



Member Handbook

Your Journey Starts Here 

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Welcome

The Association for Talent Development is excited to have you join our worldwide community devoted to empowering professionals to develop talent in the workplace.

ATD is the world's largest professional membership organization dedicated to supporting the work you do. With nearly 30,000 members around the world and nearly 120 US chapters and international strategic partners and networks, our commitment is to provide you with the career resources you need, when you need them, wherever you are.

Your membership provides you unique access and support in your career. From member-only content on our website, to case studies, to the annual industry benchmarking *State of the Industry* research report, you have tools, data, and insights within reach that are useful and practical, and will help drive the impact of your work. Professional Plus members can also access a Micro Course Library of 99 courses that can be leveraged immediately.

Our global reach means that we can share best practices happening around the world. You'll find opportunities to learn and network from some of the brightest minds in our field at our events and courses. And of course, our award-winning flagship magazine, *TD*, delivers timely news and trends monthly.

We want you to maximize the power of your membership. In this member handbook, you'll find everything you need to make the most of your benefits. Members always tell us that professional development is the main reason they join ATD. We are here to support you throughout your career and look forward to connecting and collaborating with you!

Welcome to the ATD community, and thanks for all you do to help create a world that works better.



Tony Bingham

Tony Bingham
President and CEO
ATD

Membership Road Map

Your new member onboarding journey starts here!



As a new ATD member, you will receive onboarding emails throughout the year to ensure you are getting the most out of your membership.

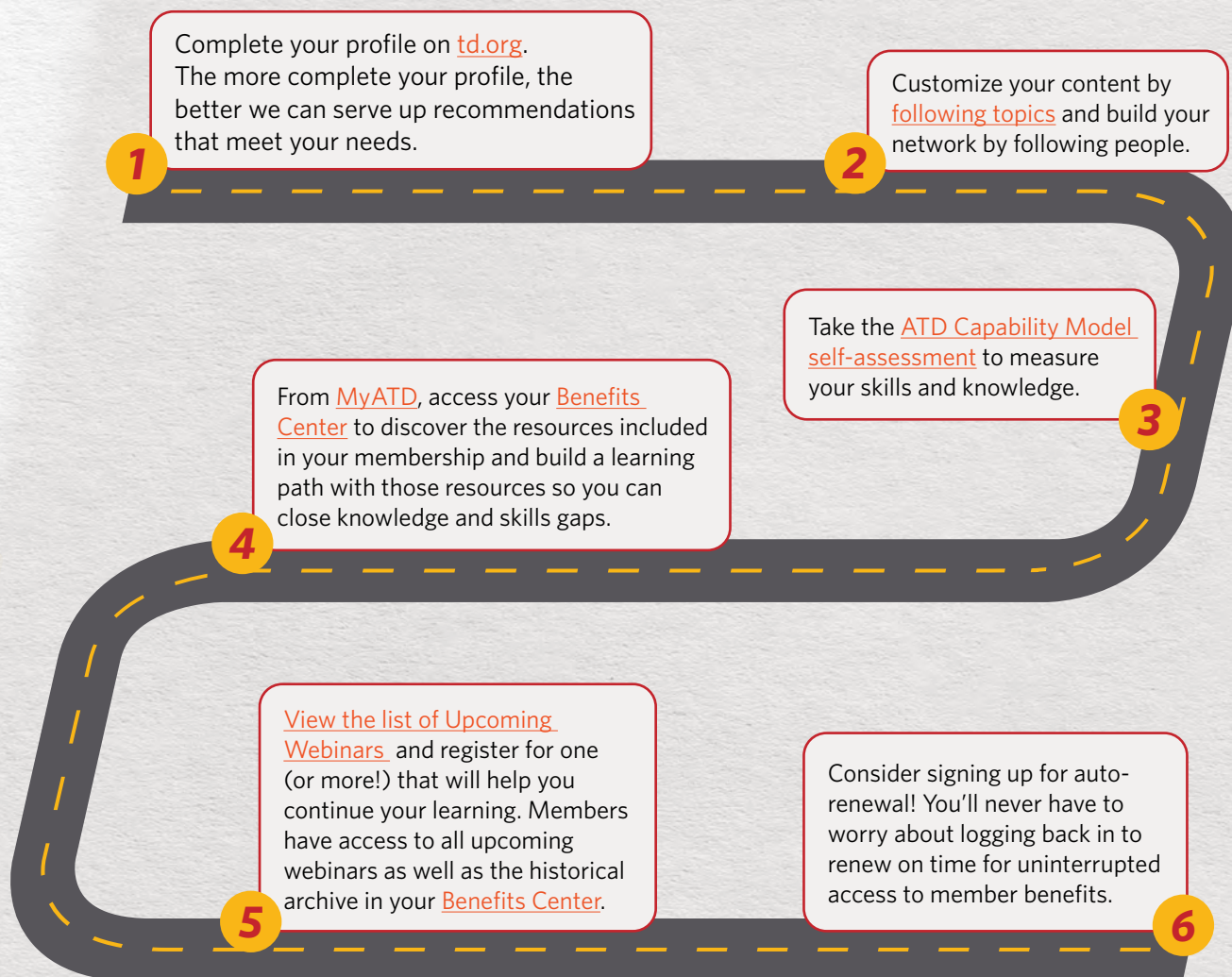
Member Tip: Add atd@connect.td.org to your safe sender list.



