



2019 CONFERENCE AGENDA

Thursday, March 21, 2019 – Columbia County Exhibition Center - Grovetown, GA

9:30 – 11:00am	GACCE BOARD MEETING	Meeting Room 3
10:30am	CONFERENCE REGISTRATION BEGINS	Conference Foyer
11 – 11:45am	BONUS SESSION – goBeyondProfit Learn how business members from across the state are coming together to launch the goBeyondProfit initiative to celebrate corporate generosity of all kinds. Our vision is to inspire companies of all sizes and at all stages to elevate giving back to a point it becomes the norm for all businesses in Georgia. - <i>Megan McCamey, Executive Director, goBeyondProfit</i>	Exhibit Ballroom A
Noon – 1:00pm	SCHOLARSHIP & AWARDS LUNCHEON Join us as we present our 2019-20 GACCE Scholarships and Service Awards.	Exhibit Ballroom A
1:00 – 2:00pm	OPENING KEYNOTE SESSION Chamber Value & Relevance – Now and Into the Future We're excited to hear an update of the nine influences shaping the futures of chambers of commerce. - <i>Sheree Anne Kelly, President & CEO, ACCE</i>	Exhibit Ballroom A
2:00pm	AFTERNOON BREAK	Sponsor Area – Exhibit Ballroom A
2:15 – 3:15pm	BREAKOUT SESSIONS	
	Topic 1 Member Retention: What's the Silver Bullet? Is your retention rate normal? Do you drop as many members as you recruit? What's the secret to keeping more members? You can increase member retention by 5% or even 25% if you know what to look for and choose the right strategies to implement. - <i>Cathi Hight, Hight Performance Group</i>	Exhibit Ballroom A
	Topic 2 Workforce Development Initiatives Hear what ACCE is doing on this front as well as best practices from other chambers across the nation. - <i>Sheree Anne Kelly, President & CEO, ACCE</i>	Meeting Room 1
	Topic 3 Adult & Youth Leadership Program Best Practices Learn best practices to take your programs to the next level. - <i>J.W. Fanning Representative</i>	Meeting Room 2
3:15pm	AFTERNOON BREAK	Sponsor Area – Exhibit Ballroom A
3:30 – 4:30pm	BREAKOUT SESSIONS	
	Topic 1 The Science Behind Member Loyalty Is member retention more of a science than an art? How can neuroscience show me how to develop loyal members? Do engagement levels correlate with member loyalty? Loyal members reduce churn, attract a better pool of new members, and have a positive impact on your bottom line. Learn how experiences with three parts of our brains help form deeper relationships, stronger connections, and ensure member loyalty. - <i>Cathi Hight, Hight Performance Group</i>	Exhibit Ballroom A

Topic 2

Chamber Events – Best Practices

Meeting Room 1

Hear about some cool new programs your chamber peers are having success with.

- *Bartow Business Women Program – Cartersville-Bartow County Chamber*
- *Executive Luncheon Series – Columbia County Chamber*
- *ATHENA Luncheon – Athens Area Chamber*

Topic 3

Young Professionals Programs – Best Practices

Meeting Room 2

Kick up your YP program a notch by hearing best practices from your peers.

- *Young Women on the Way – Columbia County Chamber*
- *Young Men on the Move – Columbia County Chamber*

5:00pm

Buses Leave from Hotels

Home2Suites / Holiday Inn

5:30 – 9:00pm

Lock Party Reception & Dinner

Savannah Rapids Pavilion

Enjoy an evening with your peers by touring the original Lockkeepers Cottage, sampling our low country boil, and relaxing with live entertainment.

Co-Hosted by the Augusta Metro Chamber and the Columbia County Chamber

Friday, March 22, 2019 – Columbia County Exhibition Center - Grovetown, GA

Breakfast available at conference hotels (Home2Suites and Holiday Inn)

8:30 – 9:30am

MORNING OPENING SESSION

Exhibit Ballroom A

It's a Whole New World for Chambers

How will trends and driving forces impact your members? What strategies should you deploy to remain relevant? Expectations for ROI and motivations to be members are being altered. What does that mean for your organization and how can you prepare to be essential over the next decade? In this session you'll learn to recognize the difference between being proactive and preactive and why you need to shift your focus to solving problems before they impact your members.

- *Cathi Hight, Hight Performance Group*

9:30am

MORNING BREAK

Sponsor Area – Exhibit Ballroom A

9:45 – 10:45am

BREAKOUT SESSIONS

Topic 1

Sponsors: Getting Them, Thanking Them, Keeping Them

Exhibit Ballroom A

Recruiting and retaining sponsors – how to sell out event sponsorships, sponsorship levels and acknowledgement.

- *Anissa Starnes, Swingbridge Partners*

Topic 2

Canva – Your Guide to Creating Great Marketing Pieces

Meeting Room 1

Get a step-by-step tutorial on how to use Canva for your Chamber to create flyers, event logos, and much more!

- *Susan Kraut, Newnan-Coweta Chamber*

Topic 3

Government Affairs 101

Meeting Room 2

Are you lost on how to help your members get involved with advocacy? This session is for those members who don't currently have a government affairs committee or council but would like to get their members in the game.

- *GA Chamber Representative*

10:45am

MORNING BREAK

Sponsor Area – Exhibit Ballroom A

11:00am – Noon

CLOSING KEYNOTE SESSION

Exhibit Ballroom A

Stop. Drop. Roll. – How to Avoid Chamber Burnout

In today's world of connectivity it is almost encouraged to be "on the job" 24/7 but at what cost to the professional? This session will share tips on how you can protect your sanity, set boundaries and achieve that hard to find thing that you think doesn't exist called work/life balance.

- *Anissa Starnes, Swingbridge Partners*

Noon

CONFERENCE ADJOURNS