

2019 CCAA Summer Conference

July 31 – August 2, 2019

The Lodge at Gulf State Park (Gulf Shores, Alabama)

July 31 (Wednesday) **STAND UP**

11:00am – 1:00pm – Conference Registration (Location: TBD)

12:30pm – 1:00pm – We’re Glad You Are Here (Location: TBD)

Whether you are new to the chamber profession, a first-time conference attendee or just want to reconnect, come join us for a ‘Meet and Greet’ and enjoy some sweet treats as our welcome to you.

1:00pm – 1:15pm – Opening Session (Location: TBD)

Welcome, Conference Overview, and Introductions

**Heather Brothers New, Chairwoman, Chamber of Commerce Association of Alabama
President, The Chamber, Gadsden & Etowah County**

Join your fellow chamber executives from across Alabama as the 2019 CCAA Summer Conference kicks off on Alabama’s Gulf Coast! Get a preview of the conference sessions and things you will not want to miss, get to know your peers, make a few connections, and of course, have some fun!

1:15pm – 2:30pm – General Session (Location: TBD)

Stand Up and Stand Out – Creating Your Personal Brand

Anissa Starnes, IOM, President, Swingbridge Partners, LLC

Have you defined your personal brand? Are you consistently living your personal brand every day? Most people would answer no to those questions, but personal branding is the means by which people remember you. It's more than a business card; it is how you present yourself online and offline to members, potential members, volunteers and even future employers. Your personal brand can help you increase engagement at your Chamber, but it still centers around you as an individual. This presentation will offer useful tips and stories on how personal branding can be a key part of your success, in leadership and in life.

2:30pm – 3:00pm – Break

Silent Auction and Sponsor Showcase (Location: TBD)

3:00pm – 4:30pm – General Session (Location: TBD)

What’s Your Story?

Alysia A. Cook, PCED, IOM, Principal, Opportunity Strategies, LLC

Are you telling your Chamber’s story in a way that resonates? Do you have different messages for different stakeholders? This workshop walks you through the critical elements of storytelling. We discuss the 5 questions you must ask yourself when crafting the ideal message. Every Chamber has a story to tell. This workshop helps you create that story.

4:30pm – Session Wrap-Up

4:30pm- 6:30pm- Break/Hotel Check-in

6:30pm – 8:00pm Reception & Dinner (Location: TBD)

6:30pm – 7:00pm – Reception

7:00pm – 8:00pm – Dinner

Join your fellow chamber executives for a casual evening dinner buffet as the sun sets on the horizon of Alabama's beautiful beaches. Put on those Hawaiian shirts, shorts, flip flops and join us for a relaxing evening of food, fun and networking.

August 1 (Thursday) SPEAK UP

7:45am – Breakfast Buffet opens (Location: TBD)

8:15am – 9:30am – Breakfast General Session (Location: TBD)

Social Media and Email Engagement for Chambers – Creating Great Content

Anissa Starnes, IOM, President, Swingbridge Partners, LLC

Is your Chamber keeping up with the trends and are you getting an ROI (Return on Investment) on your email and social marketing? Learn some of the greatest tricks of the trade that will make your efforts more effective and cause you to start seeing immediate results. You will walk away with a ton of best practices and easy to implement strategies for chambers of all sizes

9:30am – 9:45am Break

Silent Auction and Sponsor Showcase (Location: TBD)

9:45am – 10:45am - General Session (Location: TBD)

Effective Team Communications: How to Successfully Communicate Your Message & Engage Others

Alysia A. Cook, PCED, IOM, Principal, Opportunity Strategies, LLC

Learn the 7 things you can do immediately to shift your workplace to better engage others and ensure you're communicating effectively with them. We take a deep dive into these elements and you learn tools to implement immediately.

10:45am – 11:00am – Break

Silent Auction and Sponsor Showcase (Location: TBD)

11:00 -12:30pm – General Session (Location: TBD)

8 Secrets from a Secret Shopper

Alysia A. Cook, PCED, IOM, Principal, Opportunity Strategies, LLC

In this session, you will learn the Top 8 lessons learned from a professional Secret Shopper. We know your members turn to you for advice and that your Chamber continually works to help your small business owners improve their businesses. This workshop will give you 8 tips to immediately turn around and give to your business owners. These ideas will improve their image, reputation, traffic, and sales. They'll be thanking you for helping them ensure a fantastic memorable customer experience.

12:30pm- 12:45pm Lunch Buffet (Location: TBD)

12:45– 1:45pm – Luncheon (Location: TBD)

Sponsors. Getting Them, Thanking Them, Keeping Them

Anissa Starnes, IOM, President, Swingbridge Partners, LLC

Chamber professionals are always thinking about our members and sponsors first. We're focused on recruiting, retaining and engaging them. Sponsors are part of the lifeblood of our organizations—they're the people who financially fuel our Chambers and help us produce real results. But the competition for dollars is getting tighter every year so we have to do more to get them and keep them. This session will offer great advice on how to make sure you are doing all you can to ensure your sponsorships sell out for every event.

1:45pm – 2:00pm –Break

Silent Auction and Sponsor Showcase (Location: TBD)

2:00pm – 3:45pm – General Session (Location: TBD)

Using the Principles of Influence to Benefit Your Chamber

Alysia A. Cook, PCED, IOM, Principal, Opportunity Strategies, LLC

Anissa Starnes, IOM, President, Swingbridge Partners, LLC

Your Chamber is in the business of convincing people to do things. It may be to buy something, attend something, support something, or behave in a certain way responding to a call of action. The truth is that it takes a lot of people and resources to achieve your Chamber's vision. Learn Dr. Robert Cialdini's 7 Principles of Influence and get hands-on practice how to put these persuasion techniques to use for the benefit of your Chamber and its members.

3:45pm – Session Wrap-Up /Adjourn (Evening Free)

August 2 (Friday) STEP UP

8:30am – Breakfast Buffet opens (Location: TBD)

8:45am – 9:15am – Breakfast Session (Location: TBD)

CCAA Awards Breakfast

**Heather Brothers New, Chairwoman, Chamber of Commerce Association of Alabama
President, The Chamber Gadsden & Etowah County**

This special presentation recognition breakfast celebrates the Accredited Alabama Chamber of Commerce distinction, the Accredited Alabama Chamber Executive designees and the Chamber Executive of the Year Award.

The Chamber of Commerce Association of Alabama created the **Accredited Alabama Chamber of Commerce (AACC) Designation** as a way to set a new standard of excellence. This designation signifies that a local chamber has excelled in all areas of chamber management and leadership and is the "best of the best."

The CCAA Chamber Professional of the Year Award recognizes the exemplary performance and leadership of an Alabama chamber executive with their local chamber. The award recognizes the long-term professional career achievements of the candidate.

9:15am – 9:30am – Break

Silent Auction and Sponsor Showcase (Location: TBD)

Silent Auction Concludes at End of Break- 9:30am

9:30am – 10:30am – General Session (Location: TBD)

Stand Up, Speak Up, Step Up – Putting it All Together

Anissa Starnes, IOM, President, Swingbridge Partners, LLC or Anissa & Alysia together

We wrap up the conference by tying together the lessons learned from the Stand Up and Speak Up portions into action items you can start using next week to Step Up your Chamber's value. We will help you step up your role as the go-to solutions broker to your members, providing them with new innovative ideas. You will leave this session with a customized written action plan of things you can implement within the next 10 days to 2 months.

10:30am – Closing Remarks/Adjourn

10:45am – Conference Adjourn