



March 4 - 5, 2025
Springfield, Illinois



www.SkillsUSAIllinois.org/AMPLIFY



AMPLIFY 2025

AMPLIFY equips SkillsUSA Illinois members with essential professionalism, communication, and leadership skills, empowering them to advocate confidently with state officials and agencies. Chapter delegations will meet with elected officials, their staff, and representatives from the state's Board of Education, commerce, and economic development agencies during this event. Discussion topics include members' educational journeys, career and technical education (CTE) training, the value of CTE, and the transformative impact of SkillsUSA.

The conference centers on developing advanced communication skills, particularly crafting a personal SkillsUSA Framework story to share during advocacy meetings. Training sessions will provide both students and advisors with skills in personal and workplace communication, alongside professional-led advocacy workshops and impactful message-delivery panels featuring legislative staff. Participants will leave with a compelling CTE and SkillsUSA Framework story, the confidence to present it to legislators, and a uniquely enriching experience.

OUTCOMES

PROFESSIONALISM — *Meeting the behavioral expectations of others by showcasing the skills they have developed from occupational identity through the SkillsUSA Framework.*

COMMUNICATION — *Sending and receiving clear messages by crafting their personal career and technical education and SkillsUSA Framework story.*

LEADERSHIP — *Influencing the hearts, minds, and actions of others by demonstrating their ability to create change through the application of advocacy best practices.*



CONFERENCE DATES

March 4 - 5, 2025

Crowne Plaza Springfield

3000 S Dirksen Pkwy, Springfield, IL 62703

Plan to arrive Tues. by 9:30 a.m. and depart Wed. at 3 p.m.

TENTATIVE SCHEDULE

Tuesday, March 4 (Dress: Business Casual, no jeans)

9 a.m. Registration (Crowne Plaza) ends at 9:45 a.m.

10 a.m. Opening Session

10:30 a.m. ... Advocacy Training

12 p.m. Lunch

1 p.m. Advocacy Training

6 p.m. Dinner Session

7 p.m. Social Activity

11 p.m. Curfew

Wednesday, March 5 (Dress: [SkillsUSA Official Attire](#))

7 a.m. Breakfast (Crowne Plaza)

7:30 a.m. Legislative Day Kick-off Event

9 a.m. Legislator Meetings (Capitol Building)
***Photo identification may be required.

Afternoon..... Lunch (On Your Own)
Complete post-visit surveys

3 p.m. Depart Springfield

REQUIRED PRE-WORK

Participants must complete the [CTE Knowledge Certification and SkillsUSA Framework Certification](#) as prework before the conference.

More information will be available soon.

LEGISLATIVE VISITS

A highlight of AMPLIFY is the visit to senators and representatives on Wednesday, Mar. 5, from 9 a.m. to 1 p.m. The SkillsUSA Illinois team will coordinate visits for your chapter.

REGISTRATION INFORMATION

REGISTRATION DEADLINE

The deadline to register and submit hotel rooming lists is
Friday, January 31, 2025.

REGISTRATION FEE

The conference registration fee is **\$295** per member, advisor, or chaperone and includes conference activities, training materials, and some meals. All participants must be members of SkillsUSA.

Hotel rooms are **\$149** per night inclusive of tax. Hotel check-in will be 4:30 p.m. with check-out at 11 a.m. Room consolidation is available, please email membership@skillsusaillinois.org with requests.

REGISTRATION INSTRUCTIONS — Deadline: January 31, 2025

Individual Registration

There are two options for registration. The Lead Advisor can register participants or participants can self-register.

- [Participant Self-Register Steps](#)
 - [Lead Advisor Approval](#)
- [Participant Registration by Lead Advisor Steps](#)

Hotel Registration

You can now assign your students directly to rooms, by following the below guide.

- [Hotel Registration Steps](#)

QUESTIONS OR MORE INFORMATION

Contact the SkillsUSA Illinois State Office at membership@skillsusaillinois.org or 833.754.5545.

