



**Chamber of  
Commerce  
Executives  
of Canada**

**Assoc. des cadres  
des chambres  
de commerce  
au Canada**

# **Membership Benefits Package**

## Our Mission:

From coast to coast to coast, we empower Board of Trade and Chamber of Commerce staff to lead resilient organizations and contribute to economic prosperity in their community.

## Our Vision:

A strong Chamber Network consisting of dynamic professionals who excel in their roles.

## Our Purpose:

We enhance the professional effectiveness of Chamber staff across Canada by offering services in 4 key areas:

1. Professional Development
2. Knowledge Management
3. Recognizing Excellence
4. Strengthening the Chamber Network

## Professional Development:

### National Conference:

**Join us at #CCEC25 in Mississauga, Ontario on October 7<sup>th</sup> and 8<sup>th</sup>! Our event is immediately followed by the Canadian Chamber of Commerce's AGM & Convention**

Where innovation meets inspiration! Join 100+ Chamber professionals from across Canada for 1.5 days of professional development training, networking, and fun!

- Gain valuable insights on the latest trends in Chamber programming and membership engagement
- Discover best practices in operations and governance that will help future-proof your Chamber
- Learn from practical sessions that will equip you with actionable takeaways that can be implemented at your Chamber
- Develop your leadership skills and learn strategies to better serve your community
- Connect with peers and mentors to build a strong and supportive professional network

### Webinars:

We offer **free** quarterly webinars featuring practical tips and tricks to help you excel in your role.



Previous webinar topics include:

- Building Successful Teams – Strategies to Avoid and Overcome Missteps
- Member*Shift*: Why Members Leave and The Strategies to Bring Them Back
- Time Management: Unlocking Success Through Elimination, Automation and Delegation
- Facilitating Impactful Leadership Conversations
- Return on Membership and the Brand Driven CEO

## Chamber Accelerator:

Chamber Accelerator is an online, self-paced training program for Chamber professionals. Relevant for both Chamber CEOs and staff, learners will review concepts and answer a variety of questions to demonstrate knowledge retention. The program is adaptive and different for everyone - continuously answer questions correctly, with certainty, to work your way through 97 concepts and 319 questions.

There are 6 content modules:

- Module 1: Introduction to the Chamber Network
- Module 2: Operations & Governance
- Module 3: Membership
- Module 4: Generating Non-Dues Revenue with Chambers Plan
- Module 5: Best Practices for Policy & Advocacy Development
- Module 6: Best Practices for Events & Programs

### Important Dates:

We run quarterly Chamber Accelerator cohorts:

- January 13 – March 31
- April 1 – June 30
- July 1 to September 30
- October 1 to December 31



## Chamber College 101:

Chamber College is an interactive webinar series that expands on Chamber Accelerator. The program includes 6 1-hour webinars and a final exam. Achieve a score of 80% or more to receive a certificate of completion.

This program is recommended for Chamber executives and staff who have been with their Chamber for less than 3 years, but everyone is welcome to participate!

**Module 1: Introduction to the Chamber Network:** What is a Chamber of Commerce? Who are the key organizations in the Chamber Network? In this module, we'll cover the Chamber Network's common values, the key roles of local, provincial and national Chambers, the Chamber Federation and how to get involved in the Chamber Network, Chamber Accreditation through the Chamber Accreditation Council of Canada, and the key benefits available to you as a member of CCEC.



**Module 2: Operations & Governance:** In this module, we'll provide an introduction to operations and governance, covering administrative essentials (record keeping, financial management, insurance), human resources (common CEO roles and responsibilities, hiring employees, payroll and employee administration), governance (role of the Board, best practices for Board Meetings and reporting, Board committees), and strategic planning.

**Module 3: Membership:** In this module, we'll discuss the Chamber's value proposition and common benefits that Chambers provide to their members. We'll review the membership sales cycle from finding new potential members, market segmentation, and development of an elevator pitch, to onboarding new members and best practices for membership retention.

**Module 4: Generating Non-Dues Revenue with Chambers Plan:** In this module, representatives from the Chamber Relations team will provide an overview of the Chambers Plan affinity program and share best practices and tips to tricks to maximize your non-dues revenue earning potential with Chambers Plan.

**Module 5: Best Practices for Policy & Advocacy Development:** In this module, we'll review Canada's public policy landscape and provide an introduction to policy development, including identifying policy issues and developing policy positions and resolutions, rapid policy response protocols, and maintaining a policy positions manual. We'll also cover common advocacy tactics used by Chambers.

**Module 6: Best Practices for Events & Programming:** Chambers are always looking for new non-dues revenue sources. In this module, we'll cover best practices for event planning, grant writing and selling sponsorships, and showcase common Chamber events and programs. We'll also discuss event and program evaluation, and tips for successfully implementing programming changes.

## Knowledge Management:

### National Chamber Research:

We research Chamber trends to provide you with data to support your operations and strategic planning.

We conduct four national surveys each year:

1. Membership Trends Across the Chamber Network (January – March)
2. CEO & Staff Compensation (April – June)
3. CCEC Membership Engagement (July – September)
4. To be determined based on membership feedback

### Member Resource Center:

The Member Resource Center (MRC) is an online library with hundreds of documents from Chambers across Canada that you can R&D (rip off and deploy!) for your own Chamber.



