

# 2023 Staff Development Conference



## 2023 CONFERENCE AGENDA

### Wednesday, March 15, 2023 – Rainwater Conference Center

1:00 – 2:00pm	<b>GACCE Board Meeting</b>	<b>Board Room 1</b>
2:00pm	<b>CONFERENCE REGISTRATION OPENS</b> Please note that hotel rooms may not be available for check-in until 4:00pm.	<b>Conference Center Lobby</b>
2:15 – 3:00pm	<b>Welcome to the Chamber Industry Session</b> This is a session for any new chamber staff members.	<b>Rose Suite</b>
3:00 – 4:00pm	<b>Chamber Roundtable Session – By Topic</b> We'll have several table topics around the room – you'll have two 30-minute sessions.	<b>Grand Hall</b>
4:00 – 5:00pm	<b>OPENING KEYNOTE SESSION</b> <b><i>What Are You Doing With Your 8 Seconds</i></b> Eight seconds. According to a Microsoft report, that's the average attention span of a human. It might sound crazy, but our attention spans (and our members) are <i>shorter</i> than a goldfish's. So, when it comes to your member engagement and recruitment, how are you creating messaging and content that engages your members and community? Time is of the essence. In this session, we will have open discussions on maximizing your 8 seconds. <i>Shari Pash, Strategic Solutions for Growth</i>	<b>Grand Hall</b>
5:00 – 7:00pm	<b>WELCOME RECEPTION</b> Fun evening reconnecting with your peers in Valdosta!	<b>Veranda – Rainwater Conference Center</b>

### Thursday, March 16, 2023 – Rainwater Conference Center

Breakfast available at host hotels

8:30 – 9:00am	<b>OFFICIAL CONFERENCE WELCOME</b> <i>Cindy Williams, Cartersville-Bartow County Chamber &amp; 2022-23 GACCE Chair</i> <i>Christie Moore, President &amp; CEO, Valdosta-Lowndes County Chamber &amp; 2023 SDC Chair</i>	<b>Grand Hall</b>
9:00 – 10:30am	<b>MORNING KEYNOTE SESSION</b> <b><i>Yes, All Staff Can Impact Member Engagement and Growth</i></b> In this session, we will look at strategies that allow your full team to have an impact with member engagement and recruitment. We focus on how each staff person can know your members beyond transactions. Discuss strategies that all staff can use to maximize social media for relevant member value, and how staff can provide relevant prospect referrals. In addition, learn how maximizing your membership database is a tool that all staff can access for direct engagement success. No matter the size of your staff or team (2 or 20), all hands-on deck for member engagement and recruitment. <i>Shari Pash, Strategic Solutions for Growth</i>	<b>Grand Hall</b>
10:30am	<b>BREAK</b>	<b>Sponsor Display Area</b>

10:45 – 11:45am

**BREAKOUT SESSIONS**

**Topic 1 – Intentional Sponsorship Sales and Growth**

**Grand Hall**

If Sales is not your thing, and yet you are expected to sell sponsorships, this is the session for you. Attendees will learn steps to create a sustainable foundation for signing new sponsors. We'll talk about clarifying your sponsorships and connecting to strategic member segments, creating a relevant prospect list, and tips in preparing to make new sponsor calls. In this session, we cover sales steps, tips, and tools. In addition, we delve into choosing the best sponsorship structure for your organization.

*Shari Pash, Strategic Solutions for Growth*

**Topic 2 – What Do Colors Mean to Your Brand?**

**Gardenia Suite**

Determining appropriate colors for each business or destination is a huge part of visual branding. People will change. The meaning behind colors will not. The psychology of colors is vital to reflecting each business or community appropriately.

*Linda Mosely, 365 Degree Total Marketing*

**Topic 3 – Event Success Strategies**

**Rose Suite**

Description TBA

Speaker TBA

11:45am – 1:00pm

**SCHOLARSHIP LUNCHEON**

**Grand Hall**

We will be presenting GACCE Scholarships & our staff Service Awards.

1:15 – 2:15pm

**AFTERNOON KEYNOTE SESSION**

**Grand Hall**

***Take the Initiative***

Chambers typically find it easy to have programs and events in their annual program of work. Yet, adding "initiatives" to that list is often a daunting task. Find the grit and determination to use initiatives in elevating your Chamber. By reviewing some strategic initiatives of Chambers across the country, we'll highlight the process of implementing initiatives, the selection of the right initiatives, and the benefits for your Chamber.

*Jason E. Ebey, YGM Total Resource Campaigns*

2:15pm

**EXTENDED BREAK – SURPRISES!**

3:00 – 4:00pm

**BREAKOUT SESSIONS**

**Topic 1 – Membership Session**

**Grand Hall**

Description TBA

Speaker TBA

**Topic 2 – Communications Strategy – Increase Your Engagement**

**Gardenia Suite**

Description TBA

Speaker TBA

**Topic 3 – How to Elevate Your Events**

**Rose Suite**

Learn how to elevate your events with professionalism and set the standard for your business community.

*Chris Shelton, Event Point*

5:00pm

**Leave for Networking Dinner – Carpool**

5:45pm

**NETWORKING DINNER**

**Georgia Beer Co.**

Join us for a fun night of networking & entertainment with your peers.

**Friday, March 17, 2023 – Rainwater Conference Center**

Breakfast available at host hotels

8:30 – 9:30am

**MORNING KEYNOTE SESSION**

**Grand Hall**

***Where Do You Begin When Creating a Culture of Belonging?***

*Dr. William Lewis, WillHouse Global*

9:30am

**BREAK**

**Sponsor Display Area**

9:45am – 10:45am

**CHAMBER STAFF ROUNDTABLE SESSIONS**

**Topic 1 – Membership Roundtable**

Sales and retention success and secrets  
*Chamber Pro Panel*

**Grand Hall**

**Topic 2 – Communications Roundtable**

Social media, e-newsletters, weekly emails, etc.  
*Chamber Pro Panel*

**Gardenia Suite**

**Topic 3 – Events Roundtable**

Tried & true events and new programs offered by your peers  
*Chamber Pro Panel*

**Rose Suite**

10:45am

**BREAK**

**Sponsor Display Area**

11:00am – Noon

**“Ask Me Anything” Safe Space Sessions**

**STAFF Session**

Opportunity to ask all the questions of your peers that we didn't cover during the event.  
*Chamber Pro Panel*

**Grand Hall**

**EXECUTIVE Session**

Opportunity to ask all the questions of your peers that we didn't cover during the event.  
*Chamber Pro Panel*

**Gardenia Suite**