

2023 Staff Development Conference



2023 CONFERENCE AGENDA

Wednesday, March 15, 2023 – Rainwater Conference Center

1:00 – 2:00pm	GACCE Board Meeting	Board Room 1
2:00pm	CONFERENCE REGISTRATION OPENS Please note that hotel rooms may not be available for check-in until 4:00pm.	Conference Center Lobby
2:15 – 3:00pm	Welcome to the Chamber Industry Session This is a session for any new chamber staff members.	Rose Suite
3:00 – 4:00pm	Chamber Roundtable Session – By Topic We'll have several table topics around the room – you'll have two 30-minute sessions.	Grand Hall
4:00 – 5:00pm	OPENING KEYNOTE SESSION <i>The Power of Micro-Moments: Attracting & Engaging Members in the Age of Distractions</i> Attention spans are shorter than ever. Micro moments and minutes are all we have to intrigue and gain the attention of our members and businesses. So, when it comes to member engagement and recruitment, are you creating impactful content and messaging that captivates your community and compels them to take action? Join us for open discussions on how to make the most of every moment! <i>Shari Pash, Strategic Solutions for Growth</i>	Grand Hall
5:00 – 7:00pm	WELCOME RECEPTION Fun evening reconnecting with your peers in Valdosta!	Veranda – Rainwater Conference Center

Thursday, March 16, 2023 – Rainwater Conference Center

Breakfast available at host hotels

8:30 – 9:00am	OFFICIAL CONFERENCE WELCOME <i>Cindy Williams, Cartersville-Bartow County Chamber & 2022-23 GACCE Chair</i> <i>Christie Moore, President & CEO, Valdosta-Lowndes County Chamber & 2023 SDC Chair</i>	Grand Hall
9:00 – 10:30am	MORNING KEYNOTE SESSION <i>Yes, All Staff Can Impact Member Engagement and Growth</i> 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>	Grand Hall
10:30am	BREAK	Sponsor Display Area

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