

Can You Live the Brand?

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Chamber Essentials

- Who - Board Leadership
- Who - Professional Staff
- What We Do - Our Program
- Communicating Value
- Willingness to Risk & Change

What's on the Minds of Chamber CEOs

- **Relevance & Value**
- **Revenue & Membership**
- **Do we have THE talent?**

Chambers of Commerce...

What business
are we in?

WHAT YOU SEE, *MAY NOT* BE WHAT OTHERS SEE



How you see your brand



*How prospective customers
see your brand*



fanaticsmedia.com

We help solve your brand messaging problems

“Start with Why”

Simon Sinek

Defining the Promise of Chambers in the 21st Century

W.A.C.E.

Chamber Brand Research

Catalyst Convener Champion

“Brand Purpose”

W.A.C.E.

Chamber Brand Research

Chris Mead

The Magicians of Main Street

America and its Chambers of
Commerce, 1768 - 1945



**Depth of Knowledge
Unimpeachable Trust
Universal Respect
Advocate for Business
Pillar of the Community**

“Brand Pillars”

W.A.C.E.

Chamber Brand Research

**Idealist Wrapped in a Pragmatist
Believes in Bigger Things
Champions American Way of Life
Is a Problem Solver
Is a Connector**

Brand Personality

W.A.C.E.

Chamber Brand Research

**Helping businesses prosper
& helping our
communities thrive**

“Brand Vision”

W.A.C.E.

Chamber Brand Research

**The Chamber of Commerce:
because a great community
needs great business**

W.A.C.E.

