



Breakout Sessions

As you explore our sessions, you'll notice each is marked with a learning level to help you select the best fit for your needs and goals. These labels guide you in finding sessions that align with where you are in your journey and where you want to take your Chamber:

Navigator: *Perfect for those beginning their journey or laying the foundational pieces for new initiatives. These sessions focus on essential concepts and tools to help you get started and build confidence.*

Builder: *Ideal for those with a solid foundation who are actively looking to enhance and grow their programs. These sessions will guide you in identifying gaps, capitalizing on strengths, and strategically expanding your Chamber's reach and impact.*

Changemaker: *Tailored for leaders ready to break new ground and drive transformational change. These sessions are for those looking to take bold steps, innovate, and become true catalysts for their Chamber and business community.*

Choose sessions based on your current role, aspirations, and readiness to advance your Chamber's mission. The right fit is waiting for you—whether you're building, navigating, or changing the game!

Session Descriptions by Segment

Membership Sessions:

- **Selling A Membership to a Generation Who Doesn't Join:** Engaging younger generations who are typically less inclined to join membership organizations requires innovative strategies and an understanding of their unique values. This comprehensive session delves into effective techniques for attracting and retaining millennial and Gen Z members. Participants will partake in dynamic discussions and analyze real-world examples to learn how to tailor messaging, leverage digital platforms, and provide benefits that resonate with younger audiences. Ideal for those focused on membership growth and engagement, this session offers crucial insights and practical approaches.



- **Exploring Member Benefits: The Old, the New, the Innovative:** To attract and retain members, chambers must continually assess and enhance their member benefit offerings. This session explores a variety of traditional, new, and creative benefits that add significant value to membership. Through engaging activities and examination of success stories, participants will learn how to assess member needs, create compelling benefit packages, and implement innovative solutions that distinguish their chamber. This session is perfect for membership directors and program managers seeking to refresh and innovate their member benefits.



- **Meeting Expectations When Everyone Expects Something Different:** Members come from diverse backgrounds and have varying expectations of chamber offerings. This session addresses strategies for managing and meeting these diverse expectations. Through group discussions and review of best practices, participants will learn how to segment their membership, personalize communications and services, and create tailored experiences that meet the unique needs of different member groups. This session is tailored for those aiming to enhance member satisfaction and loyalty.



- **Communicating the Value of Membership in an Uncertain Economy:** During economic uncertainty, effectively communicating the value of chamber membership is crucial. This session explores strategies for demonstrating the tangible and intangible benefits of membership. Participants will engage in practical exercises and study impactful case histories to learn how to craft compelling value propositions, use data and testimonials to illustrate ROI, and utilize various communication channels to reach current and prospective members. This session is essential for marketing professionals and chamber leaders focused on retention and acquisition.



- **Types of Membership Structure:** Different membership structures can significantly impact member engagement and revenue. This session explores various membership models, including tiered, customized, and hybrid structures. Through practical exercises and assessment of different frameworks, participants will learn how to evaluate the pros and cons of each model, align membership structures with organizational goals, and implement changes that optimize member value and financial sustainability. Those involved in strategic planning and membership development will gain practical tools and knowledge.



- **Defining Your Target Market:** A successful membership strategy begins with a clear understanding of the target market. This session explores techniques for identifying and defining ideal member profiles. Participants will participate in hands-on workshops and analyze detailed case studies to learn how to conduct market research, analyze demographic and psychographic data, and segment audiences to create targeted marketing campaigns. Membership directors, marketing teams, and strategic planners will find this session invaluable for refining their approach.



Programming & Event Sessions:

- **Navigating Increasing Costs and Decreasing Attendance:** As the expenses for programs and events climb and attendance numbers become unpredictable, chambers need to revamp their strategies for program success. This session delves into innovative methods for managing rising costs and enhancing event participation. Attendees will engage in dynamic discussions and analyze real-world examples to learn techniques for budget optimization, partnership utilization for cost-sharing, and inventive marketing to attract and keep participants. Ideal for event planners and chamber leaders facing financial pressures and attendance challenges.



- **Diving Deeper to Engage More:** In the current competitive environment, chambers must move beyond superficial interactions to forge significant connections with members and stakeholders. This session focuses on strategies for deepening engagement with target audiences. Participants will take part in interactive activities and study case examples to discover ways to assess member needs, customize programs to address these needs, and create personalized experiences that enhance engagement and loyalty. Perfect for program managers and membership directors seeking to boost member involvement.