"The most valuable thing I have gained from my membership with ATD is the wealth of resources (articles, webinars, toolkits, courses, and more). I can quickly access and apply immediately the content I need in the short term, and in the long term I can engage with higher-level material that helps shape my career and expertise."

—Nicole Joyce, Research Administration Training Program Manager, University of California, San Diego

Follow the road map to ensure you're maximizing your benefits.



About the Association for Talent Development (ATD)

ATD is the world's largest professional membership organization supporting those who develop the knowledge and skills of employees, improve performance, and help to achieve results for the organizations they serve.

ATD's members come from more than 120 countries and work in public and private organizations in every industry sector.



"The principal thing I have learned from my membership in ATD is that no one is as smart as all of

us. There are many talented people in the organization, and their knowledge and experience helps us all build a better personal toolbox. ATD also provides a consolidated source for ideas, trends, issues, and products related to our profession."

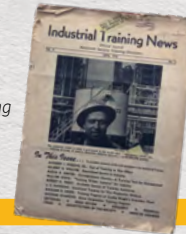
—Anthony Contino, Nokia

1943

Fifteen professionals gather in Baton Rouge, Louisiana, to form the American Society of Training Directors (ASTD)

1945

The first issue of ASTD's quarterly membership publication *Industrial Training News* is published; the first national conference is held in Chicago, Illinois



1947

Industrial Training News changes its name to *Journal of Industrial Training* and becomes bi-monthly

1951

ASTD opens its first permanent office in Madison, Wisconsin

1964

American Society of Training Directors changes its name to the American Society for Training and Development



2006

The first Certified Professional in Learning and Performance (CPLP) certification is awarded

2001

The ASTD Certification Institute is established

1994

The first international conference is held in Anaheim, California

1991

Training & Development Journal becomes *Training & Development*

1985

ASTD moves its headquarters to Alexandria, Virginia

1975

ASTD opens a branch office in Washington, DC

1966

Training Director's Journal changes its name to *Training & Development Journal*

2014

ASTD changes its name to the Association for Talent Development



2015

ASTD opens its first office outside the United States in Beijing, China

2018

The Associate Professional in Talent Development (APTD) certification is introduced

2020

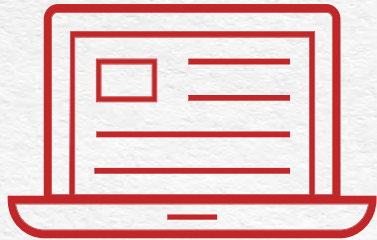
The new Talent Development Capability model launches and the CPLP becomes the CPTD.



2021

ATD reimagines member benefits and introduces MyATD.

