



2023 Annual Management Conference

October 18 – 20, 2023

HILTON GARDEN INN SUMMERVILLE
SUMMERVILLE, SC

Our 2023 CACCE Partners:



EVENT AGENDA

Wednesday, October 18, 2023

2:00pm	Conference Registration Opens	Azalea Pre-function
2:00 – 3:00pm	CACCE BOARD MEETING	Dogwood BC
3:00 – 3:45pm	Welcome to the Chamber Industry Session For new Chamber Executives – learn more about the Chamber Industry & CACCE.	Dogwood BC
4:00 – 5:00pm	OPENING KEYNOTE SESSION The Future of Chambers and the Horizon Initiative – What's Next 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? The Horizon Initiative identifies nine influences shaping the future of chambers and their communities. Sheree Anne Kelly revisits the key principles of this initiative and shares 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. <i>Sheree Anne Kelly, ACCE</i> Sponsored by Lumin Strategies	Azalea BC
6:00 – 8:00pm	WELCOME RECEPTION Join us for a fun night of networking with your peers. Sponsored by the North Carolina Chamber and the South Carolina Chamber	The Lodge

Thursday, October 19, 2023

8:00 – 9:00am	NETWORKING BREAKFAST No program – just an opportunity to network with your peers to start the day! Sponsored by Chambers for Innovation & Clean Energy	Azalea A
9:00 – 9:15am	OFFICIAL CONFERENCE WELCOME <i>Rita Berry, Greater Summerville/Dorchester County Chamber, 2023 CACCE AMC Chair</i> <i>Charles Hardin, Blowing Rock Chamber, 2023 CACCE President</i>	Azalea BC
9:15 – 10:30am	GENERAL KEYNOTE SESSION Essential Ingredients of a Strong Chamber Just like your favorite meal, there's a recipe for success. This session will offer up the essential ingredients for a relevant chamber in 2023 and beyond <i>Dave Kilby, President Emeritus of W.A.C.E.</i>	Azalea BC

10:30am	BREAK <i>Sponsored by Citslinc</i>	Sponsor Area
10:45 – 11:45am	SPOTLIGHT OUR SPONSORS SESSION Hear from our sponsors on how their services can help you grow. Must be present to win prizes!	Azalea BC
11:45am	NETWORKING LUNCHEON <i>Sponsored by Louder Nonprofit Strategies</i>	Azalea A
1:00 – 2:00pm	GENERAL KEYNOTE SESSION Media Training for Executives In this fun and informative workshop, you'll learn the ins and outs of speaking to traditional media, from newspapers and magazines to television and radio. We'll cover everything from crafting the perfect soundbite to effectively conveying your message to dressing your best on camera. This session will be taught by Rebecca Collett, Collett Media, who has worked in newsrooms across the country during the last 15 years. <i>Rebecca Collett, Collett Media</i>	Azalea BC
2:00 – 3:00pm	STATE CHAMBER UPDATES Join us for a discussion with our state chamber executives to hear what's next for North Carolina and South Carolina. <u>NC Chamber Update</u> <i>Jake Cashion, VP of Government Affairs, NC Chamber</i> <u>SC Chamber Update</u> <i>Bob Morgan, President & CEO, SC Chamber</i>	Dogwood BC Azalea BC
3:00pm	BREAK <i>Sponsored by Citslinc</i>	Sponsor Area
3:15 – 4:15pm	GENERAL KEYNOTE SESSION The Profound Role of AI in Revolutionizing Chamber Management We delve into the enormous potential of Artificial Intelligence (AI) to not only empower, but truly transform chambers of commerce. Touching upon AI's capability to support membership management, scale compelling campaigns, and execute productivity-boosting fundraising strategies, we will guide chamber executives through the critical backdrop of AI discourse. Furnished with sound principles and best practices combined with relatable, real-world case studies, our discussion orbits around practical AI-led strategies. We will fuse technological prowess and human insight, as we unlock the future of efficient and effective chamber management through the latest in AI technology and principles. <i>Zach Giglio, Giglio Communications & Marketing</i>	Azalea BC
4:15 – 5:15pm	ROUNDTABLE SESSION Whitewater Roundtable You never know what's around the next bend and it could be a life-changing experience. The same is true in the chamber business. The best idea you've ever heard may be right across the table from you. Share your answers at your table (PLEASE do NOT sit with anyone from your own chamber) to the whitewater question and then we'll share the best idea from each table with everyone at the conference. <i>Dave Kilby, President Emeritus of W.A.C.E.</i>	Azalea BC
6:30 – 8:30pm	RECEPTION & AWARDS DINNER Join us as we present our 2023 CACCE Awards. <i>Awards sponsored by Larry Collett</i> <i>Dinner sponsored by smarTours</i>	Azalea BC

Friday, October 20, 2023

8:00 – 9:00am	NETWORKING BREAKFAST No program – just an opportunity to network with your peers to start the day! <i>Sponsored by 365 Degree Total Marketing</i>	Azalea A
9:00 – 9:30am	U.S. Chamber Update Session Hear an update regarding the issues the U.S. Chamber is keeping an eye on. <i>Moore Hallmark, U.S. Chamber</i>	Azalea BC
9:30am	BREAK <i>Sponsored by Citslinc</i>	Sponsor Area
9:45 – 10:45am	PANEL SESSION Public Policy Strategies To reach your potential as a power player in the game of influencing public policy, your chamber needs a few tools and a lot of motivation. Public policy can be defined as an active, sustained effort by staff and a group of volunteers of the chamber aimed at representing the organization, its mission, and its members to government officials. We're turning to industry experts to learn more about the key strategies they engage for maximum effectiveness. <i>Facilitator – Rebecca Imholz, Mount Pleasant Chamber</i> <i>Panelist – Bryan Fox, Greater Durham Chamber</i> <i>Panelist – Moore Hallmark, U.S. Chamber</i> <i>Panelist – Dave Kilby, President Emeritus of W.A.C.E.</i> <i>Panelist – Representative Robby Robbins, SC House District 97</i>	Azalea BC
10:45 – 11:45am	CLOSING KEYNOTE SESSION The ABCs of Chamber Success The questions are the same, but now the answers are different. Just as the curriculum in kindergarten has changed over the years, so have the ABCs for a strong chamber. In this fun, fast-paced, participatory session you will discuss ideas in small groups and then we'll de-brief and bring it back together a group <i>Dave Kilby, President Emeritus of W.A.C.E.</i>	Azalea BC