



**Mississippi Chapter
Association for Talent Development
Monthly Meeting**

September 14, 2023

River Hills Club
3600 Ridgewood Road
Jackson, MS 39211

11:30 a.m. – 1:00 p.m.

Welcome & Opening Comments:

Donna Sue Ward welcomed members and visitors to the September 14, 2023, Mississippi Chapter of Association for Talent Development meeting held at River Hill Club, 3600 Ridgewood Road, Jackson, MS 39211. Each guest was given a raffle ticket for prizes. The meeting was called to order at 11:30 a.m. There were 9 in attendance.

Items of General Interest:

A motion was made by Racheal Rice and seconded by Earlene Weathersby to approve the Financial Report and the August Minutes. The reports were approved by all.

Program:

Tocarra Gettis, a long-time member of ATD was our guest speaker. The topic discussed was Developing Stellar Content for Unique Audiences. She advised to find out what kind of learners will be attending, Know Your Audience. Content is KING. Helps build authority over training, it adds value, and encourages involvement; this can be obtained by doing surveys, interviews, and observations. Then, you will start with a bang! You never get a second chance to make a first impression. Also, you'll want to capture your audience's attention right away. Telling a story is a great way for your audience to remember, making it relatable and meaningful is very beneficial. Being brief is also a great way for your audience to remember. Incorporating multimedia such as videos, flip charts, even movements will also help keep your audience interested. Finally, getting feedback and assessments is a great way to improve presentation skills for future audiences.

Closing:

The meeting was adjourned at 1:00 p.m.