You'll also find sample documents from Accredited Chambers that can be used to help your Chamber achieve Accreditation. Documents are categorized by the pillars in the Accreditation application and include the reference number for easy searchability.

You'll find lots of useful documents in the Member Resource Center, including:

- Budget templates
- Annual reports
- Board evaluation metrics
- Annual business plans and strategic plans
- Bylaws
- Event planning guides for award ceremonies, golf tournaments, conferences
- Job descriptions
- HR performance evaluations
- Membership benefits packages
- Privacy and data policies
- Sponsorship packages
- Diversity, equity, access and inclusion resources

## Chamber Executive Onboarding Manual

We've created a 27-page Chamber Executive Onboarding Manual covering the essentials of Chamber operations, governance, membership management, and programming. The manual includes:

- Introduction to the Chamber Network
- Chief Staff Officer Role & Responsibilities
- Administrative Essentials
- Human Resources
- Board Governance
- Membership Growth & Retention
- Policy & Advocacy Development
- Non-Dues Revenue Generation

The Chamber Executive Onboarding Manual will be available in the Member Resource Center mid-2025.

## Recognizing Excellence:

### Executive of the Year Award:

Awarded to the chief staff person of a Chamber of Commerce / Board of Trade for outstanding performance and community leadership.

Our award recipients are among the best Chamber leaders in Canada with proven excellence in:

- Chamber management and operations
- Membership retention and growth
- Financial sustainability



- Contributions to the Chamber Network and Chamber management profession, and
- Community leadership

### **Award Categories:**

Four awards are offered based on Chamber size:

- Micro chambers (200 or less members)
- Small chambers (between 200-499 members)
- Medium chambers (between 500-999 members)
- Large chambers (1000+ members)

Nominations open in February, and the award recipient will be announced during the national conference in October.

### **Staff Person of the Year Award:**

Awarded to any staff person of a Chamber of Commerce / Board of Trade who has demonstrated exemplary performance and commitment to the Chamber.

Our award recipients are among the best Chamber professionals in Canada. They have demonstrated significant performance achievements, dedication to teamwork and a commitment to professional development and growth.

Nominations open in February, and the award recipient will be announced during the national conference in October.

### **Milestone Service Recognition:**

Celebrating the career milestones of Chamber professionals across the Network, we award commemorative pins to Chamber staff once they reach 5 years of service, and at 5-year intervals thereafter.

Pins are either presented during the national conference in October or mailed with a congratulatory letter.

### **Council of Excellence:**

The Council of Excellence is CCEC's most prestigious award, recognizing long-term commitment to the Chamber Network and achievement of the highest standards of excellence.

A panel of Council of Excellence recipients convene on an annual basis with the President of CCEC to determine potential inductees. Award recipients will be announced during the national conference in October.



## Accredited Chamber Executive (ACE) Designation:



The Accredited Chamber Executive (ACE) designation conveys experience, knowledge and accomplishment as a Chamber professional, and demonstrates a commitment to professional development.

To achieve the ACE designation, you must meet the general eligibility criteria and submit the application form outlining your professional achievements over the last 3 years. Your years of service employed as a Chamber professional and level of participation in professional development activities will determine which level of ACE you're eligible to receive: Level 1, 2, or 3.

Chamber professionals who have earned the ACE designation will receive a certificate of accomplishment, a credential that can be displayed on your LinkedIn profile, and exclusive access to the ACE logo. You can also include ACE after your name in your email signature.

Applications open in February and the deadline to apply is in July.

## Strengthening The Chamber Network:

We're committed to creating an inclusive peer network of Chamber professionals by facilitating mentorship, networking and idea sharing.

### Members Only Facebook Group:

Join 380+ Chamber professionals on our members only Facebook group. Connect with your peers, ask questions, and stay in the loop!

[Click here to access the Facebook page.](#)

### Public LinkedIn Page:

Follow our LinkedIn page for good news stories from across the Chamber Network.

[Click here to access the LinkedIn page.](#)



## Chamber Federation

The Chamber Federation is a formal commitment for CCEC to work more collaboratively with the provincial executive organizations. Its fundamental goal is to increase the professional development opportunities available to Chamber staff and strengthen the Chamber Network as a whole.

### Chapters:

Chamber of Commerce Executives of British Columbia: [BritishColumbia@CCEC.biz](mailto:BritishColumbia@CCEC.biz)

Chamber of Commerce Executives of Alberta: [Alberta@CCEC.biz](mailto:Alberta@CCEC.biz)

Chamber of Commerce Executives of Saskatchewan: [Saskatchewan@CCEC.biz](mailto:Saskatchewan@CCEC.biz)

Chamber of Commerce Executives of Manitoba: [Manitoba@CCEC.biz](mailto:Manitoba@CCEC.biz)

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Chamber of Commerce Executives of Atlantic Canada: [ExecutiveDirector@CCEC.biz](mailto:ExecutiveDirector@CCEC.biz)



**For more information, visit [www.CCEC.biz](http://www.CCEC.biz)**

