



2021

VACCE
Executive
Leadership
Conference

AUGUST 26 & 27, 2021
The Omni Homestead
Hot Springs, VA



2021 CONFERENCE AGENDA

Thursday, August 26, 2021 – The Omni Homestead – Hot Springs, VA

9:00 – 10:00am	VACCE BOARD MEETING VACCE Board Members only	Dominion Room
10:30am	CONFERENCE REGISTRATION OPENS Please note that hotel rooms may not be available until 4:00pm.	Jefferson Parlor
10:45 – 11:45am	BONUS SESSION Finding the Hidden Money in Social For years, chambers have attempted to capitalize on the ever-changing nuances of social media and have strategized how to use those platforms for financial gain, both for the chambers and their members. As chambers apply proven chamber of commerce principles to their presence on Facebook, they will be able to access the potential to generate revenue development in the tens of thousands of dollars in sponsorships. More than just revenue generation, these tips and processes show how chambers can influence their communities-at-large with organic #ShopLocal endeavors, create segmentation of their members, and widen their organization's network reach. This session will cover three distinct topics: 1. How to create Facebook Groups that your sponsors are passionate about accessing 2. How to increase revenue development for your chamber via social media 3. How to diversify non-dues revenue utilizing segmentation <u>This session will offer three specific outcomes:</u> 1. Detailed social media road map to assist with creating a sponsor-desired Facebook Group 2. Specific Facebook sponsorship ideas 3. Group segmentation examples to actively engage chamber members <i>Jason Ebey, YGM Total Resource Campaigns</i>	Empire Ballroom
Noon – 1:00pm	OPENING NETWORKING LUNCHEON	Crystal Ballroom
1:00 – 1:45pm	VIRGINIA CHAMBER SESSION Join us as we hear an update on the Blueprint Virginia 2030 process and program. <i>Keith Martin, EVP of Public Policy and General Counsel, Virginia Chamber of Commerce</i>	Empire Ballroom
1:45pm	AFTERNOON BREAK	Sponsor Area – Empire Ballroom
2:00 – 3:30pm	KEYNOTE SESSION Managing & Leading a Multigenerational Workforce Managers and organizational leaders are increasingly challenged with managing generational diversity in their workforces due to differing mindsets, work styles, and communication preferences. This interactive, engaging session will provide recommendations and strategies for creating a work environment that aligns with the unique characteristics of the multiple generations. Upon completion of this webinar, participants will be able to: • Identify, describe, and differentiate generational characteristics, communication, and work styles. • Discuss challenges experienced when working with employees from multiple generations. • Apply strategies to maximize engagement, productivity, and satisfaction across multiple generations. <i>Melissa Furman, Career Potential LLC</i>	Empire Ballroom

3:30pm	AFTERNOON BREAK	Sponsor Area – Empire Ballroom
3:45 – 4:45pm	SPOTLIGHT OUR SPONSORS SESSION Speed networking session with our sponsors – you won't want to miss out on the prizes!	Empire Ballroom
6:30 – 9:00pm	RECEPTION <i>Sponsored by: The Virginia Chamber Foundation / Blueprint Virginia</i>	Jefferson Parlor
	ANNUAL DINNER Join your peers for a cocktail reception and then enjoy our Annual Dinner which will include special awards and our Annual Business Membership Meeting.	Commonwealth Ballroom

Friday, August 27, 2021 – The Omni Homestead – Hot Springs, VA

7:45 – 8:30am	BUFFET BREAKFAST	Crystal Ballroom
8:30 – 10:00am	KEYNOTE SESSION Leading From Within: Overcoming Unconscious Bias Human brains are hardwired to make unconscious judgements and there is a direct link between our unconscious thinking and our actions and behaviors. This session provides a strong foundation as organizational leaders are launching diversity, equity, and inclusion (DEI) initiatives, and will provide strategies and techniques for addressing unconscious bias to positively impact diversity challenges, career advancement, workplace dynamics, and member relations. <i>Melissa Furman, Career Potential LLC</i>	Empire Ballroom
10:00am	MORNING BREAK	Sponsor Area – Empire Ballroom
10:15 – 11:15am	ROUNDTABLE SESSION Chamber Roundtable Session – Breakout Groups You will have two 30-minute roundtable discussions during this session. Table topics will be placed around the room, so choose the ones of most interest.	Empire Ballroom
11:15am – Noon	CLOSING KEYNOTE SESSION When Quitting is Not an Option: Overcoming Burnout Organizational leaders and employees are reporting feelings of emotional and physical exhaustion, increased negativity, and decreased productivity, which may be signs of burnout. This refreshing, practical session utilizes revealing self-quizzes and engaging exercises to provide solutions for avoiding, recognizing, and overcoming burnout. <i>Melissa Furman, Career Potential LLC</i>	Empire Ballroom
Noon	CONFERENCE ADJOURNS	