



# 2021 LACCE Annual Conference

September 26 – 28, 2021

THE COOK HOTEL & CONFERENCE CENTER AT LSU  
BATON ROUGE, LA

HOSTED BY THE BATON ROUGE REGION OF CHAMBERS

## EVENT AGENDA

### Sunday, September 26, 2021 – Lod Cook Alumni Center

All Conference Rooms are at the Lod Cook Alumni Center across from The Cook Hotel

4:00pm	Conference Registration Opens	Conference Center Lobby
4:00 – 5:00pm	LACCE BOARD MEETING	Anderson Room
5:00 – 6:00pm	<b>AFTERNOON KEYNOTE SESSION</b> <b>Proven Strategies for Chamber CEOs</b> Join us as we share strategies to help you succeed in your CEO position. <i>Todd Murphy, President, Jefferson Chamber</i>	Noland-Laborde Ballroom
6:30 – 8:30pm	<b>WELCOME RECEPTION &amp; DINNER</b> Join us for a fun night as we welcome everyone into town for our conference.	LABI Offices

### Monday, September 27, 2021 – Lod Cook Alumni Center

Breakfast buffet is available in the lobby of The Cook Hotel from 6:00-9:30am. All Conference Rooms are at the Lod Cook Alumni Center across from The Cook Hotel.

9:00 – 9:15am	<b>OFFICIAL CONFERENCE WELCOME</b> <i>Amy Thibodeaux, 2021 LACCE Chairman, Acadia Parish Chamber of Commerce</i> <i>Adam Knapp, President &amp; CEO, Baton Rouge Area Chamber of Commerce</i>	Noland-Laborde Ballroom
9:15 – 10:45am	<b>OPENING KEYNOTE SESSION</b> <b>The Future of Events: Reimagine, Redesign, and Relaunch</b> Will our post-pandemic events return to “normal”? How can we design events when the future seems uncertain? Why was COVID-19 the best thing that happened to us? Your events were postponed or canceled, and the future of face-to-face events still feels uncertain. It is difficult to decide whether to return to tried-and-true events or develop new strategies for future events. In hindsight, the pandemic has a silver lining—you learned to adapt, leverage technology, and how to serve stakeholders in new ways. In planning your future programming, it is best not to return to events-as-usual. Apply the lessons-learned and a new lens to design programs that engage the community, deliver value to investors, and create connectivity. In this session, you will explore: <ul style="list-style-type: none"><li>• Why the pandemic was the tipping point for future events.</li><li>• Innovative strategies that make events the intersections of connectivity.</li><li>• How to deliver enhanced value to members, investors, and sponsors.</li><li>• A Programming Evaluation Matrix to kill sacred cows.</li></ul> <i>Cathi Hight, Hight Performance Group</i>	Noland-Laborde Ballroom
10:45am	<b>BREAK</b>	Sponsor Area – Conference Center Foyer

10:45 – 11:45am	<b>SPOTLIGHT OUR SPONSORS SESSION</b> Speed networking session with our sponsors.	<b>Noland-Laborde Ballroom</b>
11:45am	<b>NETWORKING LUNCHEON</b>	<b>Abell Room</b>
1:00 – 2:00pm	<b>GENERAL KEYNOTE SESSION</b> <b>Finding the Hidden Money in Social</b> For years, chambers have attempted to capitalize on the ever-changing nuances of social media and have strategized how to use those platforms for financial gain, both for the chambers and their members. As chambers apply proven chamber of commerce principles to their presence on Facebook, they will be able to access the potential to generate revenue development in the tens of thousands of dollars in sponsorships. More than just revenue generation, these tips and processes show how chambers can influence their communities-at-large with organic #ShopLocal endeavors, create segmentation of their members, and widen their organization's network reach. This session will cover three distinct topics: 1. How to create Facebook Groups that your sponsors are passionate about accessing 2. How to increase revenue development for your chamber via social media 3. How to diversify non-dues revenue utilizing segmentation <i>Jason Ebey, YGM Total Resource Campaigns</i>	<b>Noland-Laborde Ballroom</b>
2:00pm	<b>BREAK</b>	<b>Sponsor Area – Conference Center Foyer</b>
2:15 – 3:15pm	<b>CHAMBER ROUNDTABLE SESSION</b> <b>Chamber Industry Breakout Tables</b> You will have two 30-minute roundtable discussions during this session. Table topics will be placed around the room, so choose the topics of most interest.	<b>Noland-Laborde Ballroom</b>
3:15pm	<b>BREAK</b>	<b>Sponsor Area – Conference Center Foyer</b>
3:30 – 4:30pm	<b>GENERAL SESSION</b> <b>60 Ideas in 60 Minutes</b> Come ready to share your creative ideas on revenue generation, engagement, communications, etc. <i>Moderator: Jason Ebey, YGM Total Resource Campaigns</i>	<b>Noland-Laborde Ballroom</b>
6:00 – 8:00pm	<b>RECEPTION &amp; AWARDS DINNER</b> Join us for a fun evening of networking to celebrate our 2021 Award Winners. <i>Sponsored by: Barksdale Federal Credit Union</i>	<b>Sponsor Area &amp; Noland-Laborde Ballroom</b>

## **Tuesday, September 28, 2021 – Lod Cook Alumni Center**

Breakfast buffet is available in the lobby of The Cook Hotel from 6:00-9:30am. All Conference Rooms are at the Lod Cook Alumni Center across from The Cook Hotel.

9:00 – 9:30am	<b>LED Update</b> <i>Stacey Neal, Director Community Competitiveness, LED</i>	<b>Noland-Laborde Ballroom</b>
9:30 – 10:30am	<b>CHAMBER ROUNDTABLE SESSION</b> <b>Chamber Industry Breakout Tables</b> You will have two 30-minute roundtable discussions during this session. Table topics will be placed around the room, so choose the topics of most interest.	<b>Noland-Laborde Ballroom</b>
10:30am	<b>BREAK</b>	<b>Sponsor Area – Conference Center Foyer</b>
10:45am – Noon	<b>CLOSING KEYNOTE SESSION</b> <b>Focus on the Cause, Not the Club: The Next Investor Model</b> How can we create a revenue model that is not dependent on membership dues? What is the next big idea after the “tiered dues model”? Why is being essential more important than being relevant? Chambers seek “golden hand-cuffs” or benefits to influence businesses to join and renew. Tiered dues models for membership creates exclusivity, but do not feel inclusive. In communities dominated by Millennials and Gen-Zers, we know that causes attract more people than clubs because a sense of belonging and being part of transformational change is a powerful combination. It is time to focus on our missions instead of membership and move from being relevant to a small group of members to becoming essential to our communities. In this session, you will explore: <ul style="list-style-type: none"> <li>• Trends that decrease the growth of membership.</li> <li>• The disconnect between strategic planning and membership models.</li> <li>• How to develop an investor model that fosters positive change, provides money for your mission, and increases community engagement.</li> </ul> <i>Cathi Hight, Hight Performance Group</i>	<b>Noland-Laborde Ballroom</b>