



WACE Conference ChamberMaster/MemberZone Training
Feb 3, 2026, 10:00am – 4:00pm Tucson, Arizona

9:30-10:00	Check-in
10:00-10:15	Welcome/Introductions
10:15-12:00	<p>Maximizing Member Engagement Through the Member Information Center (MIC)</p> <p>Learn how to enhance member engagement using the ChamberMaster/MemberZone Member Information Center (MIC). Discover best practices for keeping members connected, informed, and involved. By the end of this session, you'll have the tools and strategies to increase member interaction and maximize the benefits of the MIC.</p>
12:00-1:00	Lunch
1:00-2:15	<p>Avoid the Spam Folder: Proven Strategies to Ensure Your Emails Get Through to Members</p> <p>If your emails aren't reaching your members, you're missing a critical connection point. From email blasts to event invites, deliverability matters—and so does your sender reputation.</p> <p>In this session, you'll learn five key strategies to improve the success of your emails in ChamberMaster/MemberZone. Whether you're seeing low open rates or wondering why your messages are ending up in spam folders, this session will help you take back control of your email performance.</p>
2:15-2:30	Break
2:30-4:00	<p>From Leads to Members: 5 Ways to Manage Prospective Members</p> <p>Learn 5 powerful strategies to organize, track, and convert prospects into loyal members using ChamberMaster/MemberZone. By the end of this session, you'll have the tools to streamline prospect management, improve follow-ups, and drive membership growth.</p>