

Tuesday, August 3

ALL SESSIONS IN AZALEA BALLROOMS C-F

- 7:45am** **Breakfast Begins**
In: Azalea Ballroom C-F
- 8:15am- 8:45am** **BCA Update** **TBD**
Hear from our partners at the Business Council of Alabama on the latest happenings in Montgomery, their initiatives, and goals, and how we can all work together for the betterment of our state.
- 8:45am- 10am** **Intentional Membership Growth** **Shari Pash**
Multi-tasking and juggling priorities are a way of life in your chamber. In this session, we will discuss and learn about the key areas of focus for intentional membership growth. We will discuss what engagement means to different member segments, how to define and measure chamber value and engagement, and how to increase overall engagement. Help prospects, members, and your businesses understand the value that their investment brings to your overall mission and what engagement can mean to their company or business. Walk away with tips and tools for a strong foundation for membership activity that results in recruitment and retention success.
- 10:00am – 10:15am** **Refreshment Break with Silent Auction & Exhibit Hall**
In: Azalea B
- 10:15am – 11:15am** **A Strategic Planning Blueprint that Works** **Alysia Cook, PCED, IOM**
If your Chamber has struggled with creating a successful strategic plan or program of work, or if you have had difficulties executing the one you have, this session is for you. In this session, we will uncover the keys to an effective planning process through board and staff engagement, mission & vision development, and realistic implementation. This session will teach you how to build a blueprint for success to achieve your chamber's goals and create more value for your members and stakeholders.
- 11:15am- 12:00pm** **Alabama's Workforce Ecosystem** **Tim McCartney**
Whose job is it anyway? When it comes to workforce development we all play a role in Alabama's workforce ecosystem. Learn how chambers can be more active in addressing the challenges and needs of today's workforce while also learning to decipher the language of workforce development.
- 12:15pm -1:30pm** **Roundtable Luncheon**
Small group table discussions with your peers around pertinent topics.
- 1:30pm – 2:45pm** **Reignite Volunteer Leadership and Development** **Shari Pash**
In this session, we talk about volunteering in this new normal and focus on re-engaging pandemic boards. We will talk peer to peer and share best practices on what volunteering looks like as we move into post pandemic work, and we will introduce tools to ensure that volunteers and volunteer leadership represents the diversity of the membership. We create Opportunity Profiles that streamline your volunteer recruitment and uncover the best match for

sustainability. Facilitated discussion on the tools needed for sustainable volunteer development, interviewing, job descriptions, expectations, orientation, and training.

2:45pm – 3:00pm **Refreshment Break with Silent Auction & Exhibit Hall**
In: Azalea B

3:00pm- 4:00pm **40 in 40 Bright Ideas presented by AMEA** **Jason Ebey, IOM**
Take home 40 new or unique tangible ideas you can implement in your chamber. Learn from your peers and enjoy a fun, fast paced idea sharing session.

4:00pm **Day 2 Wrap up & Conclusion**

Enjoy The Grand and the Baldwin/Mobile area. Dinner on your own.

Wednesday, August 4

ALL SESSIONS IN AZALEA BALLROOMS C-F

8:00am **Breakfast Begins**
In: Azalea Ballroom C-F

8:30am-9:15am **The Future of Chambers – What’s Next?** **Anissa Starnes, IOM**
What lies ahead for chambers and how can they adapt and evolve when faced with the after-effects of a global pandemic, a monumental economic downturn, the changing nature of business, the discordant political climate and the challenges of racial equity? Anissa Starnes, IOM will share ACCE’s latest research on the essential components for chamber missions and supporting business models that will ensure chambers are successful and sustainable well beyond these challenging times. During this session we will also revisit the key principles of ACCE’s Horizon Initiative, and Anissa will showcase the latest trends and advancement taking place for chambers across the country.

9:15am-9:45am **Beverage Break and the close of the Silent Auction & Exhibit Hall**
In: Azalea Ballroom B

9:45am- 11:00am **Alabama Chambers at Work Spotlight** **Jim Page, Laura Strickland,
Donna Watts, Casey Gay
Williams, Gail Quezada,
Greg Alexander**
We put the spotlight on some of our own chambers doing outstanding work within their communities in the area of unique collaborations. Learn how chambers of all sizes can build partnerships and relationships within your community and region.

11:00am- 11:15am **Day 3 Wrap Up & Conference Conclusion**

Thank you for attending. Safe travels.