



Chamber of
Commerce
Executives
of Canada

Assoc. des cadres
des chambres
de commerce
au Canada

#CCEC24 Annual Conference Program

Halifax Marriott Harbourfront Hotel
1919 Upper Water Street, Halifax, NS B3J 3J5

Conference Room: Halifax ABC (second floor)
Meal Room: Annapolis (ground floor)

Tuesday, October 15, 2024

6:15pm **Meet in hotel lobby**

6:30pm **Dine Around Halifax**

Join the CCEC Conference Committee for a taste of Halifax! Confirm your participation and select your restaurant through the Whova app.

Wednesday, October 16, 2024

7:30am - 8:30am **Networking Breakfast | Sponsored by Collette**

8:30am - 9:00am **Conference Kick Off**

9:00am - 9:15am **Speed Networking**

Meet new friends, expand your professional network, and build connections with colleagues across Canada. You have 15 minutes to get to know your table mates - conversation prompts are available in the Whova app.

9:15am - 10:15am **AI Strategies For Transforming Chamber Operations**

Keynote Speaker: Rob Hole, ChamberRM

ChatGPT, Gemini, Claude, Midjourney, DALL-E, and Sora; AI is rapidly changing the way businesses operate and chamber executives who don't embrace AI will be left behind. In this presentation, we'll focus on why Executive Directors & Chamber Management should be keen on harnessing the power of Artificial Intelligence to enhance their Chamber's efficiency and engagement. We'll go into specific, powerful AI tools currently reshaping the market, which has quite likely changed since writing this description. From leveraging advanced analytics, benchmarking, and charts, to enhancing social media and email marketing efforts, to deploying AI-driven chatbots for seamless member communication, we're covering it all. We will showcase how AI can streamline complex decision-making processes, automate administrative duties, and craft impactful board communications, freeing up valuable resources. By integrating AI into daily operations, chambers can not only optimize their workflow but also dedicate more time to what truly matters: deepening member engagement and driving membership value. Through practical examples and use cases, attendees will leave with a clear understanding of how to strategically implement AI technologies to elevate their Chamber's performance and member satisfaction. Join us to unlock the potential of AI in transforming your Chamber into a more agile, responsive, and member-focused organization.

10:15am - 10:30am Health Break

Provincial group photo: British Columbia / Yukon

Provincial group photo: Alberta / Northwest Territories

Provincial group photo: Saskatchewan / Manitoba

10:30am - 12:00pm Fill Yer Boots: Best Practices For Chamber Advocacy Work

Keynote Speaker: Matt Belliveau, Principal Researcher with Something Wild Strategy Inc.

Chambers of Commerce and Boards of Trade play a vital role in shaping the policies that drive local business growth and prosperity. You can generate value for your members by being an effective advocate and champion for your local business community.

This interactive workshop will equip you with best practices and essential strategies to:

- Identify policy issues and develop policy positions and resolutions
- Respond quickly to time sensitive issues
- Develop targeted advocacy campaigns that resonate with policy makers and stakeholders
- Utilize data-driven insights to strengthen your advocacy efforts and make a compelling case for change
- Mobilize your Chamber membership and other community stakeholders to amplify your advocacy message
- Navigate the public policy landscape including regulatory challenges and legislative processes.

12:00pm - 1:00pm Networking Lunch | Sponsored by Citslinc International

1:00pm - 1:15pm Speed Networking

Meet new friends, expand your professional network, and build connections with colleagues across Canada. You have 15 minutes to get to know your table mates - conversation prompts are available in the Whova app.

1:15pm - 2:15pm Git Er Done: Greater Collective Impact Through Collaboration, Partnerships, and Mergers

Partnerships are at the heart of Chamber operations across Canada, and new partnership models are emerging –from informal collaborations to service agreements and mergers. This panel of Chamber pros will share their experience and dive into how Chambers are working together to streamline operations, consolidate resources and increase their collective impact.

