



# 2023 LACCE Annual Conference

September 17 – 19, 2023

L'AUBERGE CASINO RESORT

LAKE CHARLES, LA

HOSTED BY THE CHAMBER SWLA

## EVENT AGENDA

### Sunday, September 17, 2023

2:00 – 4:00pm	LACCE BOARD RETREAT	Cypress Room
4:00pm	Conference Registration Opens	Hotel Lobby - Promenade
4:30 – 6:00pm	<b>CHAMBER ROUNDTABLE SESSION</b> <b>Chamber Industry Breakout Tables</b> You will have three 30-minute roundtable discussions during this session. Table topics will be placed around the room, so choose the topics of most interest.	Sycamore Room
6:30 – 8:30pm	<b>WELCOME RECEPTION</b> Join us for a fun evening as we welcome everyone into town for our conference. LACCE participants are invited to join the year's host the Chamber SWLA at their home base - The SEED Center. The SEED Center is the only structure of its kind in the state. Built as a collaborative partnership between the City of Lake Charles, Calcasieu Parish, The Chamber SWLA, The SWLA Alliance, and McNeese State University, The SEED Center is on McNeese campus and serves as a one-stop entrepreneurial center. It is even in the name: Southwest Louisiana Entrepreneurial and Economic Development (SEED) Center. The SEED Center houses a full-scale incubator able to house 30+ businesses during their fledgling years, a full floor of event space to accommodate private meetings to large events, McNeese classrooms for industrial education, the Small Business Development Center, SCORE, PTAC, the Regional Planning Commission, and The Chamber SWLA	The SEED Center

### Monday, September 18, 2023

8:00 – 9:00am	Breakfast	Ballroom DE
9:00 – 9:15am	<b>OFFICIAL CONFERENCE WELCOME</b> <i>Melissa Bordelon, 2023 LACCE Chairman, Tangipahoa Chamber of Commerce</i>	Sycamore Room
9:15 – 10:15am	<b>OPENING KEYNOTE SESSION</b> <b>Yes, All Staff Can Impact Member Engagement and Growth</b> In this session, we will look at strategies that allow your full team to have an impact with member engagement and recruitment. We focus on how each staff person can know your members beyond transactions. Discuss strategies that all staff can use to maximize social media for relevant member value, and how staff can provide relevant prospect referrals. In addition, learn how maximizing your membership database is a tool that all staff can access for direct engagement success. No matter the size of your staff or team (2 or 20), all hands-on deck for member engagement and recruitment. <i>Shari Pash, Strategic Solutions for Growth</i>	Sycamore Room
10:15am	<b>BREAK</b> <i>Sponsored by Citslinc</i>	Sponsor Area – Promenade

<b>10:30 – 11:30am</b>	<b>SPOTLIGHT OUR SPONSORS SESSION</b> Speed networking session with our sponsors. You must be present to win prizes!	<b>Sycamore Room</b>
<b>11:45am</b>	<b>NETWORKING LUNCHEON</b>	<b>Ballroom DE</b>
<b>1:00 – 2:00pm</b>	<b>Louisiana Economic Development (LED) Update</b> <i>Don Pierson, Secretary of Economic Development</i>	<b>Sycamore Room</b>
<b>2:00pm</b>	<b>BREAK</b> <i>Sponsored by Citslinc</i>	<b>Sponsor Area – Promenade</b>
<b>2:15 – 3:15pm</b>	<b>Keep Louisiana Beautiful Update Session</b> Hear more about the Clean BIZ Partnership and the recently completed litter study. <i>Susan Russell, Keep Louisiana Beautiful</i>	<b>Sycamore Room</b>
<b>3:15pm</b>	<b>BREAK</b> <i>Sponsored by Citslinc</i>	<b>Sponsor Area – Promenade</b>
<b>3:30 – 4:30pm</b>	<b>KEYNOTE SESSION</b> <b>Intentional Sponsorship Sales and Growth</b> If Sales is not your thing, and yet you are expected to sell sponsorships, this is the session for you. Attendees will learn steps to create a sustainable foundation for signing new sponsors. We'll talk about clarifying your sponsorships and connecting to strategic member segments, creating a relevant prospect list, and tips in preparing to make new sponsor calls. In this session, we cover sales steps, tips, and tools. In addition, we delve into choosing the best sponsorship structure for your organization. <i>Shari Pash, Strategic Solutions for Growth</i>	<b>Sycamore Room</b>
<b>6:00 – 8:00pm</b>	<b>RECEPTION &amp; AWARDS DINNER</b> Join us for a fun evening of networking to celebrate our 2023 Award Winners.	<b>Ballroom DE</b>

## **Tuesday, September 19, 2023**

<b>8:00 – 9:00am</b>	<b>NETWORKING BREAKFAST</b>	<b>Ballroom DE</b>
<b>9:00 – 10:00am</b>	<b>PANEL DISCUSSION SESSION</b> <b>"Ask Us Anything" Safe Space Session</b> This will be an interactive session where attendees can ask any and all questions of our panel of chamber pros. Designed to promote open discussion, this will be an excellent opportunity to gain new perspectives and learn from your experienced peers. <i>Chamber Pro Panel – Melissa Bordelon, Lisa Johnson, Laura Lyles, and Tim Magner</i>	<b>Sycamore Room</b>
<b>10:00am</b>	<b>BREAK</b> <i>Sponsored by Citslinc</i>	<b>Sponsor Area – Promenade</b>
<b>10:30 – 11:45am</b>	<b>CLOSING KEYNOTE SESSION</b> <b>The Power of Micro-Moments: Attracting &amp; Engaging Members in the Age of Distractions</b> Attention spans are shorter than ever. Micro moments and minutes are all we have to intrigue and gain the attention of our members and businesses. So, when it comes to member engagement and recruitment, are you creating impactful content and messaging that captivates your community and compels them to take action? Join us for open discussions on how to make the most of every moment! <i>Shari Pash, Strategic Solutions for Growth</i>	<b>Sycamore Room</b>