



Class Advisor Broadcast

Monday, June 29, 2026

- Silent auction items are on display in room E. Items can also be viewed on the EventGives platform via the EventHUB. Text 'se26' to 843-606-5995 to join the auction. The auction closes at 8:00 a.m. on Thursday, and all payments will be collected via credit card through EventGives.
- Course evaluations can be accessed through the EventHUB and will be available 15 minutes before the end of the first class. Reach out to IOM Staff if experiencing any issues accessing the course evaluations
- Industry consultation sign-ups can be accessed via the EventHUB.
- Attendees are encouraged take pictures of attendees and faculty during class; pictures can be posted on social media directly with the tags #IOMeducates and #SoutheastInstitute, or shared with Class Advisors to upload to a shared photo album.
- Class goes until 6:15 p.m. this afternoon and class dinners/activities follow this evening.
- State photos will begin today at morning break.
- Share information regarding lunch table topic discussions:
 - **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