



# Class Advisor Broadcast

## Sunday, June 28, 2026

- Attendance is mandatory for course credit. Please keep staff updated regarding any concerns, such as repeated late arrivals, prolonged absences during class, etc. In the event that an entire class is missed, attendees must notify their Class Advisor and appropriate make-up work will be assigned.
- Everyone is encouraged to bookmark the EventHUB, as this is where everything is housed for the week.
- Your folders contain the Daily Broadcasts for each day; please give your classes updates from the Broadcasts on the appropriate days whenever you find most fitting (most prefer the first core class of the day, either at the beginning or around break). The Broadcasts can also be found on the Class Advisor Resource Page.
- Name badges and tent cards have been provided based on registration info.
- Silent auction items will be on display in room E. Items can also be viewed on the EventGives platform, accessed via the EventHUB. Text 'se26' to 843-606-5995 to join the auction. All payments will be collected via credit card through EventGives.
- All Class Advisor/Board of Regent meetings will take place in room C.
- Please remind attendees that they may leave their belongings in the classrooms overnight at their own risk.
- Elective changes will not be accepted on-site.
- Lunch table topic schedule is as follows
  - **Monday:** Future-Proofing Chambers and Associations; Marketing, Communications, and Social Media Strategies; Membership Growth, Retention, and Member Value; Workforce Development and Talent Pipeline Initiatives; Creating Events that Drive Revenue and Attendance; Advocacy and Public Policy for Chambers and Associations
  - **Tuesday:** CEO and Executive Leadership Challenges; Using AI and Automation to Improve Member Engagement; Board Governance and Volunteer Leadership; Non-Dues Revenue and Sponsorship Strategies; Young Professionals and Emerging Leaders Programs; U.S. Chamber Accreditation Best Practices
  - **Wednesday:** Association Professionals Roundtable; Membership Sales and Business Development Strategies; Organizational Resilience and Crisis Preparedness; Building and Innovative Organizational Culture; Regional Collaboration Between Chambers, EDCs, and Communities; Biggest Challenges Facing Chambers and Associations Today

### Homeroom/core rooms are included below.

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| ○ 1-1: Room Q | ○ 3-1: Room Y/Z |
| ○ 1-2: Room R | ○ 3-2: Room F/G |
| ○ 2-1: Room K | ○ 4-1: Room T/U |
| ○ 2-2: Room L | ○ 4-2: Room V/W |