

3:00 – 4:15pm

SECOND CORE SESSIONS – choose one:

Social Media & Email Engagement

Shenandoah Ballroom – Salon A

Is your Chamber keeping up with the trends and are you getting an ROI on your email and social marketing? Learn some tricks of the trade that will make your efforts more effective and start seeing immediate positive results.

- *Anissa Starnes, Swingbridge Partners*

Non-Dues Revenue

Shenandoah Ballroom – Salon B

Learn more about non-dues revenue and what affinity programs are available.

- *Debbie Jones, Prince William Chamber*

Adult Leadership Program Best Practices

Shenandoah Ballroom – Salon C

Do you need new ideas to keep your adult leadership program relevant? Hear from your peers on what's working with their programs.

- *Alexis Ehrhardt, Danville Pittsylvania County Chamber*

- *Christine Kennedy, Lynchburg Regional Business Alliance*

- *Annette Medlin, Greater Augusta Regional Chamber*

4:30 – 5:30pm

PEER-TO-PEER ROUNDTABLE MEETINGS

Issue sharing and best practices with your job specific peers. We will break up into groups so that our attendees have an opportunity to learn from each other.

6:00 – 7:00pm

HOSPITALITY HOUR

Sorrel's Lounge

Join your peers for a cocktail reception before heading out for the evening.

7:00pm

NETWORKING DINNERS

Various Staunton Locations

Sign up for fun Dutch treat networking dinners with your peers.

Tuesday, March 5, 2019 – Stonewall Jackson Hotel & Conference Center
(24 S. Market Street, Staunton, VA 24401)

8:00 – 8:45am

NETWORKING BREAKFAST

Colonnade Ballroom

Chamber Value & Relevance – Now and Into the Future

We're excited to hear an update of the nine influences shaping the futures of chambers of commerce.

- *Sheree Anne Kelly, ACCE*

9:00 – 10:00am

MORNING KEYNOTE SESSION

Colonnade Ballroom

Survival Skills for Chamber Professionals

This action-packed session covers three survival skills for Chamber Pros: member engagement, volunteer development, and time management. When asked about their greatest concerns, Chamber pros want to recruit and retain more members. They want enthusiastic volunteers who show up and work. And they want more time to make all this (*and about a million events*) happen.

- *Denise Ryan, FireStar Speaking*

10:00am

MORNING BREAK

Sponsor Area – Ballroom Foyer

10:15 – 11:30am

THIRD CORE SESSIONS – choose one:

**Membership Sales – Selling for Success –
The Personal Touch**

Shenandoah Ballroom – Salon A

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

- *Ashleigh Christian, Knoxville (TN) Chamber*

30 Innovative (Kick A\$\$) Program Ideas for Chambers

Shenandoah Ballroom – Salon B

You've heard of speed dating, but this is speed "creativity" as we take a whirlwind look at 30 out-of-the-box innovative ideas that you could implement for your Chamber. You'll walk away with a worksheet of ideas complete with contact names so you don't have to recreate the wheel.

- *Anissa Starnes, Swingbridge Consulting*

**Telling Tales: Advancing Business Through Effective
Storytelling**

Shenandoah Ballroom – Salon C

Have you ever asked yourself this question: what's in it for me? Well, so has your audience - your customer base, your constituency, your community. The truth is everyone has a story to tell - organizations large and small. Finding your story - and sharing it - through authentic brand storytelling, you can move your business forward.

- *Aimee Rose, VP Integrated Comms & Chief Strategy Officer, Mary Baldwin University*

11:45am – 1:30pm

GRADUATION LUNCHEON & CLOSING KEYNOTE

Colonnade Ballroom

Stop. Drop. Roll. – Avoiding Burnout

In today's world of connectivity it is almost encouraged to be "on the job" 24/7 but at what cost to the professional? This session will share tips on how you can protect your sanity, set boundaries and achieve that hard to find thing that you think doesn't exist called work/life balance.

- *Anissa Starnes, Swingbridge Consulting*

1:30pm

CONFERENCE ADJOURNS