



The New Rules of Real Estate: Trends, Technology and Social Media

Marriott Downtown Magnificent Mile • 540 N. Michigan Avenue • Chicago, IL 60611

Friday, March 19

8:30 a.m. – 5:00 p.m. ▲ Leadership Skills Training (Registration fee: \$125) Sign-in 8:00-8:30 a.m. outside Marriott Ballroom

*Registration & Check-in

Friday: 1:00 p.m. – 6:00 p.m.

Saturday: 7:00 a.m. – 12:00 p.m.

Friday, March 19

The New Rules of Real Estate Summit Opens

5:30 p.m. - 6:30 p.m. "Meet the Experts" Networking Reception

Saturday, March 20

7:30 a.m. - 8:30 a.m. Conference Welcome & Breakfast

8:45 a.m. - 10:30 a.m. Thought Leader Session: "Making Social Media Work for You" Dustin Luther

10:45 a.m. - 12:00 p.m. Thought Leader Session: "The New Face of Real Estate: Today & Beyond"

Moderator: Betty Kincaid Panel Featuring: Sherry Chris, CEO Better Homes & Gardens; Margaret Kelly, CEO RE/MAX International, Inc and Bryon Ellington, CPO Keller Williams Realty.

12:15 p.m. - 2:15 p.m. Luncheon & Keynote: "2010 Economic Update" Dr. Lawrence Yun, NAR Chief Economist

2:30 p.m. – 4:15 p.m. Live Labs - Experts will be onsite to provide you with one-on-one advice and feedback designed to ignite your online marketing efforts, so be sure to bring your laptop and questions.

4:00 p.m. "Explore the Magnificent Mile" Free Time

Sunday, March 21

7:30 a.m. - 8:15 a.m. Continental Breakfast

8:30 a.m. - 9:45 a.m. "Social Media 101" Todd Carpenter

8:30 a.m. - 9:45 a.m. "Cashing in on Lead Conversion" Jonathan Nicholas

8:30 a.m. - 9:45 a.m. "Short Sales: Are You Ready, Willing and Able?" Marki Lemons

10:00 a.m. - 11:15 a.m. "Taking Action: A Real Estate Town Hall" Amy Chorew

▲ Open only to course registrants

* Summit attendees are required to wear their convention badge for admittance to all events. If you did not receive a badge, please stop by the registration desk.

Thank you to our sponsors:



(Rev2/17/10: Schedule subject to change)