Chamber Brand Research

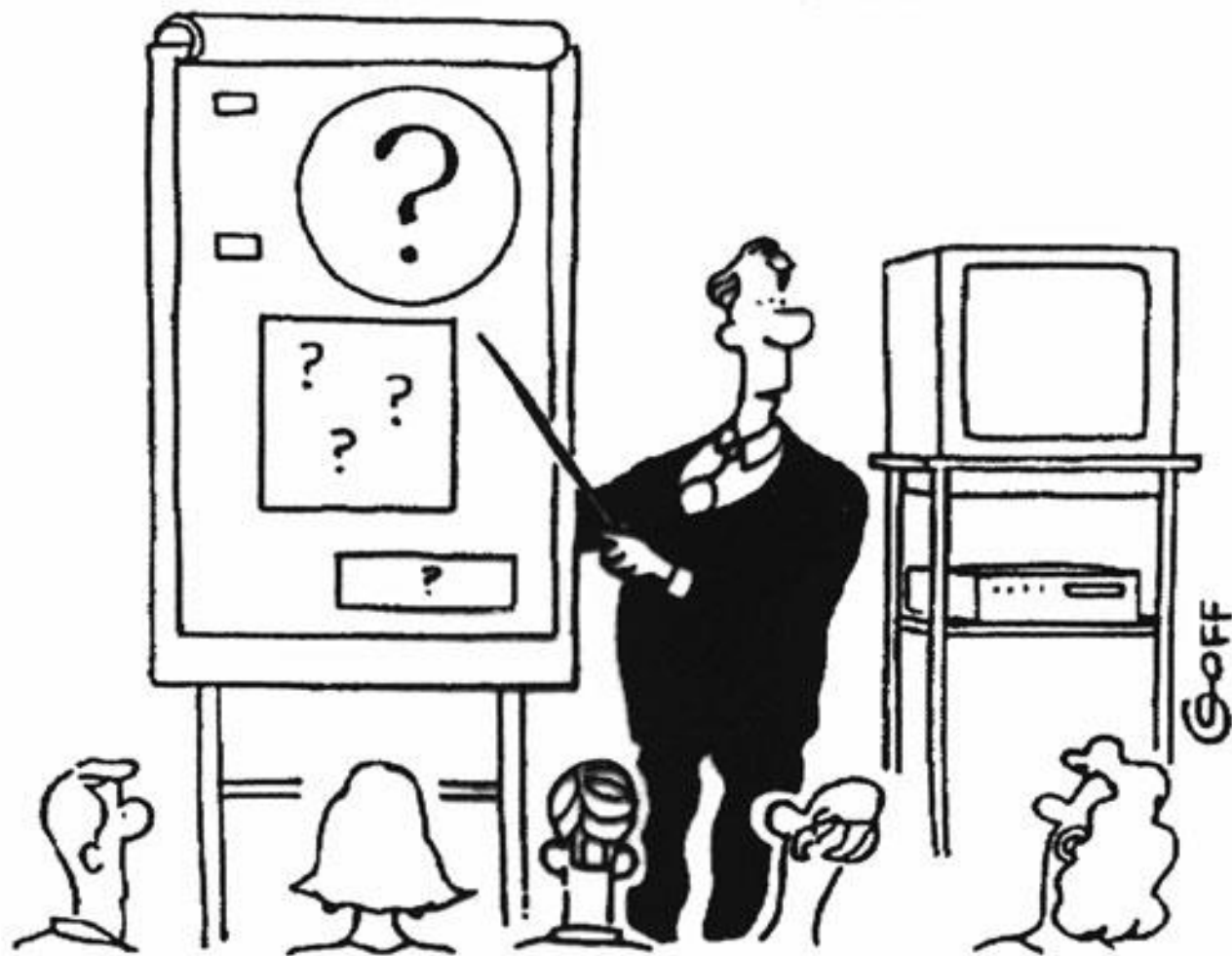
**Promoting the
Community**

**Representing the
Interests of Business
with Government**

**Creating a Strong
Local Economy**

Political Action

**Providing Networking
Opportunities to Build
Business Relationships**



"OUR MARKET RESEARCH INDICATES THAT OUR CUSTOMERS ARE VAGUE, MYSTERIOUS PHENOMENA WHO BUY OUR PRODUCTS RANDOMLY FOR NO REASON WHATSOEVER."

**Is Your Chamber
Embracing Change?**

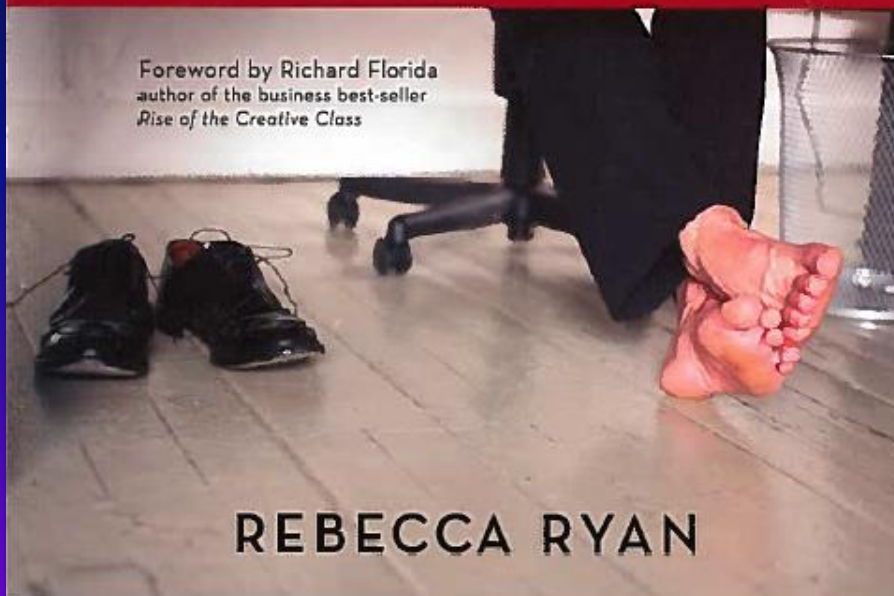
**Chambers have some
work to do**



live first, work second

getting inside the head of the next generation


Foreword by Richard Florida
author of the business best-seller
Rise of the Creative Class



