

Trends, Technology & Social Media

March 19-21, 2010

Marriott Chicago Downtown Magnificent Mile
Chicago, IL

Savvy REALTORS® know that to profit in today's market we must stay ahead of changing trends. This exciting knowledge summit will help you understand what's new and develop strategies for meeting the needs of today's consumer. You'll hear from the thought leaders of our industry and learn about technology tools to boost your productivity, including the new world of social media. You will take home a mountain of relevant and actionable insights that will translate immediately to your business. The summit hotel is located on Chicago's famous Magnificent Mile, with world-class shopping just steps away. Join us, to sharpen your competitive edge, make business contacts and have fun, too.

Keynote Session: "2010 Economic Update"



Featuring Dr. Lawrence Yun, NAR
Chief Economist

With all the hype surrounding the economic crisis today, we've got just what the doctor ordered. Join

Dr. Lawrence Yun as he provides an in-depth forecast of the economic and housing outlook for 2010. Dr. Yun is a regular contributor for CNBC, BBC and Bloomberg TV. USA Today recently listed him among the top 10 economic forecasters in the country. This session is guaranteed to help you understand the economic forces shaping our economy and the real estate industry.

"Making Social Media Work for You"



Featuring Dustin Luther

So you've got Facebook and Twitter accounts. Now what? Sure, social media has a fun side, but what about building your business

through these online connections? Join Dustin Luther,



real estate social media expert, as he lets you in on the art and science of effective online communication. Do you know the importance of creating your Hub and developing a Friend-of-Friend marketing plan? By understanding how your customers are using social media today, you'll be able to effectively market your business, generate leads... and still have fun.

"The New Face of Real Estate: Today and Beyond"

Get ready for this powerful and informative panel focused on the new real estate professional. You'll hear from today's leading real estate practitioners as they share their real-life experiences on profiting in times of change. Sure, you already know what it takes to be successful, but this is your chance to learn how to leverage your skills and discover what it takes to become a more powerful force in today's marketplace.

"Meet the Experts" Networking Reception

Come mingle with our thought leaders, who are some of today's brightest technology, social media and real estate professionals. You'll have an opportunity to chat one-on-one with industry experts and National Line Officers during this event. Making the connections, creating the buzz, that's the power of Women's Council.

Leadership Skills Training (optional)

This leadership training workshop will prepare you to take yourself, your volunteer participation and your business to the next level. This session will focus on these important leadership areas: leadership essentials, public speaking skills, planning and delivering an effective meeting (including parliamentary procedure basics) and conflict management strategies. Also, the Leadership Skills Training counts as a course credit toward Women's Council's Performance Management Network Designation.



Live Lab & Tech Fair

Got questions? We've got answers. Experts and vendors 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. What's the bottom line? It's like having a personal stylist for your social media marketing strategies.

The New Rules of Real Estate

Summit Registration

For information, a schedule of events and to register, visit the "Events" page at WCR.org.

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Register me for the Summit (includes one reception, two breakfasts and one luncheon):

\$349 early bird by February 10, 2010
(\$379 regular fee)

Register me for the Leadership Skills
Training Workshop: \$125

\$ _____ Summit Registration Fee

\$ _____ Leadership Skills Training

\$ _____ Total Remitted

Registration Cut-off: All registrations must be received by March 8, 2010. After this date, registrations will be accepted on-site.

Cancellation Policies for the Leadership Training and/or Summit: Cancellations received after March 10 will receive a 50 percent refund of their registration fee for each event registered.

Special Needs: Please contact us at 800-245-8512 if you have special needs.

Method of Payment

Check enclosed payable to "WCR."

Please charge my credit card:

American Express Discover MasterCard Visa

Credit card number: _____ Exp date: _____

Name as it appears on credit card: _____ Signature: _____

Mail this form with payment to Women's Council at 430 N. Michigan Ave., Chicago, IL 60611 or fax to 312-329-3290.

Questions: call 800-245-8512

Hotel

Marriott Chicago Downtown
Magnificent Mile
540 North Michigan Ave.
Chicago, IL 60611
Ph: 312-836-0100
Toll free: 800-228-9290

Discounted Group Rates:

Single/Double: \$139

To make room reservations, contact the Marriott Chicago Downtown and reference Women's Council of REALTORS®. To book online, go to <http://www.wcr.org/Events/NewRulesofRealEstate/tabid/403/Default.aspx>. The deadline for room reservations is February 23, 2010. Reservations made after this date will be made based on availability at the hotel's prevailing rates.