

Proving Value in a Noisy Market

How Chambers Win thru Strategic Storytelling

A Noisy Market

Humans consume 75 gigabytes of data daily.



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Humans see an average of 6,000 ads per day.



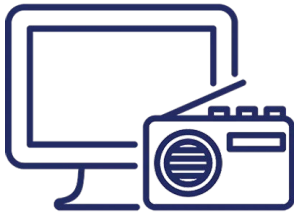
Our Capabilities



MARKETING STRATEGY



CONTENT CREATION



PUBLIC RELATIONS



EVENT MARKETING



CONSULTING

Our Partners & Clients



Today's Goal

Give you simple tools and language to clearly explain
your chamber's value to staff, members, and community partners
using real outcomes and impact.

Your Situation

Chambers do not compete with other chambers or policy makers.

You are competing with:

- Information overload

- Membership fatigue

- Event saturation

Value is no longer assumed—it must be demonstrated.

Your Challenge

Chambers do not compete with other chambers or policy makers.

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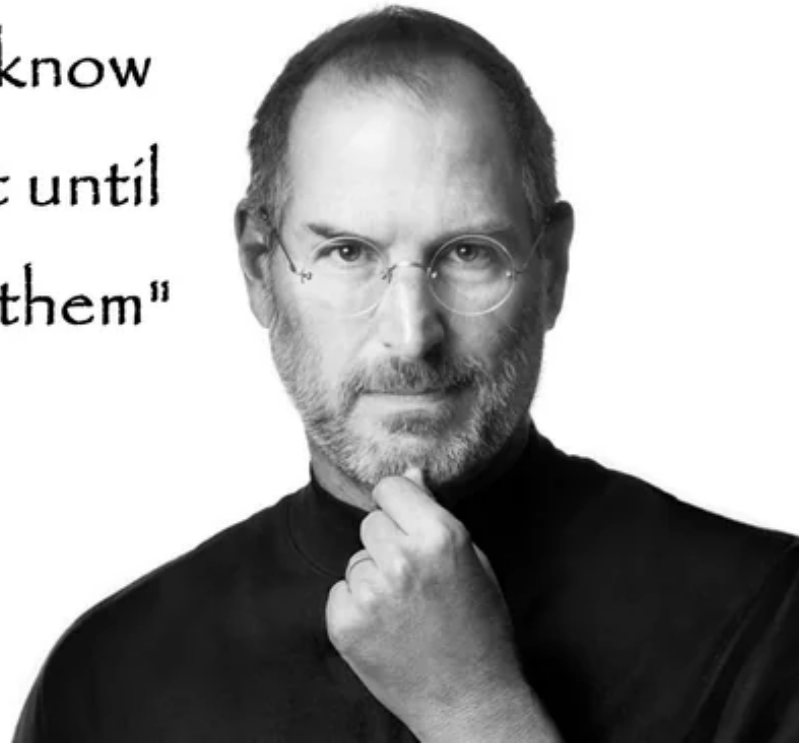
- Event saturation

Value is no longer assumed—it must be demonstrated.



What Do Members Want More Of?

"People don't know
what they want until
you show it to them"
-Steve Jobs



What Do Members Want More Of?

- Networking
- Advocacy
- Visibility
- ROI / measurable outcomes
- Talent and workforce support

What Do Members Most Often Say They Want More Of?

- Networking
- Advocacy
- Visibility
- ROI / measurable outcomes
- Talent and workforce support
- **ALL OF THE ABOVE**

Why Traditional Messaging Falls Short



Why Traditional Messaging Falls Short

Common Pitfalls

- Listing activities instead of outcomes
- Talking about the chamber instead of for the member

Overusing

- “We hosted...”
- “We convened...”
- “We partnered...”

Why Traditional Messaging Falls Short

Reframe

- Members don't buy programs.

↳ They buy results, influence, and momentum.

- Quantify the results.

↳ Create desire.

Why Traditional Messaging Falls Short

Traditional Chamber Message

“We hosted 12 events last year.”

Interactive Exercise

As a small group, rewrite the sentence to begin with

“Because of our work, our members gained...”

and finish the message.

Storytelling Framework



Storytelling Framework

1. The Economic Problem

- Talent Shortages
- Policy Uncertainty
- Small Business Visibility
- Workforce Gaps

Storytelling Framework

2. The Chamber's Role

- Convener
- Advocate
- Connector
- Amplifier

Storytelling Framework



Storytelling Framework

4. The Proof

- Member Quotes
- Data Points
- Media Coverage
- Policy Wins

Storytelling Framework



What You Do → Why It Matters

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1. The Program

What did we do?

What You Do → Why It Matters

1. The Program

What did we do?

2. The Beneficiary

Who specifically benefitted?

What You Do → Why It Matters

1. The Program

What did we do?

2. The Beneficiary

Who specifically benefitted?

3. The Change

What changed because of this?

What You Do → Why It Matters

1. The Program

What did we do?

2. The Beneficiary

Who specifically benefitted?

3. The Change

What changed because of this?

4. The Outcome

Why did that change matter economically or strategically?

What You Do → Why It Matters

Interactive Exercise

What You Do → Why It Matters



Presented by  **BMO** 



The Coolest Thing Made in Minnesota

Contest to highlight Minnesota manufacturing

Manufacturing companies + MNCC

Public learned about fascinating & unexpected products made in Minnesota.

Program resulted in 4.8M+ impressions, min. of 64 media hits with 12 TV interviews, and positive news.

The Coolest Thing Made in Minnesota sparked a statewide movement — 12 TV interviews, 64 media stories, and 4.8 million impressions — elevating Minnesota manufacturing and the Chamber's leadership.

What You Do → Why It Matters

Interactive Exercise

- Find one partner.
- First partner reads their answers out loud.
- Second partner is to listen and, if necessary, ask only these clarifying questions
 - “So what changed?”
 - “Why did that matter?”
 - “Would a member care about that?”
- When finished, you may edit/rewrite your final sentence.
- When complete, switch roles.

Where Your Stories Should Be



Behavior change typically requires **10–20+ exposures**.

Where Your Stories Should Be



Where Your Stories Should Be



If your team and your board cannot retell your value story in one sentence, it's not landing.

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You are economic storytellers, connectors, and advocates.

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When chambers lead with clear, credible stories of impact:

Members stay

Partners engage

Communities listen



Time to Elevate Your Brand

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