



July 7-10

Jekyll Island Club Hotel · Jekyll Island, GA

CHARTING THE COURSE

National Resources

ACCE Horizon Initiative: Helping Chambers Drive Change

How will chambers adapt and evolve to mega trends over the next decade? How will they ensure that their best days are yet to come?

These are the core questions explored in ACCE's Horizon Initiative: Chambers 2025 report. The Horizon Initiative report taps the chamber industry's collective wisdom and draws heavily from social science scholarship and business research. The goal is not to tell chambers what they must do or be a decade from now. Instead, the value of this report is its potential to inspire ideas. The nine influences described in the Horizon Initiative Report are:

Belonging and Gathering
Communications & Technology
Scarcity and Abundance

Global Impacts
Population Shift
Political & Social Fragmentation

Resource Alignment
Catalytic Leadership
Limitations of Government



What are you doing to redefine the future and ensure your chamber remains relevant as it leads business and leads communities? Horizon gives you great information for strategic planning, staff planning and board retreats. It's one of the best tools in the industry for taking your chamber to the next level. Learn more about what chambers across the country are doing to stay ahead of the changing curve. Learn more at acce.org.

ACCE Body of Knowledge

ACCE developed the Body of Knowledge for the chamber profession. It establishes benchmarks for the chamber profession and serves as the foundation for ACCE's educational programs. The Body of Knowledge outlines general job competencies and is updated, as necessary, to reflect current chamber profession practices. It is understood that chamber professionals need not have expertise or direct responsibility in all of these areas yet should have a comprehensive understanding of how each component impacts the chamber. By reviewing the Body of Knowledge and working towards comprehending and implementing these practices, chamber professionals will be empowered with the essential skills necessary to be successful in the profession. Visit acce.org to learn more.

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|  General Management |  Communication and Marketing |  Financial Management |  Public Policy Development & Advocacy |
|  Consensus Building |  Strategic Planning |  Human Resources |  Economic Betterment |
|  Membership Recruitment and Retention |  Decision Making |  Technology |  Development of Programs, Products & Services |
|  Governance | | | |