

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? Local Commissioner's Meeting

Is the topic timely and relevant to your members and potential members? Yes

50+ less than 50

What format will you use to present the Hot Topic? theatre - classroom style

Why did you choose this format? theatre or classroom lecture based - not - interactive

What venue will you use to present the Hot Topic? community center - multipurpose room school or Elks type club

How will your members be involved? Getting the word out - organizing event - coming & bringing

some one with them

Is this a program that could be co-presented or co-sponsored with another WCR chapter? LOCAL - ZONING ISSUE

How will you promote the Hot Topic program to both members and non-members? Newspaper - eblasts - invite

How can you use the Hot Topic program as a prospecting tool for new members? Providing education that can

be used today in their business - we bring value by bringing current and relevant to our industry.

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic?

COMMISSIONER'S Meeting

Is the topic timely and relevant to your members and potential members?

Yes.

What format will you use to present the Hot Topic?

General Mtg.

Why did you choose this format?

Reach more people | Hot off the press

What venue will you use to present the Hot Topic?

Asgn. Board office | Hotel

How will your members be involved?

Invitations, Set up <sup>AV</sup>, greeter, speaker needs, handouts, local <sup>media</sup> news/PR/publicity, registration, invite homeowners

Is this a program that could be co-presented or co-sponsored with another WCR chapter?

Potentially if it <sup>crosses</sup> business chapters

How will you promote the Hot Topic program to both members and non-members?

Social medias, invitations, Press. tv/video, local website, in the same county.

How can you use the Hot Topic program as a prospecting tool for new members?

\* doorhangers/canvassing. Flyer distribution, marketing mtg, city council / chamber local churches / community center. Wear your WCR logo, branding shows value to people by offering timely information. Community liaison; offering information

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Where did you find the Hot Topic? Local Government

Is the topic timely and relevant to your members and potential members? yes

What format will you use to present the Hot Topic? General Meeting - Panel - Round or Classroom Style

Why did you choose this format? Most effective way to convey the message.

What venue will you use to present the Hot Topic? Same

How will your members be involved? Q & A, Facilitator

Is this a program that could be co-presented or co-sponsored with another WCR chapter? yes

How will you promote the Hot Topic program to both members and non-members? Newspaper, email, evites, facebook,  
board meetings, brokers tour

How can you use the Hot Topic program as a prospecting tool for new members? Open to non-members

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? ATTENDED A COMMISSIONER'S MEETING

Is the topic timely and relevant to your members and potential members? YES

What format will you use to present the Hot Topic? PANEL, DIS. OF ORGANIZATIONS REPRESENTED

Why did you choose this format? DIV. OF ANSWERS

What venue will you use to present the Hot Topic? LOCAL ASSO OR REG MEETING PLACE

How will your members be involved? Q & A - SEND OUT IN INVITE - SEND US YOUR QUESTIONS 3 DAYS  
IN ADVANCE. (INDEX CARD FORMAT)

Is this a program that could be co-presented or co-sponsored with another WCR chapter? DEPENDS ON GEOGRAPHICS.

How will you promote the Hot Topic program to both members and non-members? NORMAL COMMUNICATION, LOCAL  
PAPER, ANNOUNCE @ MLS, FLYERS TO R.E. OFFICES, RADIO, TV.

How can you use the Hot Topic program as a prospecting tool for new members? HOW WCR WORKS W/ COMMUNITY  
WCR BRM.  
ANYONE WHO ATTENDS RECEIVES 1/2 OFF NEXT MEETING.

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Where did you find the Hot Topic? PLANNING COMMISSION MEETING

Is the topic timely and relevant to your members and potential members? YES - ZONING

What format will you use to present the Hot Topic? PANEL / COMBINED LEARNING EVENT

Why did you choose this format? WANT COMMUNITY INVOLVEMENT + WANT TO PRESENT ALL SIDES OF TOPIC

What venue will you use to present the Hot Topic? LARGER PUBLIC VENUE - LG. CHURCH / COMMUNITY HALL

How will your members be involved? DISTRIBUTION OF FLYERS, MAKE FLYERS, INVITE PANEL MEMBERS, FB BLASTS  
PRESS RELEASES, HOSTS AT EVENT, SOCIAL NETWORK POSTING

Is this a program that could be co-presented or co-sponsored with another WCR chapter? NO

How will you promote the Hot Topic program to both members and non-members? (SEE MEMBER INVOLVEMENT)

How can you use the Hot Topic program as a prospecting tool for new members? INVITE ATTENDEES TO JOIN, HAVE VOTER  
REGISTRATION AT EVENT, EVENT SHOWS WCR ACTIVITY IN COMMUNITY - BRINGS ATTENTION & INTEREST

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? County Commissioners Meeting

Is the topic timely and relevant to your members and potential members? Absolutely

What format will you use to present the Hot Topic? General meeting

Why did you choose this format? Because it impacts the Realtor community @ large

What venue will you use to present the Hot Topic? Large facility for big groups / Town Hall format

How will your members be involved? Members are hosts / Market event / contact local council /

utilize FB, TWITTER etc. And Brokers both large and small

Is this a program that could be co-presented or co-sponsored with another WCR chapter? Yes, if it applies to that area.

How will you promote the Hot Topic program to both members and non-members? See above, Events, FB, word of

mouth, Broker tour, Team mtgs. at brokerages

How can you use the Hot Topic program as a prospecting tool for new members? \*Value Add that opens up the

conversation to prospective members. Relevant, timely topic that reflects WCR's commitment to being industry leaders.

\*capture names of attendees for future member opportunity.

