



USTA NORTH CAROLINA

# VIRTUAL CTDW 2020

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First virtual Community Tennis  
Development Workshop a  
success

USTA North Carolina recently facilitated and participated in the first virtual USTA Southern Community Tennis Development Workshop (CTDW).

The inability to host an in-person statewide CTDW, due to the COVID-19 pandemic, resulted in partnering with Southern to produce a robust virtual experience for all nine states in the section.

Andrew Feldman, Director of Community Development at USTA Southern, said the workshop provided roughly twenty hours of content across a variety of topics to local tennis providers.

OCTOBER 23, 2020

"What was so inspiring about this virtual workshop was in 'ordinary' times we would be unable to bring together over 400 community tennis leaders from around the nine states of USTA Southern for networking, learning and inspiration," Feldman said.

The workshop, which occurred over a two-week period, allowed attendees to connect before, during and after the event by connecting on the conference app – Whova. The Whova app provided attendees additional networking opportunities including the ability to create a custom agenda and contribute to the discussion board.

Attendees participated in sessions that discussed organizational strategies, succession planning, diversity & inclusion, marketing, and more. All sessions were recorded and will remain accessible on the Whova app, in addition to the session presentation materials, for three months post-conference.

"North Carolina was well represented at the 2020 CTDW," USTA North Carolina's Associate Executive Director Chris Bryce said. "This year has been hard and it was more important than ever to bring together the tennis community for learning and networking."

### **CTDW 2020: Quick Recap**

- 470 total attendees; 150+ attendees representing North Carolina
- 52 total speakers; 20 speakers from North Carolina
- 1,500+ engagements on the conference app
- Roughly 20 hours of content presented
- 20 sessions covering diverse topics