- **Defining “Profit” – Measuring More than Money:** Financial profit is vital, but chambers should also consider other success metrics for their programs & programs and events. This session examines alternative methods for evaluating the impact and effectiveness of chamber activities. Through engaging discussions and practical case studies, participants will learn to define and measure key performance indicators (KPIs) such as member satisfaction, community engagement, and mission alignment. Essential for those interested in assessing the comprehensive impact of their programs and events beyond financial results.



- **Are Your Programs and Events Mission Driven?:** Chamber programs and events should align closely with the organization's mission and strategic priorities to achieve maximum impact. This session explores methods to ensure that chamber programs and events support the organization's goals. Participants will engage in practical exercises and analyze case studies to learn how to synchronize event programming with the chamber's mission, values, and strategic plan, ensuring that each event contributes to broader objectives. Invaluable for chamber leaders and programming managers focusing on mission alignment.



- **Monetizing Programs and Events:** Chamber programs and events offer significant sponsorship opportunities for businesses aiming to enhance their visibility and support the community. This session provides insights into effectively monetizing chamber programs and events through sponsorship sales. Participants will join interactive discussions and examine case studies to explore strategies for attracting sponsors, designing appealing sponsorship packages, and maximizing sponsor value through innovative activation opportunities. Sponsorship managers and event coordinators will gain practical knowledge and best practices from this session.



- **Non-Dues Revenue NOT Connected to Programs and Events:** Chambers can generate non-dues revenue through various channels beyond program and event sponsorships. This session investigates alternative sources of non-dues revenue, particularly focusing on grant funding. Participants will engage in hands-on exercises and review case studies to learn how to identify grant opportunities, craft compelling grant proposals, and secure funding for chamber initiatives and programs. Especially beneficial for grant writers and fundraising professionals seeking to diversify revenue streams and enhance financial stability.



- Innovative Chamber Programs:** As we look to the future, Chambers must explore beyond traditional programming to create mission-oriented initiatives that engage communities, drive measurable impact, and sustain revenue. This session invites executives and staff to discover non-traditional programs that have broken the mold, fostering engagement and delivering on core missions in fresh and impactful ways. Learn how Chambers are successfully securing funding for these innovative programs while meeting the evolving needs of their members and communities. Join us to uncover creative approaches that can help future-proof your Chamber and move the needle like never before.



Advocacy Sessions:

- In a World of Division, How to Be the Convener:** In today's polarized political climate, successful advocacy requires uniting people and fostering common ground. This session will explore techniques for acting as a neutral facilitator and promoting constructive dialogue on divisive issues. Participants will engage in interactive discussions and analyze case studies to learn how to create inclusive spaces, build consensus among diverse groups, and encourage collaboration toward shared objectives. Beneficial for those seeking to bridge divides and achieve meaningful advocacy outcomes through dialogue and partnership.



- Capitalize on What You Are Already Doing:** Advocacy extends beyond lobbying—it's about harnessing your current activities and resources to further policy goals. This session will explore methods for incorporating advocacy into daily operations and existing programs. Participants will participate in practical exercises and review case studies to identify advocacy opportunities within their current work, engage stakeholders effectively, and amplify their efforts through strategic partnerships. Ideal for chamber leaders and program managers looking to enhance their advocacy impact.



- Telling the Story of Advocacy to Show Value:** Advocacy involves more than lobbying; it's about narrating a compelling story that highlights the value of your efforts. Participants in this session will discover how to create and share impactful stories that resonate with stakeholders and showcase the positive effects of advocacy on their communities. Through hands-on exercises and illustrative case studies, attendees will delve into storytelling methods, data visualization, and testimonials to effectively communicate the significance of advocacy. Ideal for advocacy professionals and chamber leaders aiming to demonstrate their impact convincingly.



- Where Do I Start?:** Beginning advocacy efforts can be challenging, especially for chambers new to the field. This session will guide participants through step-by-step approaches to launching successful advocacy campaigns. Through interactive discussions and practical exercises, attendees will learn to identify and prioritize issues, set clear goals, and develop strategic action plans. Additionally, participants will discover how to utilize available resources, build coalitions, and engage stakeholders to maximize their impact. Tailored for beginners in advocacy, this session provides a solid foundation for starting effective initiatives.



- Policy vs. Politics:** Navigating the line between policy advocacy and political engagement is crucial for chambers aiming to influence public policy while remaining neutral. In this session, participants will gain a deeper understanding of the distinctions between policy advocacy and political activities. Through expert insights and case studies, attendees will explore ethical considerations, legal constraints, and best practices for engaging in policy advocacy without delving into partisan politics. Essential for those involved in policy work, this session ensures advocacy efforts remain effective and credible.



