



2018 Best Practices Meeting

Friday, October 12, 2018

DoubleTree by Hilton Richmond Midlothian
1021 Koger Center Boulevard, Richmond VA 23235

EVENT AGENDA

Thursday, October 11, 2018

7:00pm

Drinks & Dinner

Any attendees coming in that evening to meet in lounge for drinks & Dutch Treat dinner

Friday, October 12, 2018

8:30am

VACCE BOARD MEETING

Anna Room

9:30am

REGISTRATION OPENS

James River Foyer

10:00am

WELCOME / OPENING REMARKS

Parlor G

- Susan Spears, 2018-19 VACCE President, Fredericksburg Regional Chamber

10:15 – 11:15am

BREAKOUT SESSIONS – choose one:

Keeping Your Chamber Relevant

Parlor G

How are you making sure your Chamber is keeping up with member needs?

- Susan Spears, Fredericksburg Regional Chamber

Member Expectations & Retention

Parlor E

Let's discuss how you're meeting member expectations and bringing them back in year after year.

- Gloria Mazzella Williams, Gloucester County Chamber

Sponsorships

Parlor F

Is it time to re-think your sponsorships and build more tangible benefits for your members?

- Sylvia Haines, Hampton Roads Chamber

11:30am

TABLE TOPIC NETWORKING LUNCHEON

Parlor G

Each table will have a specific chamber industry topic, so choose the topic you want to hear more about from your peers!

12:30– 1:30pm

BREAKOUT SESSIONS – choose one:

New Revenue Generators

Parlor G

Hear from your peers on what's new in new revenue generators.

- Sharon Scott, Montgomery County Chamber

Membership Growth

Parlor E

How is your chamber looking to actively grow its membership?

- Cally Smith, Roanoke Regional Chamber

Effective Marketing & Communications to Members

Parlor F

Learn how your peers are reaching out to their members.

- Andrea Winey, Loudoun Chamber

1:30pm

NETWORKING BREAK

Foyer

1:45 – 2:45pm

BREAKOUT SESSIONS – choose one:

Non-Dues Revenue Ideas

Parlor G

Hear what affinity programs are working for your chamber peers.

- *Danielle Fitz-Hugh, Chesterfield Chamber*

Popular Chamber Events

Parlor E

Got a fun new event to share? We want to hear what's working in your community.

- *Gina Hilliard, Luray-Page County Chamber*

Committee / Council Member Involvement

Parlor F

How are you getting your members to serve on your committees and councils?

- *Debbie Jones, Prince William Chamber*

3:00pm

MEETING ADJOURNS

2018 Signature Corporate Sponsor:

