

# 2022 VACCE STAFF DEVELOPMENT CONFERENCE

MARCH 3 & 4, 2022 | HOTEL 24 SOUTH | STAUNTON, VA



## 2022 CONFERENCE AGENDA

**Thursday, March 3, 2022 – Hotel 24 South (24 S. Market Street, Staunton, VA 24401)**

9:00 – 10:00am	<b>VACCE BOARD MEETING</b>	Blue Ridge Room
10:30am	<b>CONFERENCE REGISTRATION OPENS</b> Please note that rooms may not be available for check-in until 4:00pm.	Hotel Lobby
10:30 – 11:15am	<b>BONUS SESSION – First Year Attendees</b> <b><i>Advancing Your Career with VACCE</i></b> Learn more about your state association and the chamber industry. - <i>Danielle Fitz-Hugh, President &amp; CEO, Chesterfield Chamber &amp; 2021-22 VACCE Chair</i> - <i>Tiffany Fulmer Ott, Executive Director, VACCE</i>	Ballroom – Salon C
11:30am – 1:00pm	<b>WELCOME NETWORKING LUNCHEON</b>	Colonnade Ballroom
1:00 – 2:15pm	<b>OPENING KEYNOTE SESSION</b> <b><i>Archetypes: Building a Brand That Connects</i></b> Have you ever wondered why you feel an instant bond to a particular brand? It's likely due to a deep psychological connection with archetypes. Discover how leading brands develop lasting ties with their audience by tapping into core human personalities intrinsic to human nature. Through an interactive discussion, discover a new way of marketing your Chamber and learn to use storytelling to deepen connections with local businesses and create a purpose-driven brand that grows your bottom line - <i>Aimee Rose &amp; Billy Coffey, Augusta Health Systems</i>	Colonnade Ballroom
2:15pm	<b>AFTERNOON BREAK</b>	Sponsor Area – Ballroom Foyer
2:30 – 3:30pm	<b>BREAKOUT CASE STUDIES – choose one:</b>	
	<b>Engagement</b> - <i>Facilitator: Andrea Copeland-Whitsett, Committee Engagement Director, Charlottesville Regional Chamber</i>	Ballroom – Salon A
	<b>Workforce</b> - <i>Facilitator: Beth Rhinehart, President &amp; CEO, Bristol TNVA Chamber</i>	Ballroom – Salon B
	<b>Community Compassion &amp; Understanding</b> - <i>Facilitator: Tracy Hale Clark, Executive Director, Louisa County Chamber</i>	Ballroom – Salon C
3:30 – 4:00pm	<b>CASE STUDY RECAP</b> We'll come back together as a group for each breakout session to share results (10 minutes per group).	Colonnade Ballroom
5:00 – 6:00pm	<b>HOSPITALITY HOUR</b> Join your peers for a cocktail reception before heading out for the evening.	Magnolia South
6:00pm	<b>NETWORKING DINNERS</b> Sign up for fun Dutch treat networking dinners with your peers.	Various Staunton Locations

**Friday, March 4, 2022 – Hotel 24 South (24 S. Market Street, Staunton, VA 24401)**

<b>8:00am</b>	<b>NETWORKING BREAKFAST</b>	<b>Colonnade Ballroom</b>
<b>9:00 – 10:15am</b>	<b>BREAKOUT SESSIONS – we are going to hold three sessions twice – choose one:</b>	
	<b>The Three “Cs” of Communication for Chambers</b> Join communications experts to discuss best practices for clear, concise and consistent communication from your Chamber. Learn how to effectively use and manage email, social media, and PR communications. - <i>Panelist (Email Marketing) – Brooke Anderson, Converge Local</i> - <i>Panelist (Social Media) – Heather Ream, Shenandoah Valley Airport</i> - <i>Panelist (PR Communications) – Lisa Schwenk, Augusta Health</i>	<b>Ballroom – Salon A</b>
	<b>Creative Collaboration Roundtable</b> Collaboration is defined as “the action of working with someone to produce or create something.” The daily vocabulary for any Chamber staff member includes words such as cooperation, alliance, partnership – all synonyms for collaboration. In this session we will share the many different forms of collaboration we’ve experienced from the perspectives of large, mid-sized and small Chambers. Join us and hear how your colleagues are branching out to generate more impactful connections providing greater opportunities for their members. - <i>Co-Facilitator: Debbie Jones, President &amp; CEO, Prince William Chamber</i> - <i>Co-Facilitator: Courtney Thompson, President &amp; CEO, Greater Augusta Regional Chamber</i> - <i>Co-Facilitator: Angie Cabell, Executive Director, Powhatan Chamber</i>	<b>Ballroom – Salon B</b>
	<b>Strength Finders</b> Description TBD. - <i>Speaker TBD</i>	<b>Ballroom – Salon C</b>
<b>10:15am</b>	<b>MORNING BREAK</b>	<b>Sponsor Area – Ballroom Foyer</b>
<b>10:30 – 11:30am</b>	<b>BREAKOUT SESSIONS – choose one:</b>	
	<b>The Three “Cs” of Communication for Chambers</b> Join communications experts to discuss best practices for clear, concise and consistent communication from your Chamber. Learn how to effectively use and manage email, social media, and PR communications. - <i>Panelist (Email Marketing) – Brooke Anderson, Converge Local</i> - <i>Panelist (Social Media) – Heather Ream, Shenandoah Valley Airport</i> - <i>Panelist (PR Communications) – Lisa Schwenk, Augusta Health</i>	<b>Ballroom – Salon A</b>
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<b>11:30am – 1:00pm</b>	<b>AWARDS LUNCHEON</b> Join us as we recognize our Service Award recipients for 2022.	<b>Colonnade Ballroom</b>