

# 2018 Curriculum

## Session One: August 1, 2018

### **Management: Budgets & Financial Statements**

Tips for developing an effective budget, how to manage it as well as the ins and outs of financial statements.

### **Event Management**

Community events require resources, volunteers, and a need. Find out best practices to make the most of your events by training volunteers and creating non-dues revenue for your chamber.

### **Board Development**

Keys to developing a board that is engaged and builds strategy for your chamber by planning for the future. This session will cover what should be included in a board orientation and how to handle difficult board members.

### **Non-Dues Revenue Sources Panel**

Outside of membership dues and events income, there is a whole other world of non-dues revenue that can grow your budget and serve your members. Discover how other chambers are implementing creative avenues in their organization.

### **Disaster Preparedness**

It can happen any time – are you ready? Learn to how keep your organization prepared, relationship with your local government, and why your chamber must have a disaster plan in place before something does happen.

## Session Two: August 28, 2018

### **Membership Development and Retention**

Discover new and proven ways to develop effective membership recruitment and retention programs to increase your chamber's membership.

### **Community Development**

Build a community where people want to live, and they will want to visit. This session will explore how OKC developed the MAPS program that infused public funding for downtown and river development that has resulted in the multi-million dollars of private development.

### **Leadership Programs**

One of the most important roles a chamber can play in your community is developing future leaders. In this interactive session, you will share ideas on topics that are included in leadership programs that can be implemented in your community.

### **Representing Business Interests with Local Government**

Keys to understanding and developing an effective program to represent your businesses at the local and county levels. This session will cover school boards, bond issues, endorsements, and other politics that influences the chamber daily.

## Session Three: October 2, 2018

### **Creating Your Chamber's Business Plan**

A chamber's business plan acts as the guide for the chamber's activities during the year (or longer). This session covers how to create, implement, and evaluate your chamber's plan.

### **Developing Your Community's Economy**

Learn best practices and discover tools to assist your chamber in growing your community's economy. Uncover ways your chamber is already engaged in economic development.

### **Using Data to Measure Success**

This session will relate to your inner geek! Learn how to benchmark your chamber year over year and with other chambers. This session will cover calculating retention rates, business attrition and prospective members, census and education data, and other types of relative data you need.

### **Building Your Organization's Culture**

A chamber's internal organizational culture is key to employee retention and work/life balance. This interactive session will explore how to become the type of organization that will attract the best and brightest.

## Session Four: October 31, 2018

### **Telling Your Story and Building Your Brand**

Discover ways your chamber can better tell the story of how it is the driving force behind your community's successes, working with media, promoting your members, digital media, and staying on top of communications trends and best practices.

### **Chamber Trends, Threats and Opportunities**

This final session will be interactive and ask the tough questions - What is the future of membership organizations and resources? Should you be concerned about political and social fragmentation and global impacts? How will your chamber engage millennials to belong? Technology and communication is changing daily and the leaders of your community are retiring. How will you lead this change in your community?