



Conference Agenda

Monday, March 24, 2025 – Sheraton Chapel Hill Hotel

- 1:30–3:00pm **CACCE Board Meeting** Blue Hill D
- 2:30pm **Registration Opens** Blue Hill Pre-function Area
Please note that sleeping rooms may not be available for check-in until 4:00pm.
- 3:00–4:00pm **Welcome to the Chamber Industry Session** Blue Hill A/B
Designed for our newest chamber professionals – learn more about the chamber industry and your professional development association.
- 4:00–5:00pm **Discover the Inner Workings of...
The Chamber For a Greater Chapel Hill - Carrboro** Blue Hill A/B
Join us for an insightful session designed to unveil the intricate operations and impactful programs of the Chamber. Gain a clear understanding of the Chamber's organizational structure, including its leadership, governance, and decision-making processes. Discover the array of programs and initiatives the Chamber spearheads to support local businesses, foster economic growth, and enhance community engagement. We will also explore the Chamber's role in driving community development and how it collaborates with local government, businesses, and non-profits for the betterment of Chapel Hill..
- Aaron Nelson & Team, The Chamber For a Greater Chapel Hill - Carrboro
- 5:30–8:00pm **Welcome Reception & Dinner** Location TBD
Enjoy a fun, relaxing evening getting to know your chamber peers.

Tuesday, March 25, 2025 – Sheraton Chapel Hill Hotel

- 8:00–9:00am **Networking Breakfast** Blue Hill A/B
No formal presentation during breakfast so you can network together.
Water Dispenser Sponsor – Embassy Suites Wilmington
- 9:00–9:15am **Official Conference Welcome** Blue Hill A/B
- Terra Carroll, North Augusta Chamber, 2025 CACCE SLD Conf Chair
- Natalie English, Wilmington Chamber, 2025 CACCE Board Chair

9:15–10:30am	Morning Keynote Session Chamber on a Mission Are you ready to take your chamber to the next level? Chamber on a Mission is an energizing presentation designed for chamber leaders who want to sharpen their focus, strengthen their teams, and engage their boards like never before. This fast-paced, practical session will help you: <ul style="list-style-type: none"> • Align your leadership for greater impact and avoid burnout • Empower your team with clear priorities and accountability • Activate your board to be strategic partners—not just attendees Walk away with fresh insights, actionable strategies, and renewed motivation to drive your chamber's success. Whether you're looking to refine your leadership, strengthen your staff, or transform your board, this session will give you the tools to make it happen. Join us for this conference kick-off and put your chamber on a mission! <i>- Kyle Sexton, ChamberThink Strategies</i>	Blue Hill A/B
10:30am	Morning Break	Sponsor Area
10:45–11:45am	<u>Breakout Session 1</u> – Utilizing AI – Practical Uses for Chambers <i>- Panelist – Terra Carroll, North Augusta Chamber</i>	Blue Hill A/B
	<u>Breakout Session 2</u> – Advocacy – How Does it Apply to Your Chamber? <i>- Panelist – Ian Scott, The Chamber For a Greater Chapel Hill – Carrboro</i>	Blue Hill C
	<u>Breakout Session 3</u> – Modern Day Networking Programming <i>- Panelists TBD</i>	Blue Hill D
Noon–1:30pm	AWARDS LUNCHEON We will present our Communication Excellence Awards, Service Awards, and Scholarships.	Blue Hill A/B
1:45–2:45pm	60 Ideas in 60 Minutes – BY ROLE Come prepared to share your favorite best practices – what to do or what NOT to do – there will be a prize for the best in each session!	
	<u>Session 1</u> – Membership Sales <i>- Facilitator – Jonathon Lewis, Moore County Chamber</i>	Blue Hill A/B
	<u>Session 2</u> – Communications / Marketing <i>- Facilitator</i>	Blue Hill C
	<u>Session 3</u> – Programming / Benefits / Services <i>- Facilitator</i>	Blue Hill D
2:45pm	Afternoon Break	Sponsor Area
3:00–4:00pm	<u>Breakout Session 1</u> – Selling Your Chamber – Selling Your Mission <i>- Facilitator – Kyle Sexton, ChamberThink Strategies</i>	Blue Hill A/B
	<u>Breakout Session 2</u> – Threats & Risks to Chambers <i>- Panelists TBD</i>	Blue Hill C

Breakout Session 3 –
Communicating / Marketing the Value of Your Chamber
- Panelists TBD

Blue Hill D

5:30–6:30pm

Hospitality Hour

You will receive one (1) drink ticket upon arrival to enjoy before you head out to dinner.
Bar Sponsor – Lumin Strategies

Founders

6:30pm

Dinner – On Your Own

We will provide a list of local restaurants for dinner offsite so that you can have dinner with your peers and sponsors and enjoy beautiful downtown Chapel Hill!

Wednesday, March 26, 2025 – Sheraton Chapel Hill Hotel

7:45–8:45am

“Ask Us Anything” Breakfast

Are you curious about the inner workings of other CACCE member chambers? Do you have burning questions about how these organizations are surviving and thriving? Join us for an interactive session where the floor is yours to engage directly with our panel of chamber pros. This session is designed to be a dynamic Q&A, allowing attendees to guide the conversation. Whether it's about strategic planning, economic impact, or membership growth, no topic is off-limits.

- Panelists TBD

Blue Hill A/B

9:00–10:30am

Closing Keynote Session

Trends and Influences: How External Forces Shape Chambers and Communities

Chamber work is never done in a vacuum, and forward-thinking chamber leaders and staff look for ways to understand the factors that shape the world in which we operate. In this session, participants will have the chance to explore some pressing themes that will impact how we work and the issues that we must address in the near and long term. Attendees will hear more about what is driving these trends and will have an opportunity to consider how these influences relate to their work and goals.

- Amy Shields, Association of Chamber of Commerce Executives (ACCE)

Blue Hill A/B