Anthony Azard, CEO, Chambre de commerce Cap-Acadie Chamber of Commerce
Lisa Dressler, Executive Director, Southeast Alberta Chamber of Commerce
Stu Harrison, Manager, Chamber of Commerce Executives of Ontario

2:15pm - 2:45pm Annual General Meeting

2:45pm - 3:00pm Health Break

Provincial group photo: Ontario / Quebec / Nunavut

Provincial group photo: Atlantic Canada

3:00pm - 4:00pm **Energize Your Team To Excel: How To Access And Activate The Power of Your People**

Keynote Speaker: Pete Bourke, Executive Director, Columbia Valley Chamber of Commerce

As a leader, your people are your greatest asset. But helping people stay engaged, motivated and energized isn't an easy task. In fact, developing people can feel downright daunting — especially in today's landscape.

So how do we authentically energize our people and teams?

In “Energize Your Team To Excel: How to Access and Activate the Power of Your People,” we'll explore practical ways for leaders to use coaching skills to motivate and inspire. We'll consider the cross-section between the leadership competency of People Development and coaching competencies connected to the Excelerator™ Coaching Model and the ICF.

This interactive, collective learning experience goes beyond basic techniques and explores how (and when) to activate and integrate coaching skills in the workplace. Join us to expand your thinking, elevate your leadership, and build a meaningful community of practice.

4:00pm **Day 1 Wrap Up**

Evening Of Excellence: CCEC Award Celebration | Sponsored by Johnston Group

The Cable Wharf

1751 Lower Water Street, Halifax, NS B3J 1S5

6:00pm - 6:30pm **Cocktail Reception**

6:30pm - 6:45pm **Welcome Remarks**

6:45pm - 8:00pm **Dinner**

8:00pm - 9:00pm **Award Ceremony**

Thursday, October 17, 2024

7:30am - 8:30am **Networking Breakfast | Sponsored by Indus Travels**

8:30am - 8:45am **Speed Networking**

Meet new friends, expand your professional network, and build connections with colleagues across Canada. You have 15 minutes to get to know your table mates - conversation prompts are available in the Whova app.

8:45am - 9:45am **Right On! Overcoming Barriers To Create More Inclusive Chambers**

Keynote Speaker: Jaime Chinchilla, DEI Advisor with Johnston Group

In CCEC's November 2023 report on Diversity, Equity, Access & Inclusion (DEA&I), Chambers identified a number of barriers to creating diverse and inclusive organizations. From gender parity, to diverse representation, to accessible spaces and cultural awareness, DEI advisor Jaime Chinchilla will share best practices and tips to overcome barriers and create more inclusive Chambers.

9:45am - 10:15am **That's Some Good! Generating Non-Dues Revenue With Chambers Plan**

Leverage Chambers Plan to attract and retain members, and generate game-changing non-dues revenue every month. During this game show themed session, you'll learn why Chambers Plan is a great option for small businesses, what resources are available to help you promote the program, and some insider tips for success!

10:15am - 11:30am From Vision to Victory: Winning Strategies for Chamber Revenue and Business Development | Sponsored by Todd Letts Consulting

Keynote Speaker: Todd Letts, President of Todd Letts Consulting

This presentation focuses on five innovative strategies to generate both incremental and new revenue by creating value, connecting to purpose and capturing untapped wealth.

- Learn when, why and how you should increase prices for membership.
- Match business needs with revenue-generating, non-event, programs and services
- Explore the latest tools to find, invite and welcome new members
- Determine new sponsor elements that you can bring to existing events

11:30am - 12:30pm Networking Break

12:30pm - 2:00pm National Network Lunch: Celebrating Accreditation

This event will be held in the Nova Scotia Ballroom.

Hosted jointly by: Chamber of Commerce Executives of Canada, Chamber Accreditation Council of Canada, and the Canadian Chamber of Commerce

Congratulations to the Chambers that have achieved Accreditation, and the Chamber professionals that have earned their Accredited Chamber Executive (ACE) designation!