



ICEA will accept nominations for the Annual Excellence Awards through May 10th.

This is a great opportunity for your chamber to garner statewide recognition for the hard work that staff accomplished on specific new projects throughout the past year.

Chambers are divided into the following categories for judging:

0—400 members

401—700 members

701+ members

Upon reviewing, all applicants scoring above 90% will receive an Excellence Award.

Chambers may enter multiple entries.

Deadline —May 10th.

E-mail entry link with this completed form to info@iceaonline.com.

Mail a non-refundable check payable to ICEA for \$25 per entry to:
ICEA, P.O. Box 377, Hanover IN 47243.

Questions? Please call the ICEA office at 812-871-3000.

Excellence in Innovation Awards

About the award: The Annual Excellence Awards will recognize innovative new projects from your chamber this past year. Chambers may submit multiple nominations for various projects, however each nomination must showcase something new offered by your chamber during this past year. This award recognizes excellence in innovative new ideas. Complete a separate form for each entry.

E-mail your entry with this completed form to info@iceaonline.com prior to May 10th. Each entry submitted for review will be charged a \$25 non-refundable fee. Please mail this review payment payable to ICEA to: P.O. Box 377 Hanover IN 47243. An invoice will also be sent for you to pay with debit/credit card.

Chamber of Commerce _____

What are you submitting for? _____

Contact: _____

Telephone: _____

E-Mail: _____

Complete a duplicate entry for more than one entry. Please circle below the size of your chamber:

- 0—400 members
- 401— 700 members
- 701 + members

Forward e-mail with your submission attached to info@iceaonline.com no later than May 10th.



Chamber Insider Updates

In an era where digital communication reigns supreme, the Greater Bloomington Chamber of Commerce launched "Chamber Insider Updates," a visionary initiative aimed at fostering a deeper connection with its members through the power of video. Recognizing the potential of visual storytelling, the Chamber embarked on this journey to offer a fresh, engaging way to share updates, news, and opportunities within the Chamber community.

Twice a month, the President & CEO steps in front of the camera to deliver concise yet comprehensive video updates. These segments, lasting between four to six minutes, cover a wide range of topics, including upcoming events, new member introductions, advocacy efforts, and public policy updates, among others. Designed to be both informative and engaging, these videos are a testament to the Chamber's commitment to transparent and dynamic communication.

Hosted on the Chamber's YouTube channel, the updates bridge the gap between traditional email newsletters and modern digital media, ensuring broad accessibility by distributing them via email and social media platforms. This strategic approach not only maximizes reach but also caters to the diverse preferences of the Chamber's membership base.

The impact of "Chamber Insider Updates" has been significant and measurable. Since its inception, 17 videos have been produced, garnering a total of 2,194 views and a cumulative watch time of 92.7 hours. The popularity of these updates is evident in the numbers, with the most viewed video reaching 187 views and the YouTube channel itself attracting 18 new subscribers as a direct result of this initiative.

The resonance and success of "Chamber Insider Updates" underscore the Greater Bloomington Chamber of Commerce's forward-thinking approach to communication. By embracing video as a medium to share insights, news, and highlights, the Chamber has not only elevated its engagement with members but also showcased its commitment to innovation and adaptability. This initiative marks a significant step forward in how the Chamber connects with its community, reflecting a deep understanding of the evolving digital landscape and the diverse needs of its members. Through "Chamber Insider Updates," the Chamber has effectively demonstrated the power of dynamic storytelling and digital engagement to foster a more informed and connected business community.

Supporting Link:

- YouTube Channel Playlist:

https://youtube.com/playlist?list=PLjPrDocyvuNOqbcdSNfUmkWCkpDpirN_9&si=bv9lnQgeXLS_pbTo