Communications for the Chamber Pro

What is your image?
Spell Check

Use it – but don’t trust it!
Please send his a dress with the order form. (address)
Ass the numbers in column A. (Add)
I want to try a bowel of curry soup at the new Thai place tonight. (bowl)
Next week, millions of citizens will be heading to the ballet box. (ballot)
Since she got pregnant, she really blows. (glows)
Can I take a rain check? I’m really busty today. (busy)
Do you have an official cunt of the RSVPs? (count)
There was a three-car pileup near the damn. (dam)
This gorgeous condo comes complete with a huge dick. (deck)
I am a fart learner. (fast)
Could you pick me up some gun on your way to the post office? (gum)
May grandma rest in piece. (in peace)
My previous boyfriend made me so happy. (precious)
I was stalking to John yesterday. (talking)
You want me to leave it whore? (where)
SLOW DOWN!!! Or you may miss that curve in the road ahead!
Clear Message

Never assume!
Responses

Make them TODAY, not tomorrow.
Professional Language

Written & Verbal
It’s all important and it’s all **COMMUNICATION**

Social Media
- your own and
- your chambers!

Verbal in person
Verbal on the phone
Verbal in the office

Emails
Letters
Newsletters
Brochures
Business Cards
Thank you
Social Media Communication for the 21st Century!

Rules for Social Media:
1. Do it.
2. Develop a plan that you can accomplish!
3. Put the plan on your calendar, read your calendar, and actually do the plan.
4. If you don’t get it, find someone that does.
5. Don’t ignore it – it won’t go away!
6. If you need to learn, your members probably do too – so find people to train you both – that is a member value benefit!!!

4. It is never personal or off the record! Your personal Facebook page is your Professional Facebook page.
Would you do business with you or with your chamber?
Body Language

Just what are you communicating?
And to whom are you communicating with?
When are you not a Chamber Professional?

From Board Room to Grocery Store!
Don’t let this be you!!!!!
Are you now where you want to be tomorrow?

“Dress for where you want to be, not where you are at.”
What type of Professional are you???
Never Assume that your message is out there!!!!

Make sure you are telling your story first, often and most important, accurately....

- Staff
- Board
- Members
- Your city management
- Your city council
- Your business community
- Your legislators
- Your friends
- Your enemies
Pro to Pro

You are never the best!