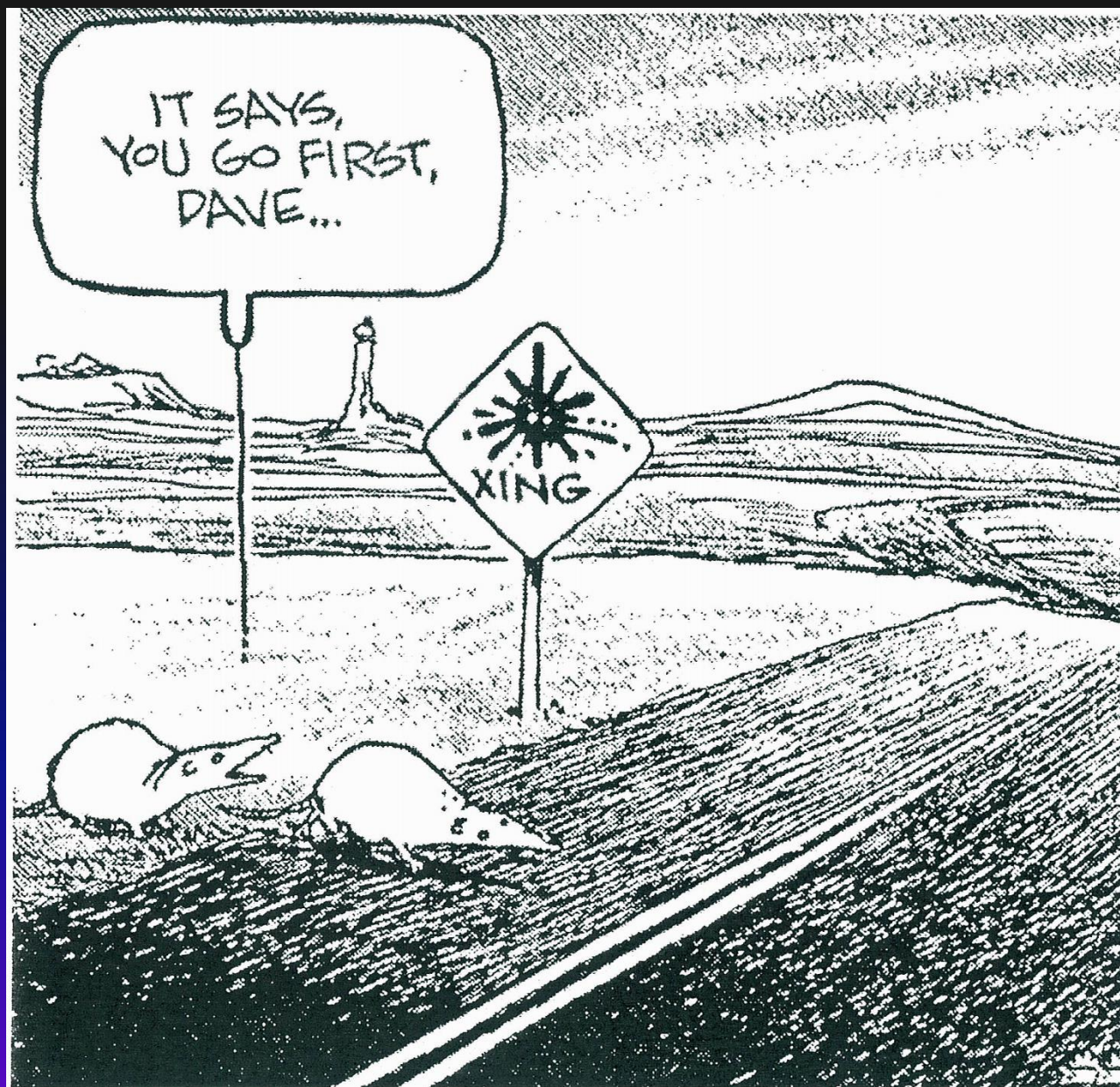
REBECCA RYAN

Question to Consider:

**What do you want your
Chamber to be
known for?**

A rectangular wooden sign made of horizontal planks, framed by a thick, braided rope. The sign is mounted on a light-colored, textured wall. The text is painted in a bold, black, hand-painted font.

REAL REWARDS
AWAIT THOSE WHO
CHOOSE WISELY



Thank You!

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