



LACCE Annual Conference
September 25 – 28, 2016
New Orleans Marriott Metairie at Lakeway
Hosted by the Jefferson Chamber of Commerce
AGENDA

Sunday, September 25, 2016

- 4:00pm **LACCE Board Meeting**
Orleans or St. James Room
- 4:00 – 6:00pm **Registration and Hotel Check-In**
Hotel Lobby
- 4:00 – 6:00pm **Sponsor Display Set Up**
Conference Ballroom Foyer
- 6:00 – 8:00pm **Welcome Cocktail Reception**
Bistreaux Metairie

Monday, September 26, 2016

Full Breakfast Buffet for Hotel Guests – available in the MClub

(All full group sessions to be in the Jefferson Ballroom)

- 9:00 – 9:15am **Official Conference Welcome**
April Wehrs, 2016 LACCE Chairwoman
Todd Murphy, 2016 Conference Host
- 9:15 – 10:45am **Opening Keynote Session**
Horizons Initiative – Chambers 2025
Hear more about the chamber world's most talked about report – the eight influences that will shape chambers of all sizes over the next decade.
Mick Fleming, President & CEO, ACCE
- 10:45 – 11:00am **Refreshment Break – Sponsor Display Area**
- 11:00am – Noon **Spotlight our Sponsors Session**
Speed networking session with our sponsors.
- Noon **Networking Luncheon**
Jefferson Ballroom
- 1:00 – 2:00pm **General Keynote Session**
Board Engagement
Engaged Boards can make all the difference in your Chamber's success. In this presentation you will learn proven strategies to turn your "bored" members into effective and engaged "board" members and effective ways to avoid the Seven Deadly Sins of board management.
Christel Slaughter, SSA Consultants

- 2:00 – 2:15pm **Refreshment Break – Sponsor Display Area**
- 2:15 – 3:15pm **Breakout Sessions**
Breakout Session #1
Public Policy/Regional Collaboration
 There is definitely strength in numbers when it comes to influencing public policy. This session will focus on ways to get past traditional territorial conflicts and build regional coalitions that truly create change. Learning how to develop a shared vision, identify leaders and build trust are just a few of the keys to success. Examples of successful efforts and some that didn't get off the drawing board will be utilized as illustrations.
Christel Slaughter, SSA Consultants
- Breakout Session #2**
Leadership Programs
 Hear how your LACCE peers develop and facilitate their youth and adult leadership programs.
Panel of LACCE Members
- 3:15 – 3:30pm **Refreshment Break – Sponsor Display Area**
- 3:30 – 4:30pm **Breakout Sessions**
Breakout Session #1
Affinity & Travel Programs
 Learn what affinity programs are working around the state. Have you dipped your toe in chamber travel programs yet? If not, hear how your peers are succeeding with these non-dues revenue programs.
Panel of LACCE Members
- Breakout Session #2**
CEO Roundtable
 Issue and best practice discussion for Chamber CEO's only.
Facilitator: Todd Murphy, Jefferson Chamber
- 5:30pm **Transportation to Awards Dinner**
 Meet in the front of the hotel for transportation to the event.
- 6:00 – 7:30pm **Reception & Awards Dinner**
 Join us as we celebrate our 2016 Award Winners.
 The Forum
- 7:30pm **NFL Monday Night Football**
 Mellow Mushroom Patio

Tuesday, September 27, 2016

Full Breakfast Buffet for Hotel Guests – available in the MClub

(All full group sessions to be in the Jefferson Ballroom)

- 9:00 – 9:15am **Morning Announcements**
April Wehrs, 2016 LACCE Chairwoman
Todd Murphy, 2016 Conference Host

- 9:15 –10:15am **General Keynote Session**
Social Media Trends
This presentation is a guide for nonprofits who have been using social media marketing but need some tips to take them to an intermediate level and/or add new channels to their marketing efforts. We'll provide a close look at the popular social media networks – Facebook, Twitter, LinkedIn – and discuss the benefits of using each, how other organizations are marketing with them, and some do's and don'ts of each channel.
Elizabeth Chase, Constant Contact Authorized Local Expert
- 10:15 – 10:30am **Refreshment Break – Sponsor Display Area**
- 10:30 –11:30am **Breakout Sessions**
Breakout Session #1
E-Newsletter Trends
This session takes you step-by-step through the keys to effective email marketing. From revealing why regular email doesn't work, to insider tips and techniques like automated list building tools and the design elements that work, this session will give you the keys to the most effective marketing you can do: email marketing.
Elizabeth Chase, Constant Contact Authorized Local Expert
- Breakout Session #2**
Young Professional Programs/Engaging Young Leaders
Hear how chambers in LA are engaging young leaders.
Panel of LACCE Members
- Noon **Transportation to New Orleans**
Meet in the front of the hotel for transportation downtown.
- 1:00pm **Lunch/Tour on your own**
- 5:00pm **Transportation to Dinner/Reception**
Meet in Jackson Square for transportation to dinner/reception
- 5:30pm **Reception**

Wednesday, September 28, 2016

Full Breakfast Buffet for Hotel Guests – available in the MClub

(All full group sessions to be in the Jefferson Ballroom)

- 9:00 – 9:15am **Morning Announcements**
April Wehrs, 2016 LACCE Chairwoman
Todd Murphy, 2016 Conference Host
- 9:15 –10:15am **Breakout Sessions**
Breakout Session #1
Member Retention and Tiered Dues
Are members demanding more ROI for their investments? What do they expect from you and how can you exceed those expectations? Explore ways to deliver more value, and increase recruitment and retention rates.
Cathi Hight, Hight Performance Group
- Breakout Session #2**
U.S. Chamber Presentation
The Role of Advocacy in Your Chamber
Monique Therry, U.S. Chamber

10:15 – 10:30am **Refreshment Break – Sponsor Display Area**

10:30 – 11:30am **Closing Keynote Session
Chamber Evolution**

Enough of all the ranting about whether chambers are relevant; maybe we should focus on what kind of change is really needed. It's more than just "change" for the sake of it; it's almost a search for "what's next for us?" Maybe there's a tremor in the industry calling out for a revolution when all we really seek is evolution.

Cathi Hight, Hight Performance Group

ADD-ON SESSION – additional fee required

Noon – 4:00pm **ChamberMaster Training Session – Boxed Lunches Provided**

For those LACCE members currently using ChamberMaster – this will be a bring your laptop to the class type of session. You will learn best practices for member management including using membership types, sales tracking, and custom fields. You will learn more about the member application form setup including customizing your membership application to fit your needs. Participants will also learn new communication tools & tips, new event guest list features, and billing tips & tricks.

Michelle Schave, Training Coordinator, ChamberMaster