



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 7th and 8th!

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

Our event is immediately followed by the Canadian Chamber of Commerce's AGM & Convention

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 5 1-hour interactive 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 core definition of a Chamber, common events and programs, and the shared values of the Chamber Network. We'll cover the key membership benefits available through CCEC, provide an overview of the Chamber Federation, and dive into Chamber Accreditation through the Chamber Accreditation Council of Canada.



Module 2: Operations & Governance: In this module, we'll provide an introduction to operations and governance. We'll cover the key roles and responsibilities of the CEO, record keeping, incorporation and corporate maintenance, hosting a successful Annual General Meeting, creating an HR manual, key roles and responsibilities of the Board of Directors, fiduciary duties and best practices for Board Committees.

Module 3: Membership: In this module, we'll explore your Chamber's value proposition and the membership sales cycle - from essential sales tools, to market segmentation, to developing a sales pitch, and best practices for membership retention. We'll also walk you through the formula for calculating your membership retention rate, share best practices on membership dues, and highlight provincial and territorial membership growth trends.

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: Policy & Advocacy Development: In this module, we'll provide an introduction to policy and advocacy development. We'll share best practices for identifying policy issues, developing policy positions, and monitoring progress on advocacy work. We'll also cover best practices for developing a rapid policy response protocol.

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, including:

- Membership Trends Across the Chamber Network, which includes our Top 10 Fastest Growing Chambers in Canada lists (January - March)
- CEO & Staff Compensation Benchmarking Survey (April - June)

The other research topics are selected based on current Chamber trends and membership needs.

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 32-page Chamber Executive Onboarding Manual covering the essentials of Chamber operations, governance, membership management, and programming. The manual includes:

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

The Chamber Executive Onboarding Manual is available in French and English in the Member Resource Center.

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:

Three awards are offered based on Chamber size:

- Small chambers (less than 500 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: Bronze, Silver, Gold or Diamond Distinction.

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.

Peer Networks:

Peer Networks are an opportunity to connect with Chambers of a similar size to share best practices, tackle common challenges, and exchange insights with leaders who understand the unique demands of Chamber leadership. These events are intended for the most senior staff person at your Chamber (CEO, Executive Director, General Manager).

For 2025, we have 3 Peer Networks that will be hosted twice a year.

Micro Chambers Peer Network (less than 200 members)

Hosted by Julie Corbett, Executive Director of the Kensington & Area Chamber of Commerce

Small Chambers Peer Network (between 200 and 499 members)

Hosted by Jennifer Anderson, Executive Director of the Georgina Chamber of Commerce

Medium & Large Chambers Peer Network (more than 500 members)

Hosted by Jennifer Garries, CEO of the Leduc, Nisku, and Wetaskiwin Regional Chamber of Commerce



Members Only Facebook Group:

Join 405+ 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

Chamber of Commerce Executives of Alberta: Alberta@CCEC.biz

Chamber of Commerce Executives of Saskatchewan: Saskatchewan@CCEC.biz

Chamber of Commerce Executives of Manitoba: Manitoba@CCEC.biz

Chamber of Commerce Executives of Ontario: Manager@ChamberExecutives.ON.ca

Chamber of Commerce Executives of Atlantic Canada: ExecutiveDirector@CCEC.biz



For more information, visit www.CCEC.biz

