



June 14—16th, 2021

Embassy Suites by Hilton

6089 Clarks Creek Road

Plainfield, Indiana

***Hotel reservations before May 14 by calling
1-800-EMBASSY and using the group code IC2***

Conference Schedule for Monday - June 14, 2021

11:30 a.m.—1:00 p.m. EST

New Professionals to The Industry Luncheon

Class of 2020 . . . this lunch is for you! If you have joined the Chamber profession in the past 18 months, join peers to get answers to hot questions and brush up on best practices. Several examples and handouts will be available, and veteran leaders will be near for additional discussion for the duration of conference. [Advanced registration is required.](#)

1:30 p.m. – 2:15 p.m. EST

A New Tool For Your Shop Local Campaign

Join Conference Presenting Partner Perfit for a deep-dive at an innovative tool to add to your shop local campaign. Perfit is the leading Digital Transformation Platform making it easier for shoppers to Find, Try and Buy. Perfit creates marketplaces which are at the crossroads of shop small, shop local, and online to be a perfect partner for your Chamber.

2:30 p.m.—3:15 p.m. EST

Join Grow with Google to Empower Your Community with Digital Skills

The Grow with Google Partner Program provides nonprofits with access to free resources, workshop materials, and hands-on help to enable you to teach digital skills trainings in your communities. Join us to learn more about the program and how your organization can use these tools to supplement the work you're already doing. Visit g.co/grow/icea for more information and to apply.

3:30 p.m.—4:30 p.m. EST



Horseshoes vs. Chess: Exploring the Life and World of Chamber Professionals

This session explores a best-selling new book about life in Chamber World by veteran chamber executive and former mayor Dave Adkisson. We'll hear about chamber leaders' distinct skill sets, how they can shape their chambers and their communities in profound ways and how they can grow personally and professionally. All session attendees will receive a free copy of [Horseshoes vs. Chess](#), a must-read for all on your Chamber's leadership team.

5:00 p.m.—7:00 p.m. EST



Opening Reception

Let's get this party started with our rocking welcome reception hosted by Visit Hendricks County. Buses will transport attendees from the Embassy to Level Two near Perry Crossing. After the reception, plan on a brief walk to one of the small group dinners out. There is plenty of shopping and entertainment within the Perry Crossing shopping district. The final bus transport back to the hotel will leave at 10:00 p.m. EST.

7:00 p.m. EST

Group Dinners

You'll want to sign up at the Dine Around table when you arrive at conference for dinner small groups & a great way to start building your professional peer network.

**Dinner tonight is self-pay*



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Conference Schedule for Tuesday - June 15, 2021

6:30 a.m.—9:30 a.m. EST

Breakfast

The Embassy offers a fantastic breakfast complete with omelet station for all conference attendees staying overnight as hotel guests. Enjoy breakfast at your convenience in the hotel lobby.

Commuting conference attendees, will be on your own for breakfast each morning.

8:30 a.m.—9:30 a.m. EST



From Relevant to Essential, A Successful Look At Why Chambers Need To Reimagine Their Model - Casey Steinbacher, CCE, Finding Next, LLC

What should chamber of commerce professionals consider as they emerge from a year that has tested their very existence? While most have risen to the occasion, they have done so by instinct, addressing large scale immediate needs that begged for their leadership. As Chambers emerge from these unprecedented times, the pull to return to a sense of normalcy will conflict with what Chambers really should be doing; Exploring what they've learned about their leadership, their mission, and their model that affects their future.

10:00 a.m.—10:45 a.m. EST

Breakouts

Option A: Regional Accelerator Program Panel Discussion



Option B: Small Chamber . . . Big Impact Jason Ebey, YGM Total Resource Campaigns

No matter what has been said before the truth remains small chambers are extraordinary different than large chambers. This interactive session will use real, tactical examples to assist the staff professionals of small chambers in identifying opportunities to create organizational relevancy, funding programs, and leadership development.



Option C: Peer Roundtable Dialogue on Successes in Membership Facilitated by Jamie Neal, President of the Knox County Chamber

Many of our ICEA members enjoyed great successes with membership numbers climbing during 2020. Join this facilitated peer roundtable to discuss best practices for growing your Chamber's membership.



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11:15 a.m.—noon EST



Breakouts

Option A: Your Power with Social Media

Jason Ebey, YGM Total Resource Campaigns

Join Jason on this walk through a case study he recently completed with a Chamber who has created a Facebook group with nearly 20,000 citizens participants to learn the tricks on how this chamber is monetizing that group for thousands of dollars. This case study has also created a focus of other specific social groups for Chambers to reach the transactional member as well as segmented groups of business owners and human resource professionals.

Option B: What Board Members *Really* Want

Join this panel discussion and hear direct from Board leaders of successful chamber organizations on what they truly desire from the staff to be effective in their volunteer role

Option C: Our Chamber of the Future Peer Discussion with Emerging Leaders

How will chambers change over the next decade and what leadership is needed to take your organization to this new destination? Join a panel of our emerging younger Chamber leaders as they share their vision for the future direction of this industry.

