



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

9:30 – 10:00am	Check-in
10:00 – 10:15am	Welcome
10:15 – 11:15am	Avoid the Spam Folder: 5 Ways to Ensure Your Emails Get Through 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. 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.
11:15 – 12noon	Networking.... Let's talk about onboarding new members
12:00 – 1pm	Lunch
1pm – 2:15pm	Maximizing Member Engagement Through the Member Information Center (MIC) 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.
2:15 – 2:30pm	Break
2:30 – 3:30	From Leads to Members: 5 Ways to Manage Prospective Members 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.
3:30 – 4:00	Networking... Tell us about ChamberMaster/MemberZone has help you run successful events.