



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

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8:30am	VACCE BOARD MEETING	Anna Room
9:30am	REGISTRATION OPENS	James River Foyer
10:00am	WELCOME / OPENING REMARKS - Susan Spears, 2018-19 VACCE President, Fredericksburg Regional Chamber	Parlor G
10:15 – 11:15am	BREAKOUT SESSIONS – choose one: Keeping Your Chamber Relevant How are you making sure your Chamber is keeping up with member needs? - Susan Spears, Fredericksburg Regional Chamber	Parlor G
	Member Expectations & Retention Let's discuss how you're meeting member expectations and bringing them back in year after year. - Gloria Mazzella Williams, Gloucester County Chamber	Parlor E
	Sponsorships Is it time to re-think your sponsorships and build more tangible benefits for your members? - Sylvia Haines, Hampton Roads Chamber	Parlor F
11:30am	TABLE TOPIC NETWORKING LUNCHEON Each table will have a specific chamber industry topic, so choose the topic you want to hear more about from your peers!	Parlor G
12:30– 1:30pm	BREAKOUT SESSIONS – choose one: New Revenue Generators Hear from your peers on what's new in new revenue generators. - Sharon Scott, Montgomery County Chamber	Parlor G
	Membership Growth How is your chamber looking to actively grow its membership? - Cally Smith, Roanoke Regional Chamber	Parlor E
	Effective Marketing & Communications to Members Learn how your peers are reaching out to their members. - Andrea Winey, Loudoun Chamber	Parlor F

1:30pm	NETWORKING BREAK	Foyer
1:45 – 2:45pm	BREAKOUT SESSIONS – choose one:	
	Non-Dues Revenue Ideas Hear what affinity programs are working for your chamber peers. - <i>Danielle Fitz-Hugh, Chesterfield Chamber</i>	Parlor G
	Popular Chamber Events Got a fun new event to share? We want to hear what's working in your community. - <i>Gina Hilliard, Luray-Page County Chamber</i>	Parlor E
	Committee / Council Member Involvement How are you getting your members to serve on your committees and councils? - <i>Debbie Jones, Prince William Chamber</i>	Parlor F
3:00pm	MEETING ADJOURNS	

2018 Signature Corporate Sponsor:

