



# ANNUAL CONFERENCE

Friday, April 5, 2019

8:00am - 4pm

Holiday Inn Foxboro Mansfield

31 Hampshire St, Mansfield

## ANNUAL CONFERENCE



Don't miss the opportunity to create leads and turn them into sales!

### Keynote Presentation **Anthony Lamacchia** **Lamacchia Realty**

Will share:

- Practical tips to create leads
- Ideas to help your sales team
- How to train sales folks

8:00am	Registration
8:45am	Welcome Remarks
9:00am	Making WOW Moments for Your Volunteers & Members
10:00am	Breakout Sessions CEO Roundtable (open to CEO's only) Chamber Staff Breakout
11:00am	Conversations with Chambers : Caring and Collaboration
Noon	Lunch & Keynote
1:30pm	Sponsors: Getting, Thanking & Keeping Them
2:30pm	Award Presentations
4:00pm	Cocktail Reception

### Register Today!

\$75 Members (before 3/1)

\$95 Members (and after 3/1)

Additional staff only \$50

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## **Making WOW Moments for Your Volunteers & Members**

### **Guest speaker: Anissa Starnes**

*Good volunteers are hard to come by. Retention is key for both volunteers and members but are you doing enough to make them feel appreciated? Do they hear from you only when they get your invoice for renewals? Creating WOW moments without a lot of effort or money is easy to do. This session will give you simple ideas that any chamber of any size can implement, easily.*



## **Breakout Session - CEO Roundtable**

### **Lead by: Virginia Crocker Timmins, Soundboard Advisors**

## **Breakout Session - Chamber Staff Breakout**

## **Conversations with Chambers : Caring and Collaboration**

### **Guest speaker: Trish White**

*Chambers of Commerce have been steadily changing over the past ten years. What are we doing to create value for our small business owners? Why do we do what we do? Why is it so important for businesses? How do we care for our businesses? What type of experience are we giving them that makes them want to join and stay as a member? Collaboration: If it's important for businesses to collaborate, should chambers be doing the same thing? Let's talk tips and strategies that might give you a different perspective on how to "up your chamber game" in 2019.*



## **Sponsors: Getting, Thanking & Keeping Them**

### **Guest speaker: Anissa Starnes**

*Chamber professionals are fund developers and we're always thinking about our members and sponsors first. We're focused on recruiting them, retaining, engaging, and so on. It's all worth the effort because our sponsors are part of the lifeblood of our organizations—they're the people who financially fuel our Chambers and help us produce real results. But the competition for dollars is getting tighter every year so we have to do more to get them and keep them. This session will offer great advice on how to make sure you are doing all you can to ensure your sponsorships sell out for every event.*

