



Webinar Chat

Kyle Sexton: What Sponsors Want

Hi from Minnesota!

Hello from Yellowknife!

Good afternoon from Manitoba

Howdy from Nashville!

Hi there - also tuning in from Manitoba!

Hello from Boston, MA!

Hi from Burke County, NC

Hello from Garland, TX!

from Victoria, BC

Hello from West Michigan - excited to be here!

Hello from Vancouver, WA!

hi Reading, Pa! we have worked with Kyle and he's awesome!!

Hello from Garland, TX!

Hello from Hinsdale, IL

hi from Apple Valley, ca!

Good morning from Southern California!

Hello from Sacramento, CA!!

GrowthZone AMS: Hi everyone from our World Headquarters in beautiful Nisswa, Minnesota (or from our various homes)!

Hello from the Alpharetta Chamber! (Metro Atlanta)

from Shreveport, Louisiana!

Hello from Northeast Nebraska!

Hi from Stevens Point, Wisconsin!



Hello from Barrie, Ontario, Canada

Hello from Iowa!

Hello from Richmond, Virginia

Hello from Mankato, MN

Hello from Marquette Michigan!

Hello from Colorado!

Hi from IOWA!!

GrowthZone AMS: Love all of the chats. Feel free to share ideas with one another.

Scott: scarcity and urgency are great strategies to use.

GrowthZone AMS: Feel free to share the recording. It will be available on our website as well as sent in the email.

GrowthZone AMS: We will ask Kyle about his cool technology right away in the QA.

Peggy: Do they want to support us? Really? In healthcare they are so so afraid of the unknown...and it's all unknown right now!

Regina: Yes Make it Happen!!

Amy: We had to cancel our festival, and we had some sponsors who had already paid. We re-purposed the sponsorship to be "Chamber Heroes" at the same levels as the festival, plus some new ones. We had to re-sell each one of the festival sponsors, plus all the new ones. I have been blown away. We have raised \$25,000 through this program - and it's all about aligning their brand with ours!!

GrowthZone AMS: The recording will be emailed to everyone who registered - even if they didn't attend live.

GrowthZone AMS: The recording will be available on [growthzone.com](https://www.growthzone.com).

GrowthZone AMS: Golf Tournament How-Tos:
<https://www.growthzone.com/resources/knowledge-library/golf-tournaments-covid-precautions/>

Samantha: Should our Chamber have a blog and why?

- Jackie:** What is the definition of a blog - how should it be used? Should you have multiple blogs?
- GrowthZone AMS:** Complimentary marketing templates and printables: <https://www.growthzone.com/resources/knowledge-library/marketing-templates-association-covid/>
- GrowthZone AMS:** Even MORE resources: <https://www.growthzone.com/covid-resources/recovery-kit/#strategy>
- Peggy:** Love the ideas for sponsorship 3.0! such a great way to pivot the positioning!
- GrowthZone AMS:** Kyle will answer questions about blogs. We also have an easy, step-by-step guide to optimize your website. You don't need to be a website expert. Super simple. <https://www.growthzone.com/resources/knowledge-library/step-by-step-checklist-how-to-review-and-optimize-association-websites/>
- GrowthZone AMS:** We will include the links on the recording page.
- GrowthZone AMS:** If you think this group is fun, join one of our online, group demos. Short and sweet, no-pressure: <https://content.growthzone.com/group-2020/>
- Peggy:** I was afraid you were going to say Prezi....Prezi owns the presentations...not you. We can't use Prezi. bummer!
- Scott:** Good to know about IP ownership issue.
- Nancy:** Bravo!
- Paul:** We just ran ours, 158 golfers and we added 60 new sponsors.
- Denise:** AJ Chamber is hosting our golf tournament on Oct. 23
- Courtney:** oh yes - our meeting software was pretty customizable and the sponsor was all over it
- Cheryl:** what meeting software did you use?
- Regina:** yes mid career scholarships great idea
- Ashley :** We have our first virtual networking event next week. We trying out REMO Virtual Events so that people can pick who they network with (can move from table to table and talk with different people). Has anyone else had success with REMO?



- Bobbi:** Yes, REMO is wonderful, we used it for our Business of the Year Awards Program and for our monthly speed networking
- Ashley :** Great to hear!
- Liza:** Is REMO setup as an annual subscription or can it be month to month?
- Ashley:** Can be month to month
- Liza:** Thanks!
- Liza:** Another platform I heard about (haven't used it) is ibreakthrough. We used Hopin for our annual Expo.
- Claudia:** Is there a tutorial on blogging in ChamberMaster?
- GrowthZone AMS:** <https://www.growthzone.com/resources/knowledge-library/to-blog-or-not-to-blog-is-not-a-question/>
- Claudia:** thank you!
- Liz:** Bobbi - We are heavily considering REMO for our Awards Banquet. I would like learn some best practices with the platform lsharp@greatmankato.com
- Nicole:** should we charge less for sponsorships now because its only virtual
- Ashley:** Liz, the product demo is awesome for REMO. I did it yesterday.
- Ashley:** You can find it on their website
- Liz:** correction on my email lsharp@greatermankato.com :-)
- Samantha:** Thank you Kyle and thank you to Growthzone for the links to the resources!
- Regina:** Thank you for the links to additional resources and for taking time to host webinar. Very insightful.
- Erin:** Thanks for today!
- Corina:** Thank you for a great presentation.
- Ashley :** Thank you, Growth Zone and Kyle!
- Kelle:** thank you! this was great info
- Liz:** Thanks Ashley!!



Judy: excellent!!!! thank you!!

Darrell: Great info as always. Thank you!

Dawn: Is it possible to have a mechanism for us participants to network with each other on our chambers?

Andrea: I am enjoying the ChamberMaster user FaceBook group.

Dawn: Thank you both for this VERY informative presentation!! This is excellent as our chamber works to regroup for the new year.

Corina: Thank you Kyle, although I had a member stop by while you were talking, I plan on reviewing this video.

Samantha: Thank you Kyle and thank you to Growthzone for the links to the resources!

Regina: Thank you for the links to additional resources and for taking time to host webinar. Very insightful.

Erin: Thanks for today!

Corina: Thank you for a great presentation.

Ashley: Thank you, Growth Zone and Kyle!

Kelle: thank you! this was great info

Liz: Thanks Ashley!!

Judy: excellent!!!! thank you!!

Darrell: Great info as always. Thank you!

Amy: Thank you! As always, great content!

Sheena: Awesome info! Kyle is the BEST!! Thanks everyone!! :)

Tamara: Thanks you both!

Nancy: Thank you GrowthZone and Kyle!

Bobbi: Great presentation, thank you!

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