- **The Why and How of PAC's:** Political Action Committees (PACs) play a significant role in advocacy and political engagement, despite their mixed reception. This session will delve into the importance of PACs in advancing advocacy goals and influencing policy decisions. Participants will engage in thoughtful discussions and review case studies to learn about forming PACs, effective fundraising strategies, and compliance requirements for legal and ethical operations. Crucial for chamber leaders and political strategists, this session offers insights into leveraging PACs to enhance advocacy efforts and achieve policy outcomes.



CHANGEMAKER

Workforce Development Sessions:

- **Leveraging Community Resources to Tackle Your Talent Pipeline:** Ensuring a robust talent pipeline is crucial for addressing the workforce demands of local employers and stimulating economic growth. This session will guide participants through strategies for utilizing community resources to cultivate and maintain a skilled workforce. Through hands-on exercises and real-world examples, attendees will learn how to connect with community organizations, educational institutions, and workforce training providers to broaden access to training and educational opportunities. Ideal for chamber leaders, workforce development professionals, and employer representatives, this session delivers actionable insights and effective strategies for constructing a resilient talent pipeline that benefits both businesses and workers.



BUILDER

- **The K-12 Connection – Focusing on Tomorrow's Workforce, Today!** K-12 education is foundational to preparing the workforce of the future. In this session, participants will examine strategies for establishing strong partnerships between chambers, schools, and other stakeholders to support career readiness and workforce development initiatives. Engaging discussions and case studies will reveal ways to involve K-12 educators, students, and parents in promoting career awareness, hands-on learning experiences, and pathways to high-demand careers. Targeted at chamber leaders, educators, and workforce development professionals, this session provides practical insights and proven practices for fostering collaboration and innovation in K-12 workforce development efforts.



CHANGEMAKER

BUILDER

- **The New Face of Workplace Benefits for Your Employers:** As work environments evolve, employee benefits must also adapt. This session will explore the latest trends in workplace benefits and how chambers can assist employers in meeting the changing needs and expectations of their employees. Interactive discussions and case studies will introduce participants to innovative benefit offerings, such as flexible work options, wellness programs, and professional development opportunities. Suitable for chamber leaders, HR professionals, and employer representatives, this session offers valuable perspectives and practical strategies for enhancing workplace culture, boosting employee engagement, and achieving business success through modernized benefits packages.



CHANGEMAKER

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NAVIGATOR

- **Building Relationships with Your Educational Institutions:** Effective partnerships between chambers and educational institutions are vital for developing a skilled and competitive workforce. This session will present strategies for creating and sustaining productive relationships with schools, colleges, and training providers. Through interactive exercises and case studies, attendees will learn how to collaborate with educational institutions to align curricula with industry needs, expand access to work-based learning opportunities, and support lifelong learning initiatives. Geared towards chamber leaders, educators, and workforce development professionals, this session provides practical insights and best practices for forging strong, mutually beneficial partnerships that drive economic prosperity and enhance community well-being.



CHANGEMAKER

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Economic Development Sessions:

- **Retention & Expansion – Building on What You’re Already Doing:** Economic development isn't solely about attracting new businesses—it's equally important to nurture the ones already present. This in-depth session delves into strategies for retaining and expanding local enterprises to foster sustainable economic growth. Participants will engage in dynamic roundtable discussions and analyze real-world examples to learn how to pinpoint opportunities for business retention and expansion, tailor support services, and utilize existing chamber resources and partnerships effectively. Community leaders facing economic challenges or looking to capitalize on growth opportunities will find this session particularly valuable for enhancing local economic resilience.



- **Are You Really Listening to Businesses (and what do you do with what you hear?):** Understanding local businesses' needs and challenges is the foundation of effective economic development. This session emphasizes the importance of active listening and how to transform feedback into strategic actions for economic progress. Through participatory activities and detailed scenarios, participants will explore various methods, such as business surveys, focus groups, and personal interviews, to uncover significant issues and opportunities. Chamber leaders, economic development professionals, and community stakeholders aiming to enhance their engagement strategies will benefit greatly from the practical tools and techniques shared in this session.



- **Navigating Economic Development Partnerships: Keeping Your Community Competitive:** Successful economic development hinges on robust collaboration. This session explores how to navigate partnerships and collaborations to maintain a competitive edge in the global market. Through an array of collaborative exercises and examining successful partnerships, participants will learn to identify potential partners, build trust, and create effective collaborative frameworks. Economic development professionals, chamber leaders, and community stakeholders interested in fostering effective partnerships will gain practical insights and best practices to drive community prosperity.