Benefits Center

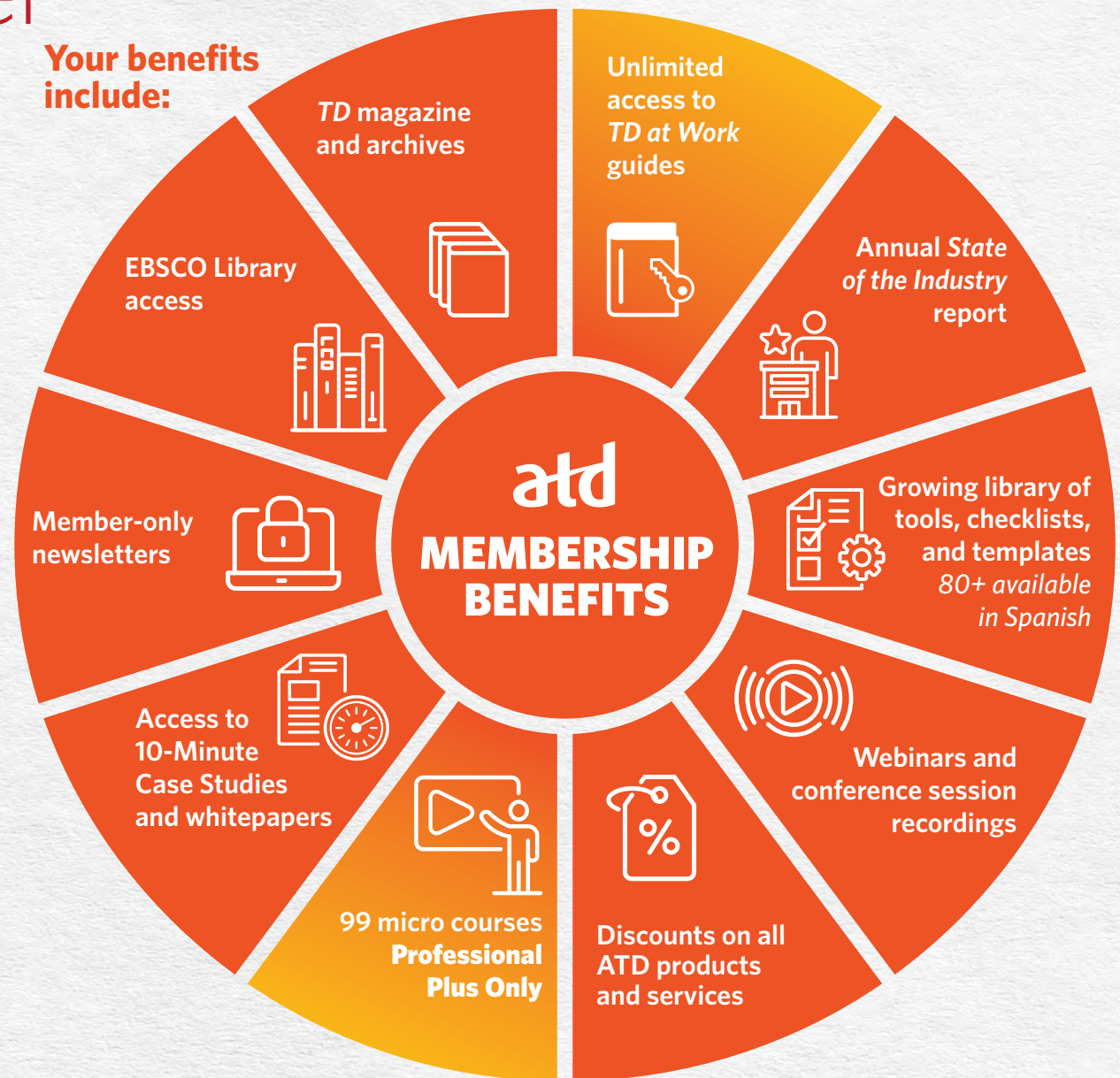


Your **Benefits Center** is where you can access all the great things included with ATD membership.

Professional members have access to the most essential TD resources providing on-hand tools, analyses, and insights, while Professional Plus members have the additional benefit of expanding their foundational knowledge and dive deeper into their professional development with access to a library of 99 micro courses.

Make sure you visit often as we are always adding new benefits such as monthly *TD at Work* guides, webinars, and templates and tools.

Your benefits include:



Benefits Center

Benefits Overview

ATD membership provides you with the resources you need when you need them. You have access to member-only resources, including:



TD Magazine—A monthly publication delivering the best of the industry's top trends and topics.



TD at Work Guides—These 20-page practical publications dive into talent development topics and contain actionable tools that you can use right away.



Templates and Tools—No need to reinvent the wheel! Check out our online library of actionable resources that relate to your current work project or challenge.



Webinars—Learn from industry pros about trends and best practices and access more than 600 archived webinars.



Conference Session Recordings—Check out session recordings from past conferences like ATD International Conference & Exposition, TechKnowledge and the Virtual Conference.



State of the Industry—An annual report detailing talent development trends to help you benchmark your organization's training practices against the industry's best. (Click the "Download Now" button to redeem.)



10-Minute Case Studies—Learn how organizations have tackled specific talent development challenges.



Whitepapers—Read about data-driven insights and best practices on a variety of talent development topics.



Microcourse Library—Professional Plus members have access to this dynamic library of 99+ microcourses.

And More 

Connect

Whether you're interested in networking or getting feedback from experts in the field, you can tap into a community of nearly 30,000 talent development professionals worldwide.

Groups

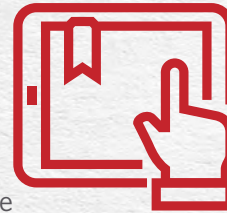
Join a [group](#) to collaborate and contribute to our website. Here is a sampling of our current groups:



- [Finance](#)
- [Government](#)
- [Healthcare](#)
- [Manufacturing](#)

Topics

By [following topics](#), we can better deliver recommendations based on your needs and interests. Some topics have newsletters that you can subscribe to on the communications preferences section of your profile. While you're in your profile, you can also select the topics that you want to follow so you can stay up-to-date on the latest trends.



