

Women's Council of REALTORS®

## PROFESSIONAL DEVELOPMENT EVENTS & MEETINGS



**WHAT'S NEW:**

- Reduced # of required programs
- Emphasis on quality, not quantity
- Industry Events

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Women's Council of REALTORS®

## Industry Events & Networking Events

*Minimum Six (6) per/year*

Industry Events	Networking/Other Events/Meetings
<ul style="list-style-type: none"> <li>• Minimum of 4/year; 1/quarter               <ul style="list-style-type: none"> <li>• Timely</li> <li>• Issue / Relevant</li> <li>• Professional Development</li> <li>• Member income-generating</li> </ul> </li> <li>• 1 out of 4 MUST focus on development of business leadership skills</li> <li>• 1 out of 4 MUST collaborate with:               <ul style="list-style-type: none"> <li>• Other local Networks</li> <li>• Local REALTOR® Association</li> <li>• Related real estate organizations</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Minimum two (2) additional programs               <ul style="list-style-type: none"> <li>• Member only</li> <li>• Mastermind groups</li> <li>• Lunch and learn</li> <li>• Roundtables</li> <li>• Networking/Social Event</li> <li>• Relationship building</li> <li>• Education</li> <li>• Elections</li> </ul> </li> <li>• Minimum four (4) per year               <ul style="list-style-type: none"> <li>• Governing Board</li> <li>• Business Meetings</li> </ul> </li> </ul>

**Quality over Quantity!**



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## Event Reporting

- Event report form
  - Online PDF
- Report information for each event
  - Date
  - Title
  - Type of activity
  - # of Attendees by type
    - REALTORS®
    - Strategic Partners
    - Guests
  - Collaboration/Partnership
- Complete after each event to assist with Quarterly reports



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### \*Quarterly Report Form



- The Network President will be emailed a **LINK** from National Women's Council in the week following the end of each quarter.

**\*REQUIRED**

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### Industry Events: Strategic Collaboration



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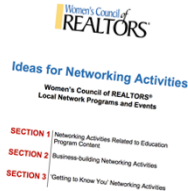
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### Networking Event Examples & Best Practices

- Event focus
  - Exclusive "member only"
  - Emphasis on networking and relationship-building
    - Download Ideas guide (Network Tools)
  - Intensive sharing of experience
  - Member developing
- "Network Tools" Resources
  - Winning program ideas
  - Planning Guides
- Pricing
  - Free to members



Find it at: [wcr.org](http://wcr.org) > Network Tools > Programs

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### Industry Events: Examples and Best Practices

- Format
  - Single paid speaker – regionally or nationally known
  - Panel of experts with skilled moderator
  - Debate or forum on political or industry issue with local representatives
- Pricing
  - Tiered
    - Member / Strategic Partner
    - Non-member REALTOR®
    - Public / Non-Strategic Partner
  - Early-bird rates, credit cards, refund policy
- Event Online Platforms & Tools
  - Eventbrite (set-up, promote, manage)
  - Square (payments)
- Target marketing for events
  - Collaboration



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Program, Breakfast, Parking:  
\$25 Standard Registration  
\$45 Non-Member REALTOR®  
\$65 Non-Strategic Partner



**Plus... Q & A with  
Top Producer Panel**

**Scott Schaffner, CMI  
Moderator**

**Carol Forner  
Top Producer, Top 100**

**Sherry L. Johnson  
Top Producer, Real Estate**

**John et al  
Old Beach Country Club  
3900 Longview Ave.  
Long Beach**

Questions? info@wcrfb.com

*Think BIGGER than your network!*

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Program, Breakfast, Parking: \$45 per person  
\$25 for Members of Women's Council of REALTORS i.e. as a Women's Council of REALTORS Member Benefit.

THURSDAY, SEPTEMBER 24, 2015  
9:00 to 11:30 a.m. Program to begin promptly at 9:30 a.m.

