



HOW TO
ICEA
IMPACT. CREATE. ENERGIZE. AMPLIFY. YOUR CHAMBER

—
2022 CONFERENCE SCHEDULE

DAY ONE

Morning: *Pre-conference starts with lunch for new professionals only at the Elkhart Chamber office*

Afternoon: *You have two options for the afternoon. Join other chamber professionals for a bonus session on best practices with strategic planning at the Elkhart Chamber office or get to know your peers with a small group outing scavenger hunt around Downtown Elkhart*

Late-Afternoon: *invitation-only reception for Leadership Circle investors of ICEA*

Evening: *Build your peer network by signing up for one of the small group dinners out*

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DAY TWO

8:00 a.m. - Breakfast at the Lerner Theatre

8:30 a.m.—9:15 a.m. Keynote

Make Your Dream Board A Reality—Erica Poff

9:45 a.m.—10:30 a.m.—Breakouts

- 1.) *Time Management 101—Steve Latour*
- 2.) *Forging a Path Together: Main Street and Chamber—Kristin Craig and Josh Alsip*
- 3.) *Roundtable: Increase Membership Revenue*

10:45 a.m.—11:30 a.m.—Breakouts

- 1.) *Effective Use of Social Media for Chambers—Allyson Gutwein*
- 2.) *Finding Non-Traditional Solutions for Common Problems—Rob Parker, IOM*
- 3.) *Business Diversity Inclusion: Engaging Our Underserved Business Community—Elkhart Chamber Staff*



DAY TWO

11:30 a.m.—1:00 p.m.— Awards Luncheon

1:30 p.m.—2:15 p.m.—Breakout Sessions (3)

- 1.) *Institute for Workforce Development - Jason Bearce & Todd Hurst*
- 2.) *Ideas to Increase Revenue at Your Chamber—Jack Russell*
- 3.) *Roundtable: Small Chamber Challenges*

2:30 p.m.—3:15 p.m.—New Tool for Your Community

3:30 p.m.—4:15 p.m. Closing Keynote

Kevin Brinegar, Indiana Chamber of Commerce

Evening Activities:

The Elkhart River Queen will set sail to give you the chance to enjoy appetizers and drinks with peers

Following the River Queen cruise, attendees are invited to enjoy live music and dinner options at Groovin' in the Garden



DAY THREE

8:00 a.m. EST— *Breakfast at the Lerner Theatre*

8:30 a.m.—9:15 a.m.—Opening Keynote
Hiring Struggles? How to Attract & Keep Great People, Heather Dilworth

9:45 a.m.—10:30 a.m.—Breakout Sessions (3)

- 1.) *What Are You Doing With Your Chamber 501(c)3 Foundation?*
- 2.) *Using Video for Creative Marketing Ideas—Lauren Klusman*
- 3.) *Roundtable: Programming & Events*

11:00 a.m.—11:15 a.m.—ICEA Annual Meeting

11:15 a.m.—Noon—Closing Keynote
Success is Exponential, Chris Scheeren, EVI Training

Noon—Conference Adjournment

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