



Thursday, March 30, 2017 – LakePoint Complex – Cartersville, GA

10:30am	CONFERENCE REGISTRATION	Complex Lobby
10:30am – 12:00pm	GACCE Board Meeting	Meeting Room 1 & 2
Noon – 1:00pm	Chamber Executive Meeting Best practices and issue sharing just for Chamber Presidents/Executive Directors. (<i>boxed lunches</i>)	Meeting Room 1 & 2
Noon – 1:00pm	Membership Professionals Meeting Best practices and issue sharing for all membership professionals. (<i>boxed lunches</i>)	Meeting Room 6,7,8
Noon – 1:00pm	Communications Professionals Meeting Best practices and issue sharing for all communications professionals. (<i>boxed lunches</i>)	Meeting Room 9 & 10
1:00pm – 2:00pm	OPENING GENERAL SESSION Dealing with Change without Going Up in Flames Changes are coming at us at an overwhelming rate – new technology, increased job responsibilities, generational changes. This session provides a five-step process for dealing with change. It will help you understand your own response to change as well as that of your members. Change is inevitable – this session will help you keep your sanity! - Denise Ryan, FireStar	The Courts
2:00pm	Afternoon Break	Sponsor Area
2:15pm – 3:15pm	BREAKOUT SESSIONS Topic 1 – Community Branding – Part 1 – How to Define Your Brand What is the essence and image of your community and how does your Chamber play a role in defining it? What is the relationship between your Community brand and your Chamber brand? Learn more about branding basics and tools for positioning your community and Chamber for greater success. - Barry White, President, Augusta Convention & Visitors Bureau	The Courts
	Topic 2 – Alternative Membership Options Are you still on the fence on whether or not to move to tiered dues? Hear from a chamber pro who successfully took her organization on the ride and has come out on top! - Tammi Ford, IOM, Vice President, Blount Partnership (TN)	Meeting Room 6,7,8
	Topic 3 – New Programming for Chambers Hear about the Augusta Metro Chamber's Small Business Marketing Academy and the Douglas County Chamber's new Small Business Sustainability Program. - Sue Parr, President & CEO, Augusta Metro Chamber - Sara Ray, Vice President, Douglas County Chamber	Meeting Room 9 & 10
3:15pm	Afternoon Break	Sponsor Area
3:30pm – 4:30pm	BREAKOUT SESSIONS Topic 1 – Community Branding – Part 2 – Brand Attack It happens. Your community is suddenly facing an extraordinary image event and you find your city is in the national news. Learn the basic steps of how to organize and what to do in the short term and long term to save your brand. - Barry White, President, Augusta Convention & Visitors Bureau	The Courts

Topic 2 – Selling for Success**Meeting Room 6,7,8**

Hear from a seasoned pro on every aspect of selling (prospecting, setting the appointment, the pitch, and the close) and on how to sell the benefits of chamber membership in 30 seconds to 30 minutes.

- *Ashleigh Christian, Membership Development Manager, Knoxville (TN) Chamber*

Topic 3 – Developing Entrepreneurs**Meeting Room 9 & 10**

What is your community doing to grow the organic, entrepreneurial sector of your economy? From incubators to accelerators, pitch decks to venture capital, learn more about how to create an environment that cultivates the next generation of corporate giants.

- *Jen Bonnett, Director, ATDC*

6:00pm**Reception & Networking Dinner****Volleyball Court Pavilion**

Join us for a fun night at the volleyball court pavilion – enjoy good eats, games, and entertainment!

Friday, March 31, 2017 – LakePoint Complex – Cartersville, GA**8:00am – 9:15am****SCHOLARSHIP BREAKFAST & GENERAL SESSION****The Courts**

Our 2017-18 GACCE Scholarships will be awarded during breakfast.

Setting Your Followers on Fire

This session opens with a discussion of the traits great leaders possess. Then we move on to the common mistakes that leaders make and how to avoid them. Then we get to the juicy stuff – what really motivates people. If you want to get your volunteers fired up or if you just want to be a better leader, this session is for you.

- *Denise Ryan, FireStar*

9:15am – 10:15am**BREAKOUT SESSIONS****Topic 1 – Chambering Part 1 – There's An App for That!****The Courts**

Do you ever find yourself wanting to upload that event pic or video you just took on your phone to social media, but wishing there was a fast & easy way to edit and brand it? If you answered "yes," then you're in luck. April will share some of the free (and almost free) apps and other tools she & others are using to take their media from ho-hum to wow!

- *April Bragg, President & CEO, Robins Regional Chamber*

Topic 2 – Media as Your Friend**Meeting Room 6,7,8**

Are your press releases largely ignored? Is the extent of your relationship with media to run your ribbon cut photos? Learn how to develop better relationships for greater exposure and success for your Chamber and your members.

- *Demming Bass, SE Regional Director, Constant Contact*

Topic 3 – Sponsorship Development**Meeting Room 9 & 10**

Is it time to re-think your sponsorships and build more tangible benefit for your members? Are your members supporting programs because they have to or because they see your sponsorships as opportunities to build their business? Learn more about how to build a non-dues portfolio that is what your members want.

- *Jason E. Ebey, YGM*

10:15am**Morning Break****Sponsor Area****10:30am – 11:30am****BREAKOUT SESSIONS****Topic 1 – Chambering Part 2 – Beyond the App****The Courts**

Now that you've mastered basic skills for "chambering on-the-go," it's time to step up your game. April will share some tips and additional resources her team and others are using to make marketing magic. She'll also give an overview of an easy-to-use plug & play platform that just about anybody can master for creating custom infographs for your organization.

- *April Bragg, President & CEO, Robins Regional Chamber*

Topic 2 – Community-Wide Initiatives**Meeting Room 6,7,8**

Chambers play a key role in big picture initiatives. Learn more about new programs that can create better vision and action for your community.

- *Kris Vaughn, Georgia Forward (Young GameChangers)*

Topic 3 – Chamber of the Year – Differentiating Your Chamber**Meeting Room 9 & 10**

Does your Chamber have what it takes? Shy about tooting your own horn? Learn more about positioning your Chamber among the best of the best and what that means for your community.

- *Candace Boothby, President & CEO, Newnan-Coweta Chamber*

11:30am**CONFERENCE ADJOURNS**