



2019 Annual Management Conference

October 2 – 4, 2019

Embassy Suites by Hilton – Myrtle Beach, SC

Our Platinum Event Sponsors:



AGENDA

Wednesday, October 2, 2019

1:00pm	Conference Registration Begins Please note that hotel room check-in does not begin until 4:00pm.	Cambridge Hall												
1:00–2:00pm	CACCE Board Meeting	Pembroke Room												
2:30–3:30pm	<p>OPENING SESSION</p> <p>Discover Digital Resources to Empower Your Community</p> <p>Learn how to teach members of your local community work and life tasks more effectively using Google tools. This session will introduce you to resources available for Grow With Google Partners and how to become a partner.</p> <p>Demming Bass, Google National Speaker</p>	Kensington D&E Ballroom												
3:30–5:00pm	<p>TABLE TOPIC SESSIONS – Choose Your Topic!</p> <p>We 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 to you!</p> <table border="0" style="width: 100%; margin-top: 10px;"> <tr> <td style="width: 33%;">Advocacy</td> <td style="width: 33%;">Membership Sales</td> <td style="width: 33%;">Member Retention</td> </tr> <tr> <td>Events</td> <td>Sponsorships</td> <td>Communications / Marketing</td> </tr> <tr> <td>HR Issues</td> <td>Board Issues</td> <td>Volunteer Issues</td> </tr> <tr> <td>Workforce Dev't</td> <td>Healthcare</td> <td>Funding Issues</td> </tr> </table>	Advocacy	Membership Sales	Member Retention	Events	Sponsorships	Communications / Marketing	HR Issues	Board Issues	Volunteer Issues	Workforce Dev't	Healthcare	Funding Issues	Kensington D&E Ballroom
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6:00–9:00pm	<p>WELCOME RECEPTION</p> <p>Enjoy a fun, casual night with your CACCE peers.</p> <p>Sponsored by: North Carolina Chamber & South Carolina Chamber</p>	Pool Deck & Pavilion												
9:00–11:00pm	<p>Hospitality Room Open</p> <p>Sponsored by: Target Marketing</p>	Nightwatch Room – 2 nd Floor												

Thursday, October 3, 2019

Breakfast Buffet available for hotel guests in the Coastal Grill – Main Floor

- 7:45 – 8:30am BONUS SESSION Kensington D&E Ballroom
Take a Bold Stand for Business in a Splintered Political World
Hear how Chambers can be the voice of reason on emotionally charged issues and how they may be able to take a position on issues others won't touch.
Moderator – Lindsay Keisler, Catawba County Chamber
Panelist – Kit Cramer, Asheville Area Chamber
Panelist – Aaron Nelson, The Chamber for a Greater Chapel Hill-Carrboro
- 8:30–9:45am SPEED NETWORKING SESSION Kensington D&E Ballroom
Conference Attendees and Sponsors
Fun session designed for you to meet our sponsors and see how their companies may assist your Chamber. Must be present to win special sponsor prizes!
- 9:45am Break Sponsor Area – Cambridge Hall
- 10–11:30am OPENING KEYNOTE – Kensington D&E Ballroom
The Most Lucrative Marketing Secrets of the Most Successful Chambers in America
Glenn will pull back the curtains and show you the exact marketing principles – along with very specific examples you can “Swipe and Deploy” – that have helped chambers move from good to great. Whether you want to turn your Chamber into a money-making machine, help your members make more money, or help people in need, Glenn will show you the marketing principles that will allow you to do it – and exactly how to implement them.
Glenn Shepard, Glenn Shepard Seminars
- 11:45am CACCE AWARDS LUNCHEON Kensington D&E Ballroom
We will present our Executives of the Year, Chambers of the Year, Accredited Chambers, Certified Chamber Executives of the Carolinas, Lifetime Achievement Awards, and announce our CACCE Grant winners.
Awards sponsored by: Cowart Awards
Awards Luncheon sponsored by: Citslinc
- 1:15–2:30pm SESSION – Kensington D&E Ballroom
The One Page Strategy Workshop
Make strategy an ongoing discipline...not a one time event. In this interactive workshop, you will assemble a one-page strategy and understand the underlying methodology that makes this tool so effective.
Kevin Mead, Kinect Consulting
- 2:30pm Break Sponsor Area – Cambridge Hall
- 2:45 – 3:45pm SESSION – Kensington D&E Ballroom
Social Media & Email Marketing for Chambers
Learn how to make your chamber stand out in a world of non-stop communications.
Keegan and Corey Rush, Founders, Blue Pack Marketing

