



# 2023 Staff Leadership Development Conference

March 29 – 31, 2023

Hilton Garden Inn – Kitty Hawk, NC

Our 2023 CACCE Partners:



## AGENDA

### Wednesday, March 29, 2023

|             |   |                              |
|-------------|---|------------------------------|
| 2:00pm      | <b>Registration Opens</b><br>Please note that sleeping rooms may not be available for check-in until 4:00pm.  | Conference Pre-Function Area |
| 2:00–3:00pm | <b>CACCE Board Meeting</b>  | Katherine Room               |
| 3:00–4:00pm | <b>Welcome to the Chamber Industry Session</b><br>Learn more about the chamber industry and your professional development association.  | Katherine Room               |
| 4:00–5:30pm | <b>Chamber Roundtable Sessions</b><br>You will have three 30-minute roundtable discussions during this session. Table topics will be placed around the room, so choose the ones of most interest. | Wilbur & Orville Ballroom    |
| 6:00–7:30pm | <b>Welcome Reception</b><br>Enjoy a fun, relaxing evening on the pier with your chamber peers.  | Kitty Hawk Pier House        |

### Thursday, March 30, 2023

|              |   |                              |
|--------------|---|------------------------------|
| 8:00–9:00am  | <b>Networking Breakfast</b>   | Wright Ballroom              |
| 9:00–9:15am  | <b>Official Conference Welcome</b><br>- Josh Bass, Currituck Chamber, 2023 CACCE SLD Conference Chair<br>- Karen Brown, Outer Banks Chamber Welcome   | Wright Ballroom              |
| 9:15–10:00am | <b>Morning Keynote Session</b><br>2022 CACCE Innovative Grant Winners<br>Hear from your CACCE peers regarding programs they implemented in 2022.<br>- Asheboro/Randolph Chamber – The Business Gym<br>- Clayton Chamber – Launch Johnston County<br>- Greater Summerville/Dorchester Chamber – NonProfit Workshop Series<br>- York County Regional Chamber – 4 Essential Roles of Leadership Work Session | Wright Ballroom              |
| 10:00am      | Morning Break   | Conference Pre-Function Area |

|               |  |                              |
|---------------|--|------------------------------|
| 10:15–11:30am | <b>General Keynote Session</b><br>What Are You Doing With Your 8 Seconds<br>Eight seconds. According to a Microsoft report, that's the average attention span of a human. It might sound crazy, but our attention spans (and our members) are <i>shorter</i> than a goldfish's. So, when it comes to your member engagement and recruitment, how are you creating messaging and content that engages your members and community? Time is of the essence. In this session, we will have open discussions on maximizing your 8 seconds.<br><i>- Shari Pash, Strategic Solutions for Growth</i>   | Wright Ballroom              |
| 11:45am–1pm   | <b>AWARDS LUNCHEON</b><br>We will present our Communication Excellence Awards, Service Awards, and Scholarships.   | Kitty Hawk Pier House        |
| 1:30–2:30pm   | <b><u>Breakout Session 1 – Membership</u></b><br>Intentional Sponsorship Sales & Growth<br>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.<br><i>- Shari Pash, Strategic Solutions for Growth</i> | Katherine Room               |
|               | <b><u>Breakout Session 2 – Communications</u></b><br>What Do Colors Mean to Your Brand?<br>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.<br><i>- Linda Mosely, 365 Degree Total Marketing</i>   | Orville Room                 |
|               | <b><u>Breakout Session 3 - Events</u></b><br>Golf Tournaments & Other Recreational Events<br>Hear how to take your golf tournament to the next level and how to incorporate other recreational events for your members to generate additional non-dues revenue.<br><i>- Bryan Moore, Caldwell Chamber</i><br><i>- Linda Parsons, Moore County Chamber</i>  | Wilbur Room                  |
| 2:30pm        | Afternoon Break  | Conference Pre-Function Area |
| 2:45–3:45pm   | <b><u>Breakout Session 1 – Membership</u></b><br>Utilizing Your Volunteers to Boost Sales<br>Hear how your peers use volunteers (ambassadors) to help sell memberships and sponsorships when they don't have specific sales staff as part of their chamber team.<br><i>- Natalie English, Wilmington Chamber</i><br><i>- David Merhib, Greater Greer Chamber</i><br><i>- Bryan Moore, Caldwell Chamber</i>   | Katherine Room               |
|               | <b><u>Breakout Session 2 – Communications</u></b><br>Social Media Workshop<br>Learn how to tell your Chamber's story with video and utilize your social media to your advantage.<br><i>- Greater Summerville/Dorchester County Chamber</i>   | Orville Room                 |
|               | <b><u>Breakout Session 3 - Events</u></b><br>Best Event Ideas in 45 Minutes<br>Come prepared with your best chamber event to share with your peers – we want to know all the how, why, and how much!   | Wilbur Room                  |

- 5:30–6:30pm **Hospitality Hour** Kitty Hawk Pier House  
You will receive one (1) drink ticket upon arrival to enjoy before you head out to dinner.
- 6:30pm **Dinner – On Your Own**  
We will provide a list of chamber member restaurants for dinner offsite so that you can have dinner with your peers and sponsors and enjoy the beautiful Outer Banks!

### **Friday, March 31, 2023**

- 8:30–9:30am **Breakfast Roundtable Sessions**  
Networking sessions with chambers of similar sizes...
- Roundtable Session 1** Katherine Room  
1 to 300 Members
- Roundtable Session 2** Orville Room  
301 to 800 Members
- Roundtable Session 3** Wilbur Room  
Over 800 Members
- 9:30am Morning Break Conference Pre-Function Area
- 10:00–11:00am **General Keynote Session** Wright Ballroom  
**Where Do You Begin When Creating a Culture of Belonging?**  
Fostering a sense of belonging among employees is key to a thriving workplace culture. One-in-four people do not feel valued at work, and the ones that do are generally in senior positions. As leaders, it's incumbent on us to create an environment where employees feel like they don't only belong but thrive.  
*- Dr. William Lewis, WillHouse Global*
- 11:00am–Noon **Closing Keynote Session** Wright Ballroom  
**Yes, All Staff Can Impact Member Engagement and Growth**  
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.  
*- Shari Pash, Strategic Solutions for Growth*