



Chamber of Commerce
Executives of Canada

Association des cadres
des chambres de
commerce au Canada



CCEC CONFERENCE

SEPTEMBER 19-21, 2019

SAINT JOHN, NB

THURSDAY, SEPT. 19

9:00 A.M. - 3:00 P.M. **CHAMBER COLLEGE**

KEYNOTE SPEAKERS: STEVE MCLELLAN /
ELISSA LaLIBERTE/ LINDA MACHNIAK

In this program developed in SK for new and early year Chamber CEOs/staff, you'll learn about

- Bylaws (Case Study)
- Introduction of Chamber Network and Structure
- Board Management & Governance
- Community Engagement/Leadership- When to say No and when to say Yes
- Non-Dues Revenue – Friends, fame, fortune (includes events, member benefits, sponsorship, etc)
- Advocacy & Policy Development (Case study)

The course is presented by Chamber professionals with a combined 60 years of Chamber and association management. Learn the *Golden Rules* of Chamber operations and make yourself and your chamber better and more focused.

NOTE: This is a pre-conference event with a separate registration fee of \$149. If you plan to attend, please be sure to register for this session in addition to the conference registration.

3:30 P.M. CCEC Board Orientation

5:00 P.M. New Member Orientation

6:00 P.M. Opening Reception - *sponsored by Citslinc*

7:30 P.M. Peer Networking Dinners

Head out on the town for a Dutch-treat dinner with fellow Chamber executives, get to know your peers in a smaller group setting and check out the local cuisine. Six Saint John restaurants to choose from within a short walk – check your preferred restaurant when you register OR preferred peer group you'd like to connect with— either those working in advocacy or membership, or by community size—small, mid-cities, large—and we'll make the match.

- [Italian by Night](#) 97 Germain St.
- [Taste of Egypt](#) 87 King St.
- [Thandi Restaurant](#) 33 Canterbury St.
- [East Coast Bistro](#) 60 Prince William St.
- [Britts Pub](#) 42 Princess St.
- [Gahan House - Port City](#) 87 Prince William St.

FRIDAY, SEPT. 20

7:30 A.M. Breakfast

8:30 A.M. Conference Opening & Welcome

8:45 A.M. **COMMUNICATING CHAMBER VALUE TO
MAXIMIZE MEMBER ENGAGEMENT**

KEYNOTE SPEAKER: SHARI PASH

Many chambers are seeing long-term members drop. In this session, we will discuss what engagement means to different member segments, how to define and measure chamber value and engagement, and how to increase overall engagement. Key to engagement is value, we will also discuss strategies and tips for educating potential members on the value of their chamber investment. Helping members to see your value beyond events and ribbon cuttings. Discussion on tips for sharing why it's important to invest even if the potential member has limited time to be involved. Help prospects, members, and your business community understand the value that their investment brings to your overall mission and what engagement can mean to their company or business.

10:15 A.M. Break

10:30 A.M. **GO DIGITAL AND GET RESULTS**

KEYNOTE SPEAKER: FRANK KENNY

If you want meaningful results from your online efforts, you have to move beyond social media to doing digital marketing.

In this presentation, you will discover the 8 simple steps to digital marketing success. Once you understand and implement them, you will get the results you have been looking for.... attracting and retaining members, bringing in more non-dues revenue, increasing your event attendance, engaging your members, and more.

No matter your job title, you don't want to be left behind as the world goes digital. This session will give you the road map!

11:45 A.M. Lunch - *sponsored by ChamberMaster*

1:00 P.M. Annual Meeting

- Report on 2018-19 highlights by President Lisa Kowalchuk
- Election of 2019-20 Board of Directors

1:45 P.M. **CHAMBER BRAG BOOK**

In this interactive session, you're asked to join the topic table according to your area of expertise and trade success stories. Our goal will be to gather the best of the best from the network in the interests of R & D (rob and deploy).

3:15 P.M. Break

3:30 P.M. **LINKED IN**

KEYNOTE SPEAKER: SHARI PASH

Maximize your Chamber LinkedIn Group and individual LinkedIn profiles for recruitment and retention of members.

Learn how to leverage LinkedIn to be a relevant business development, recruitment and retention tool. Use as a strategy to stay front of mind with your members and business relationships, while increasing warm referrals and prospecting success. In addition, use as a tool to stay abreast of trends that impact business and industry.

4:30 P.M. Break until Reception/Dinner

6:00 P.M. Bus transportation to dinner at Lily Lake Pavilion, 55 Lake Drive S., Saint John

6:15 P.M. Reception

7:00 P.M. Dinner

Each year, CCEC recognizes outstanding performance and service by Chamber professionals. Join us for a stimulating evening as we honour our colleagues.

