



## Refresh, Reinvent, Rethink An Event Planning Workshop

MAKO 2019

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President/CEO  
Hays Area Chamber of Commerce



HAYS AREA  
CHAMBER  
OF COMMERCE

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## Trends in the Chamber Industry





HAYS AREA  
CHAMBER  
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## The Rose Bush Analogy





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CHAMBER  
OF COMMERCE

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McMillan Matrix as a decision tree

### MacMillan Matrix

- Mission and Ability Fit
- Attractiveness
- Coverage
- Competitive Advantage




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### MacMillan Matrix Worksheet

Program	Fit		Economic Attractiveness		Alternate Coverage		Competitive Position	
	Good	Poor	High	Low	High	Low	Strong	Weak
Program 1		X		X	X		X	
Program 2	X			X		X	X	
Program 3	X		X			X		X
Program 4	X		X			X	X	

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### What are the options?



- Refresh
- Reinvent
- Rethink



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# REFRESH

- Articulate
- Process
- Communicate
- Technology



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# Key Performance Indicators (KPI)



- Refocus efforts on Chamber Mission
- Provides greater accountability of staff and volunteers
- Avoids duplication while increasing strengths
- Increases partnerships and collaborations



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# REFRESH



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# REINVENT

## GOVERNOR CANDIDATES



(R) KRIS KOBACH



(D) LAURA KELLY



(I) GREG ORMAN



(I) RICK KLOOS



(I) JEFF CALOWELL

- Partnerships
- Collaboration



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# RETHINK



- Killing Sacred Cows
- Communicate



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# RETHINK





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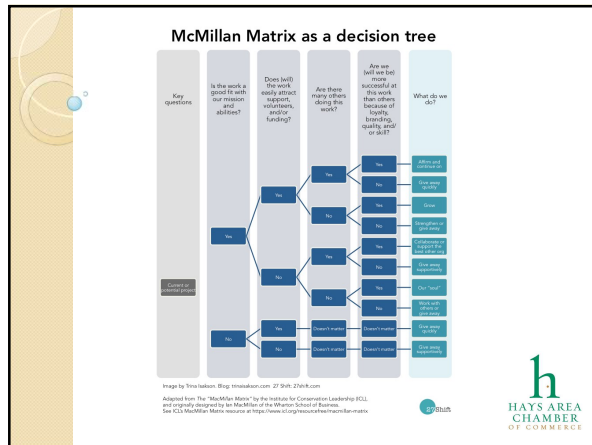
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