Noon—1:30 p.m. EST

Awards Luncheon Celebration

It has definitely been a year to celebrate so sit back and gain some new ideas as ICEA showcases some of the best in our industry.



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**Conference Schedule for
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2:00 p.m.—2:45 p.m. EST

Breakouts

Option A: *Digital Inclusion*

Option B: The Art of Storytelling Through Video

Video will represent 82% of all internet traffic by the end of 2021. But, how can you powerfully make your own mark using this effective marketing tool? Brian Brosmer, Brosmer Photo Graphic will lead you through this storytelling workshop and how to create strategy, impact, and community using video. No complicated tech talk here – Brian will also demonstrate how to use your smartphone and feature other tools that will fit into your budget. Join in on the fun and learn how to captivate an audience utilizing video!



Option C: Peer Roundtable Dialogue on Housing Shortage Solutions

Facilitator: Kylie Jackson, President & CEO—Marion Grant County Chamber

Housing is a vital component of your community's ability to sustain and grow the economy. A lack of appropriate housing can weaken retention and attraction efforts. Join this facilitated discussion to explore effective strategies your peers are using to tackle local housing challenges.

3:00 p.m.—3:45 p.m. EST



ICC Update—Accelerating Indiana: Vision 2025

Kevin Brinegar, President & CEO, Indiana Chamber of Commerce

While the health care crisis of a lifetime has impacted Indiana's well-being in countless ways, it has also provided an opportunity to meet a critical need in reshaping the state's economic future. That's why the Indiana Chamber of Commerce and its Foundation have launched the Accelerating Indiana Vision 2025+ initiative, featuring immediate economic recovery initiatives and a new economic vision plan for the state. Kevin will share details of how, working together, we can all come out of this pandemic united and focused on Accelerating Indiana.

4:00 p.m.—4:30 p.m. EST

U.S. Chamber Update—



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5:30 p.m.—7:30 p.m. EST

Happy Hour

The Embassy offers a complimentary evening reception w/snacks, wine, beer and cocktails.

7:30 p.m.—10:00 p.m. EST

Music on the Patio



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Wednesday - June 16, 2021 Conference Schedule

6:30 a.m.—9:30 a.m. EST

Breakfast

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8:30 a.m.—9:15 a.m. EST



Keynote – Strong Chambers for the Future, Megan Lucas, IOM, CCE, CEcD, CEO of the Lynchburg (VA) Regional Business Alliance & Past Chair of the Institute National Board of Trustees

Is your organization ready for the future? Explore trend and issues affecting the relevance and viability of chambers. Become aware of key trends and issues that impact chambers and discuss steps to ensure the future of the chamber industry.

9:45 a.m.— 10:45 a.m. EST

Breakouts

Option A—Attracting Young Talent

How can you lead your community partners through the perfect storm of creating a community that entices young talent and then communicating that message out for relocation? You won't want to miss this energetic session packed full of new ideas to put you ahead of the game in the workforce race for talent.



Option B - The Chamber's Role in Economic Development—Megan Lucas

Does your chamber do economic development? Of course it does! Learn how to be a strategic partner in your community's success.



Option C—Peer Roundtable Dialogue on Events

Tweak it or tank it? It's time to put your events on the hot-seat to as you dive-deep with your peers to help you decide if reinvention is possible or if a fresh start is the best prescription for events coming out of COVID constraints.

11:00—11:45



Closing Keynote: Made for this Moment, Ryan Vaughn, President—Indiana Sports Corp.

Indiana hit the national spotlight with March Madness this year and our sports scene just keeps getting stronger. Ryan will share some stories of coordinating the chaos of hosting the entire NCAA tournament in our state and how Indiana will remain Made for this Moment for future national opportunities.

Noon

Conference Adjournment



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Registration

ICEA Members \$199 first registrant

(\$179 for additional attendees from the same chamber)

One-Day Pass (ICEA Rate) - \$79 per day

Register on-line & pay with credit card or complete this form and mail with check payable to ICEA to:

ICEA, P.O. Box 377, Hanover IN 47243

Chamber:

Registrant Information:

Name	Title	E-Mail	
			___ full conference (\$199 ICEA member rate) ___ one day pass for Monday (6/14) - \$79 ___ one day pass for Tuesday (6/15) - \$79 ___ one day pass for Wednesday - \$79
			___ full conference (\$179 add'l staff rate) ___ one day pass for Monday (6/14) - \$79 ___ one day pass for Tuesday (6/15) - \$79 ___ one day pass for Wednesday—\$79
			___ full conference (\$179 add'l staff rate) ___ one day pass for Monday (6/14) - \$79 ___ one day pass for Tuesday (6/15) - \$79 ___ one day pass for Wednesday—\$79
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