*Sponsored by Johnston Group,
Chambers of Commerce Group Insurance Plan*

KEYNOTE SPEAKERS



SHARI PASH, Membership and Growth Strategist

Shari works with Chambers of Commerce, non-profit organizations, and associations in over 27 states and throughout Canada. Through her hands-on work she is changing the culture and way organizations approach membership recruitment, engagement, and retention. She provides a customized multi-step process and program with proven success. Client outcomes continue to excel through the implementation of foundational tools and reports that have proven success with measurements for growth. In addition to this work, Shari conducts board of director planning sessions, and works with non-profit organizations to develop and recruit volunteers.



FRANK KENNY

Frank Kenny is a former chamber member, board member, chairman of the board, and chamber President/CEO. He now consults with and trains chamber and association professionals from around the world. He is the author of 3 books for chambers, business associations, and their members. His area of special expertise is social media, digital marketing and technology. Frank is the founder of the Chamber Focus Show and the 7,400 member Chamber Pros Community. He is a faculty member of the U.S. Chamber's Institute for Organization Management (IOM). He has a degree in finance and his MBA.



ANNE MCINERNEY, APR

Anne McInerney will lead the session, bringing with her 20 years of experience in training and coaching everyone from premiers and CEOs to volunteers and first-time spokespeople. She has personally served as a media contact and spokesperson for the governments of New Brunswick and Alberta, the Atlantic Canada Opportunities Agency and Edmonton's Capital Health Regional Health Authority, what was once the largest integrated academic health region in the country.



ELISSA LALIBERTE, Director of Member Engagement, Saskatchewan Chamber of Commerce

Elisa is the 'Go To Person' at the Saskatchewan Chamber for members, partners or other staff. In the six years she has been responsible for member engagement with the SCC, the results have been exceptional. Elissa is a leader in the development and delivery of *Chamber College* and is also leading the effort to create the Aboriginal Engagement Charter.



LINDA MACHNIAK, Executive Director, Battlefords and District Chamber of Commerce

During Linda Machniak's nearly two decades at the Chamber in North Battleford, she has led many very successful new and exciting efforts that build her membership while building her community. Linda believes in the purpose of a chamber and her belief has been reflected in her need to understand and follow an organizations' bylaws.



STEVE MCLELLAN, CEO, Saskatchewan Chamber of Commerce

Steve has been the CEO of the Saskatchewan Chamber for eleven years but has run membership organizations for over thirty. He believes his greatest skill is surrounding himself with great people at the staff and Board level who then do great things for the organization. Because he has worked for Boards for 30 years and served on many national and local boards, he fully appreciates the roles and responsibilities of both the volunteer and the staffer.

CONFERENCE REGISTRATION FEES

SATURDAY, SEPT. 21

7:45 A.M. Breakfast

8:30 A.M. **WHAT'S NEW AND WHAT'S NEXT IN TECH FOR CHAMBERS**

KEYNOTE SPEAKER: FRANK KENNY

Keeping up with technology is key to maintaining your chamber's relevancy. Marketing automation, online advertising, Messenger bots, mobile apps, the cloud, social media, landing pages, sales funnels, email autoresponders and more will be discussed in this interactive discussion.

Bring your questions and your best tips to share with your colleagues. This session is all about getting you up to speed on what is working today for chambers across North America.

9:45 A.M. Break

10:00 A.M. **MEDIA TRAINING 101: CRAFTING THE RIGHT MESSAGE AND IMAGE FOR YOU AND YOUR CHAMBER**

KEYNOTE SPEAKER: ANNE MCINERNEY

You will learn:

- How the media works
- How to craft and communicate your message – in good times and bad
- The 20 best practices of preparing for media requests and securing earned media coverage
- The dos and don'ts of speaking on the record

This session is open for your volunteers to attend for a separate registration fee of \$50.

12:00 P.M. Silent Auction Wrap-up and Conference Close

	CCEC MEMBER	NON MEMBER	VOLUNTEER
<input type="checkbox"/> Pre-Conference Workshop: Chamber Management 1.0	\$149	\$225	N/A
<input type="checkbox"/> Full Conference	\$345	\$450	N/A
<input type="checkbox"/> Friday Dinner only	\$99	\$150	\$150
<input type="checkbox"/> Saturday Media Training Workshop	(incl)		\$50
<input type="checkbox"/> Companion/Sponsor (all meals/social events)	\$195	N/A	N/A

Note that the Full Conference does NOT include the pre-conference workshop which must be registered for separately.

Cancellation deadline: Wednesday, September 11, 2019

LOCATION AND ACCOMMODATIONS

All sessions take place at The Delta Saint John, 39 King St., Saint John unless otherwise noted.

For information on accommodations, please see <http://www.chamber.ca/events/2019-agm/>

FOR MORE INFORMATION

Contact Shelley Morris at:

Email: shelley.morris@mts.net

Tel: (204) 795-2000

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