** ChIP is a revenue-sharing program that offering our Chapter an opportunity to earn additional revenue. Each time you make an online purchase from the ATD National store, use our ChIP code to ensure your purchase contributes to our financial health, further enabling us to accomplish the Chapter's mission and provide better programming opportunities. Our code is: **CH9047**. Visit the ATD Store [here](#).

**Have your own questions about membership? Submit them [here](#).**