ATD members can also share their expertise, seek input, and learn from one another on these topic pages.



"One of the most valuable things I've gained since joining ATD is a network of like-minded people

who speak the language of learning and performance. I have friends and colleagues from all over the world as a result of being in ATD and this field."

—Linda Anhalt
Learning and Development Manager,
Mosaic Fertilizer



Connect

Chapters

ATD has [nearly 100 chapters](#) across the United States that provide local networking and professional development opportunities for training, talent development, and performance improvement professionals.

The combination of local and national ATD membership transforms you into a Power Member and fuses the resources of ATD national membership with the support and networking opportunities you get from your chapter. If you've already taken advantage of joint membership, check out all your chapter has to offer by visiting their website directly.

If you're looking for more information, check out this [Power Member video](#). The majority of ATD chapter memberships are available for purchase on the ATD Store. Identify the chapter nearest you to determine if the chapter is participating, or to learn more about chapter membership, visit the [chapter locator](#).



Events

ATD holds [events](#) virtually and around the world to help you learn directly from game-changers who are shaping talent development's future and to provide opportunities to network with industry colleagues. Plus, members receive discounts. ATD's top conferences are:

- [ATD International Conference & Exposition](#)
The world's largest annual hybrid event for our industry that is packed with four days of learning and more than 400 sessions and 300 speakers.
- [TechKnowledge](#)
An immersive experience on various learning technology topics.

To learn about additional ATD offerings, check out the [events page](#).



Global Reach

ATD serves the needs of its entire global community by hosting conferences and professional development offerings with member networks and partners. To learn more about our global community, visit td.org/global.



Professional Development



ATD offers a wide range of professional development for the industry.

Professional Plus

members have access to a library of [99 micro courses](#) that leverage artificial intelligence to ensure you don't waste time covering topics you have already mastered and instead spend more time on topics you need help with.

Go to the [Courses](#) tab in Benefits Center to view all the the courses in your library

Here are a few popular ones:

- Coaching Beyond the Basics
- Compelling Virtual Presentations
- Designing Content for Virtual Training
- Overview of Training Needs Assessments
- Training Adult Learners

Additional professional development opportunities can be found [here](#).



"Being an ATD member has truly changed my professional and personal life.

The most valuable thing I have gained is the new network of young professional L&D friends. I learn more from them than anyone else within my network, and I am proud to be associated with them!"

—Amanda Marschall
Learning Strategy Manager, Lego

Need some guidance on what courses to choose? ATD provides free access to [professional development specialists](#) who can help you find a course that makes the most sense for you based on your goals, your role, and your industry. Call 855.404.2783 to plan your learning path.



FAQs ???

Q: When did ATD last update the membership experience?

A: ATD made powerful changes to the membership experience on March 1, 2021. Based on member feedback, members no longer need to sift through our expansive library of resources to find the one they want because we opened access to all TD at Work guides, research whitepapers, case studies, webinars, and more.

Q: What's the difference between Professional and Professional Plus membership?

A: Professional members have access to quick knowledge and actionable resources like the templates and tools library, while Professional Plus members get all the great resources that come with Professional membership plus robust professional development with 99 micro courses.

Q: How do I get a copy of TD magazine?

A: All members have access to the [online edition](#) of the magazine. Click on the magazine cover to launch the current online edition. To access previous editions, first launch the current issue then click the Archives button at the top of your screen. Read the latest edition [here](#) or download the [ATD Publications app](#). US and Canadian members receive a printed version of the magazine, which is mailed to the primary address in the [Contact Information](#) section of your profile.

Q: What is Power Membership?

A: Power Membership consists of ATD national and chapter membership. ATD chapters offer local networking opportunities, special interest groups, local leadership, and professional development opportunities. ATD provides industry trends and insights, best practices, key research, an online library, and international networking opportunities. Visit td.org/PowerMember to learn more.

Q: Can I upgrade from Professional membership to Professional Plus membership?

A: Yes, please call ATD's Customer Care team at 800.628.2783 or 1.703.683.8100 or email customercare@td.org to upgrade and start accessing the 99 Micro Course Library immediately.

Q: Who do I contact if I have questions?

A: Contact ATD's Customer Care team via phone, chat, or email.

- Call 800.628.2783 or 703.683.8100 Monday through Friday, 8 a.m. – 6 p.m. ET.
- Submit a request or query via our [Help Desk](#).
- Email customercare@td.org.