Long Beach Marriott  
4700 Airport Plaza Drive,  
Long Beach, CA 90815

REGISTER NOW AT  
WCRInternetEvent.eventbrite.com  
Seating is LIMITED! Reserve today!

Questions?  
info@wcrfb.com

**WITH SPECIAL GUESTS**  
Realtor.com Vice President Rhett Damon,  
Zillow Vice President Curt Beardley,  
and CRMLS CEO Art Carter

**REGISTER NOW AT**  
WCRInternetEvent.eventbrite.com

Seating is LIMITED! Reserve today!

Questions?  
info@wcrfb.com

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**Women's Council of REALTORS®**  
Long Beach

## MEMBERSHIP PEP RALLY

COME OUT TO HEAR OUR 2017 GAME PLAN

JANUARY 19<sup>TH</sup> 2017

AT ECCOS PIZZA  
(BELLFLOWER BLVD & STEARNS)  
5PM-7PM

\$10 A PERSON  
INCLUDES ENTRY, SLICE OF PIZZA & BEER

LET'S SEE YOUR SPIRIT LONG BEACH!!! JOIN US IN OUR FIRST EVER MEMBERSHIP PEP RALLY. YOU DO NOT NEED TO BE A MEMBER TO ATTEND. WE ENCOURAGE ANYONE WITH QUESTIONS ABOUT MEMBERSHIP TO JOIN US AND ALSO OUR FRIENDS THAT WANT TO HAVE SOME FUN. WEAR YOUR FAVORITE TEAM JERSEY AND SHOW YOUR SPIRIT. LET'S KICK OFF THE NEW YEAR RIGHT!

TO PURCHASE TICKETS:  
[HTTPS://LBWCOJOLPEPRALLY.EVENTBRITE.COM](https://lbwcojolpeprally.eventbrite.com)

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**Women's Council of REALTORS®**  
Long Beach

Come join us for...

## "Appy" Hour Technology Mixer with Barbara Betts

Cost is FREE for Women's Council Long Beach Members & Strategic Partners;  
\$35 Non-Member

**Please RSVP by March 4th at:**  
[AppyHourMixer.eventbrite.com](http://AppyHourMixer.eventbrite.com)

4:30-6:30  
a Pacific  
Western (Rack)  
and Fun!  
pm

**Questions about this event?**  
[info@wcrlongbeach.com](mailto:info@wcrlongbeach.com)

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## Marketing Resources

- Who's your Audience?
- What's the Goal of the Event?
- Event Promotion
  - Social media
  - Flyers (Network Tools)
  - Constant Contact, MailChimp, etc.
  - Marketing collaboration
  - Local Association of REALTORS® / Broker meetings
  - Industry / Business media
  - [www.wcr.org](http://www.wcr.org)

CUSTOMER ANALYSIS  
ADVERTISING  
MARKET  
SALES  
PROMOTION  
PRICE  
INTERNET  
TARGET

Find flyer templates at [wcr.org](http://wcr.org) > Network Tools > Marketing & Communications > Marketing Action Kit

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## Communications

- For Events
  - 60-day lead time for all events
    - Post on the local website provided by National
  - 30 days before event – e-blast / Flyer
    - Editable templates in Network Tools
  - 2 weeks before - 2-3 e-blasts
  - Day before - reminder email
- External communication strategy with local REALTOR® Association

Find editable templates at [wcr.org](http://wcr.org) > Network Tools > Marketing & Communications



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Jamie Saltman  
Business Phone: 562-543-7706  
Business Phone: 714-761-8821  
Email: [jamie@jamiesaltman.com](mailto:jamie@jamiesaltman.com)



Pamela Banks  
Business Phone: 561-346-1658  
Email: [pamelabanksrealtor@gmail.com](mailto:pamelabanksrealtor@gmail.com)

# THANKS FOR BEING AWESOME

We appreciate all you do for the Council!

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