

2019 Tennessee Chamber Institute
Agenda for Institute Continuing Education
(ICE)

Sunday, March 3rd

4:00-6:30pm-Check in & Registration

Doubletree Murfreesboro (615/895-5555)

6:30-**Reception** at the Hotel Restaurant.

Monday, March 4th

7:15am- Breakfast at the Doubletree

Welcome, Mark Field, Senior VP Knoxville Chamber & Institute Chairman. Sponsors recognized.

After breakfast, we will drive to campus for classes.

***New Location**

Jones College Executive Education Center

503 Bell Street

Parking is right outside classrooms!

8:30-10:00am-Session I

Membership Trends

Mark Field, Knoxville Area Chamber-
What are some of the latest ideas to stay relevant with programming and events?
Retention strategies and using data to succeed.

10:00-10:15am Break

10:15-11:45am -Session II

Leadership Programs

Are you thinking of starting a Leadership Program at your chamber?
Are you looking to create new ideas for your Existing Program?

This session will be a discussion on Leadership Programs and will include..

Sample activities that you can plan with your Leadership Class

Group Discussion – Best practices in Leadership Programs

Find out what programs are working best in different parts of the state.

Vanessa Bennett, Executive Director of Operations and Leadership Program, Kingsport Chamber

11:45am-1:00pm Lunch (included)

Lunch will be catered at the college.

1:00-2:30pm-Session III

Member Engagement & Retention

"Happily Ever After or Doomed for Divorce?" We'll discuss the challenges and benefits of having a written plan to address our ER efforts. From onboarding our new customers to conducting exit interviews and nearly everything in between. A lively and interactive conversation with solutions for any size Chamber!

Mark Hinesley, President/CEO, Mt Juliet Chamber of Commerce

2:30-2:45pm Break

2:45-4:00pm-Session IV

Events – It Starts With An Idea

Learn from other Chambers across the state and the Events they are offering.
What makes a Chamber event successful?
How do you recruit sponsors and generate excess revenue? Learn tips on how to make any event, big or small, a success.
Also, bring what has worked ...and what has not – The class will include sponsorship and brainstorming for new ideas.

Bob Feagins, Kingsport Area Chamber
Sherri Ferguson, Portland Chamber
Lindsay Frilling, Obion County Chamber

6:30pm **Dinner** (included) –

Reception and Dinner in Hotel Restaurant

Tuesday, March 7th

7:15am- **Breakfast**- Doubletree Hotel

8:30-10:00-Session V

Get Your Focus

Out with the old and in with the new! Start fresh this year by approaching membership, events and chamber management with a focused approach that produces measurable results and profit!

Bryan Doleshel, Chief Community Development Officer
Williamson, Inc.

10:00-10:15am – Break

10:15-11:00am: Session VI

Best Practices Discussion & Questions

Chamber executives will lead a discussion on best practices in this session.
This is an interactive session to discuss ideas along with 2nd year students. This is a great time for discussion on different topics. Also Information on ACCE and US Chamber and the benefits of joining along with information on how to apply for Chamber of the Year and CCE designation.
Mark Field, Knoxville Chamber
Miles Burdine, Kingsport Chamber
Lindsay Frilling, Obion County
Kyle Spurgeon, Jackson Chamber
Bryan Doleshel, Chief Community Development Officer
Williamson, Inc.

11:00-11:45am-Session VII

45 ideas in 45 minutes

All classes will combine for this last session. Just bring 3 successful "chamber ideas." The idea suggester will offer some quick details and the class will have a brief discussion. Before the class ends, participants will select a "Best Idea" winner who will receive a prize and recognition.

12:15pm: Graduation Lunch
Doubletree Hotel - **Graduation lunch for all classes.** (we will drive from campus back to the Doubletree Hotel for lunch and dismiss after lunch) Those completing the second year of Tennessee Institute will be recognized and certificates will be distributed. Mark Field, TCCE Vice President, Clarksville Area Chamber Executive Director will give the keynote

Sponsors (as of 1/5/19)

Convergent Nonprofit

Journal Communications

Target Marketing

Tennessee Chamber of
Commerce & Industry

TVA

INSTITUTE REGISTRATION
For Institute Continuing Education (ICE)

Name _____

Title _____

Chamber _____

Address _____

City, State, Zip _____

Telephone _____

Fax _____

E-mail _____

How long in present position? _____

How many members in your
Chamber? _____

List an interesting fact about
yourself _____

Conference Fee Register by 2/15/19

TCCE Members \$200.00 _____

Non Members \$250.00 _____

Payment may be made by check or cc.

Hotel Reservations

For reservations, call Doubletree

Murfreesboro at 615/895-5555.

TCCE has a block of rooms at the
special rate of \$99.00. The deadline
for this rate is February 3, 2019.

Please Mail or Email Registration To:

Tennessee Chamber of Commerce

Attn: Suzie Lusk

414 Union Street, Suite 107

Nashville, TN 37219

Tel. (615) 256-5141

suzie.lusk@tnchamber.org

(Bring door prizes from your area for
drawings throughout Institute)

Tennessee Chamber of
Commerce
Executives

INSTITUTE
Continuing Education
(ICE)
For those who have
graduated TCCE Institute



Middle Tennessee State
University

March 3-5, 2019