Destination Management Sessions:

- **What does DMO work look like when being done by a Chamber?** Explore the intersection of DMO and chamber functions in this comprehensive session. Participants will delve into the nuances of destination management within the chamber context, examining the unique challenges and opportunities that arise when chambers take on DMO responsibilities. Through engaging roundtable discussions and real-life examples, attendees will gain insights into successful chamber-led destination marketing, visitor services, and community development initiatives. Chambers considering establishing a DMO or enhancing their current DMO activities will find this session invaluable for its practical guidance and strategic insights.

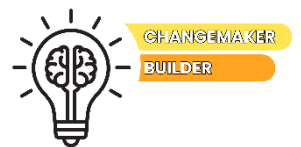


- **Funding Sources for DMOs – Town Contract, PBID, TID, etc.:** Sustainable funding is essential for DMOs to effectively fulfill their mission of promoting tourism and driving economic growth. In this session, participants will explore diverse funding mechanisms available to DMOs, including town contracts, Property-Based Improvement Districts (PBIDs), Tourism Improvement Districts (TIDs), and more. By examining real-world scenarios and hearing from experts, attendees will learn about funding opportunities, revenue diversification strategies, and advocacy tactics for securing financial support for DMO operations and initiatives. This session is perfect for those looking to establish new funding sources or optimize existing ones to ensure the financial sustainability of their DMO.



Community Issues Sessions:

- **Partnerships in Workforce Housing – How Can You Make an Impact?** Workforce housing is a critical issue affecting community well-being and economic development. In this session, participants will learn how chambers can play a pivotal role in addressing workforce housing challenges through strategic partnerships and collaborative initiatives. We'll explore successful chamber-led programs and partnerships aimed at increasing affordable housing stock, supporting workforce retention, and promoting inclusive economic growth. By engaging in interactive discussions and examining case examples, chamber leaders, policymakers, and community stakeholders will discover practical strategies for collaborating with developers and other key players to create impactful workforce housing solutions.
- **Childcare:** Access to affordable, high-quality childcare is essential for supporting working families and driving economic development. In this session, participants will explore the role of chambers in advocating for childcare solutions that meet the needs of employers, employees, and the broader community. We'll discuss chamber-led initiatives to address childcare shortages, improve access to early childhood education, and support childcare providers. Through examining successful advocacy campaigns and partnership models, participants will learn about effective policy strategies and innovative approaches to advancing childcare solutions that benefit families, businesses, and communities. This session is ideal for chamber leaders and community advocates committed to making a difference in childcare access and quality.
- **DEIA (Diversity, Equity, Inclusion, and Accessibility):** Diversity, Equity, Inclusion, and Accessibility (DEIA) are fundamental principles for building strong, vibrant communities. In this session, participants will explore the role of chambers in advancing DEIA initiatives that foster belonging, equity, and opportunity for all community members. We'll discuss chamber-led efforts to promote diversity in business leadership, support minority-owned businesses, and address systemic barriers to economic and social equity. Through examining impactful case studies and engaging in thoughtful discussions, participants will gain practical strategies for embedding DEIA principles into chamber programs, policies, and advocacy efforts. Chamber professionals and community leaders will find this session invaluable for driving positive change and creating more inclusive and equitable communities.



Organizational Management Sessions:

- **Board Development & Management:** Effective board leadership is crucial for chamber success. In this session, participants will delve into the intricacies of board development and management. From identifying potential board members to providing comprehensive orientation and ongoing training, we'll explore best practices for building a high-functioning board that is aligned with the chamber's mission and strategic direction. Additionally, we'll discuss strategies for fostering board engagement, establishing effective governance structures, and implementing methods for evaluating board performance to ensure continuous improvement. This session is designed for those looking to enhance their board's effectiveness and strategic alignment.
- **When Members Behave Badly:** Dealing with challenging member behavior is an inevitable part of chamber management. In this session, attendees will learn practical strategies for addressing member misconduct while maintaining professionalism and upholding chamber values. We'll cover effective communication techniques for resolving conflicts, setting clear expectations and boundaries, and enforcing policies fairly and consistently. Through engaging scenarios and real-life examples, participants will gain a toolkit of conflict resolution skills and strategies for managing difficult member situations with confidence and grace. Chamber leaders seeking to maintain a respectful and productive membership environment will find this session particularly useful.



- **Social Media for the Win!** A strong social media strategy is essential to telling your Chamber's story and showcasing the diverse work you do across your community. In this session, dive into proven strategies that cover a range of audiences, helping you to effectively highlight your Chamber's impact. Learn the do's and don'ts of social media, from beginner tips to advanced tricks that drive high engagement across platforms. Whether you're looking to boost your reach or refine your messaging, this session will equip you with the tools needed to captivate your community and amplify your Chamber's voice online.

