

# chamber 2.0

the next generation of chamber work

KCCE Fall Conference - Murray, Ky. - Nov. 11-12, 2010



PRESENTED BY



SPONSORED BY



## Agenda

### Wednesday, November 10

1 - 4 p.m.

Optional Pre-Conference Session at Murray Chamber: Certification & How to Be an Award Winning Chamber

7 p.m.

Early Bird Dinner and Tour of Murray

### Thursday, November 11

8 a.m.

Registration Opens - Continental Breakfast/Networking/Exhibits

8:30 - 10 a.m.

Opening Session - Introductions & Best Practices

10 a.m.

Networking Break with Exhibitors

10:30 - 11:30 a.m.

Conference Session - Are You Providing Top Notch Customer Service to Your Members?  
*Richard Henson, Henson Brooms*

11:30 a.m. - 1:45 p.m.

Networking luncheon with training on KyBizVoice.com & presentation with sponsors

1:45 - 3 p.m.

Conference Session - Role Diversity: Mapping Your Roles, Aligning Your Goals  
*J. Gregory Gillum, WealthBridge Connect*

3 - 3:30 p.m.

Networking Break with Exhibitors

3:30 - 4:45 p.m.

Conference Session - Using Technology to Your Advantage  
*Dr. Andy Batts, Murray State (Windows 7 & Outlook)*  
*Kerry Daugherty, AT&T (Smart Phone Apps)*  
*Rob Howard, Red Pixel Studio*

6:30 - 9 p.m.

Board Recognition at Jasmine

### Friday, November 12

8:30 a.m.

Continental Breakfast/Networking/Exhibitors

9 - 10:30 a.m.

Conference Session - Social Media 2.0  
*Todd Earwood, MemberMinded*

10:30 - 11:55 a.m.

Conference Session - How to Make Email Marketing Work for Your Chamber: Drive Membership, Communicate Effectively, and Generate Non-Dues Revenue  
*Steve Robinson, Constant Contact*

Noon

KCCE Conference Adjourns

Noon

West Kentucky Regional Chamber Alliance Board meeting

# chamber 2.0

the next generation of chamber work  
KCCE Fall Conference - Murray, Ky. - Nov. 11-12, 2010



## Location and lodging

### LODGING: Hampton Inn

1415 Lowes Drive  
Murray KY 42071  
270-767-2226

**Room Rate:** \$92\* Cutoff Date: Oct. 10

### LOCATION: Murray State University

**Regional Special Events Center**  
1401 State Rt. 121N  
Murray KY 42071  
270-809-5577

HOSTED BY



\*The advertised KCCE room rate cannot be guaranteed after the cutoff date. When contacting hotel, please specify that you are with the KCCE Conference to receive the discounted rate.

## Registration fees

\$169 per KCCE member (additional attendees \$100 each)

\$249 per future KCCE member\*

*\*Join within 60 days, and the difference will roll into your membership!*

## Cancellations/substitutions

Cancellations must be made no later than 14 business days prior to the program for a full refund. After this date, no cash refunds will be granted but are transferrable to another member of your Chamber's staff.

## How to register

### phone

Call Ali Crain  
(502) 848-8738

### fax

(502) 848-8747

### e-mail

acrain@kychamber.com

### mail

Send registration form to:  
KCCE

464 Chenault Road  
Frankfort, Ky. 40601

### web

kychamberexecutives.com

## To register, please complete

To process your order, the entire registration form must be complete.

Name _____		Title _____
Chamber _____		
Address _____		
City _____	State _____	Zip _____
Telephone _____	E-mail _____	
Number of Members _____	Number of Chamber Staff _____	

## Payment

\_\_\_ I would like to make a \$ \_\_\_ donation toward the KCCE Scholarship Fund.

\_\_\_ I plan to attend the optional Wednesday Session.

\_\_\_ Conference fee enclosed with check payable to KCCE. Check Amount \$ \_\_\_\_\_ Check # \_\_\_\_\_

\_\_\_ Charge to: VISA \_\_\_ MC \_\_\_ American Express \_\_\_

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_ \_\_\_ Signature \_\_\_\_\_

## Complete for additional registrants

Registrants' Names	Titles	E-mail Addresses
_____	_____	_____
_____	_____	_____
_____	_____	_____