

Calendar of Events

May 24, 2022

Where Do We Go From Here? Post-Covid Membership presented by Cathi Hight

Webinar

10:00 AM - 11:00 AM CST

Join us for this webinar with noted membership speaker Cathi Hight

*Are chambers seeing an increase in membership?
How can we influence more members to be engaged?
What is the next big idea for investor models?*

Get a Pulse on Membership Trends

Even before the pandemic, engaging a higher percentage of members was a challenge due to diverse interests and needs, busy schedules, and meeting ROI expectations. The pandemic disrupted business and the chamber operating model, impacted the livelihood for people, and changed expectations to engage. Your chamber leadership must consider how to navigate a new landscape and develop a sustainable revenue model that appeals to the next generation of members.

Join Cathi Hight and other IACCE peers in the upcoming webinar to explore:

*The different motivations to join, engage, and renew.
How member personas can appeal to different audiences and deliver value.
Changing trends in investor models that foster positive community outcomes, provides money for your mission, and increases community engagement.*

About Cathi Hight, Hight Performance Group.

Cathi is President of the Hight Performance Group based in Austin, TX, an organizational development firm that helps develop healthy organizations to manage constant change, develop customer loyalty, and “work smarter, not harder.” Cathi facilitates strategic planning, develops investor models and strategies, and helps leaders navigate trends and prepare for the future.

Cathi is recognized for her work with member-based organizations and is the creator of The Member Retention Kit, A New Approach to Tiered Membership, and the Work Smarter, Not Harder program. She has presented at many state and national conferences for associations and chambers of commerce and has been an instructor for Institute for Organization Management (IOM) since 2004.

Thank you to our sponsor

September 11, 2022
- September 17, 2022

Chamber of Commerce Week

All week

Celebrate chambers in Illinois September 12 - 17, 2022! Click here for marketing materials. Email Lisa to share your events.

November 2, 2022
- November 4, 2022

2022 IACCE Fall Conference
Bloomington-Normal Marriott Hotel & Conference Center
201 Broadway
Normal, IL 61761

11:00 AM - 11:00 AM CST

Lisa Weitzel, 217-585-2995

lisa@iacce.org

Join us in Bloomington Normal for our 2022 Fall Conference! Check the conference website for the latest information.