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? Local County Commissioner Meeting

Is the topic timely and relevant to your members and potential members? YES!! ABSOLUTELY!

What format will you use to present the Hot Topic? General Membership Meeting w/special ~~event~~ <sup>Theater Sky</sup> community

Why did you choose this format? Specific Topic + Time Sensitive

What venue will you use to present the Hot Topic? Board of Realtors

How will your members be involved? Question + Answer Session after presentation

Is this a program that could be co-presented or co-sponsored with another WCR chapter? Yes (if in local county)

How will you promote the Hot Topic program to both members and non-members? Email, Facebook, Text

E-Post

How can you use the Hot Topic program as a prospecting tool for new members? Express new members

to a professional environment sharing knowledge to mutually improve their business.

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? County Commissioner Meeting

Is the topic timely and relevant to your members and potential members? Yes

What format will you use to present the Hot Topic? Classroom style w- panel or theater style

Why did you choose this format? Most effective way to present the topic

What venue will you use to present the Hot Topic? Local board meeting place

How will your members be involved? Q+A period, hand-held mike for questions, take info back with them to their offices, ask people ahead of time to send in questions.

Is this a program that could be co-presented or co-sponsored with another WCR chapter? Yes

How will you promote the Hot Topic program to both members and non-members? E-Mail, Facebook, all E-Media

How can you use the Hot Topic program as a prospecting tool for new members? Come to WCR- we have the latest, up-to-date info for members. Have membership material available.

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? Local County Commissioner Meeting

Is the topic timely and relevant to your members and potential members? yes, very much so.

What format will you use to present the Hot Topic? General Mtg, Brown Bag Lunch, Combined Learning

Why did you choose this format? bring in a speaker as opposed to a small discussion or panel

What venue will you use to present the Hot Topic? Classroom, Round table, theatre style

How will your members be involved? audience, Q & A, participant in panel, promotion

Is this a program that could be co-presented or co-sponsored with another WCR chapter? no, but maybe local BOR

How will you promote the Hot Topic program to both members and non-members? email, FB, on local board event, post on state calendar, website, radio public announcement, WCR website, flyers to offices, business personal networking

How can you use the Hot Topic program as a prospecting tool for new members? value of Chapter - education, current events, interest in community, how WCR is a resource

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? Attending Commission Mtg. for County

Is the topic timely and relevant to your members and potential members? Zoning Changes

What format will you use to present the Hot Topic? Panel and Round Table - responding to a Panel.

Why did you choose this format? Discussion opportunities

What venue will you use to present the Hot Topic? Panel Restaurant / Hotel / Public Place - Meeting Room.

How will your members be involved? Q & A / Positive subject questions /

Is this a program that could be co-presented or co-sponsored with another WCR chapter? yes - or w/ local Realtor Assn.

How will you promote the Hot Topic program to both members and non-members? Facebook / Web site / Mtg meetings  
Newspaper or Assn. Web site.

How can you use the Hot Topic program as a prospecting tool for new members? Timely Info / Urgent / Cards collected for  
Prospecting Memberships.

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? Local County's Commission Meeting, Other Chapters, Members, Tech Showcase, Legal Updates, Affiliates

Is the topic timely and relevant to your members and potential members? Yes

What format will you use to present the Hot Topic? General Meeting or Combined Learning event

Why did you choose this format? Hold Members interest - Create attendance

What venue will you use to present the Hot Topic? Ballroom, with company, regular Business Resource Meeting

How will your members be involved? \_\_\_\_\_

Is this a program that could be co-presented or co-sponsored with another WCR chapter? Yes

How will you promote the Hot Topic program to both members and non-members? Invite, Email flyers

How can you use the Hot Topic program as a prospecting tool for new members? \_\_\_\_\_

"Hot Topic" Program Planning Worksheet

- Where did you find the Hot Topic? Local County Commissioner's meeting
- Is the topic timely and relevant to your members and potential members? YES (Hell ya!)
- What format will you use to present the Hot Topic? Combined Learning Event - Invite Community Leader  
Local Association/Board
- Why did you choose this format? Trying to INVOLVE MORE people + promote WCR w/ Realtors
- What venue will you use to present the Hot Topic? Local Board Associations or School Auditorium
- How will your members be involved? WCR would be the facilitator + Commissioner to speak  
+ Explain + present and have a Q+A + how can we help?
- Is this a program that could be co-presented or co-sponsored with another WCR chapter? Yes if relevant to other  
Chapter's zoning
- How will you promote the Hot Topic program to both members and non-members? Promote w/ Local Board, Chamber, Realtor meetings Facebook
- How can you use the Hot Topic program as a prospecting tool for new members? Will promote WCR as a  
valuable resource to the Realtor community.

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? zoning changes

Is the topic timely and relevant to your members and potential members? yes

What format will you use to present the Hot Topic? online chat / live on line / goto meeting.com / Blog - Video

Why did you choose this format? Reach a larger group

What venue will you use to present the Hot Topic? Social media / Website /

How will your members be involved? 24/7 in blogs, online meetings

Is this a program that could be co-presented or co-sponsored with another WCR chapter? yes

How will you promote the Hot Topic program to both members and non-members? Social Media

How can you use the Hot Topic program as a prospecting tool for new members? \_\_\_\_\_

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? Local Commission

Is the topic timely and relevant to your members and potential members? Yes

What format will you use to present the Hot Topic? General Meeting

Why did you choose this format? need to reach next amount of people it has effect

What venue will you use to present the Hot Topic? City Hall / P.C. & affairs meetings

How will your members be involved? Moderated, prep questions ahead of time for organization / hot topics

Is this a program that could be co-presented or co-sponsored with another WCR chapter? Absolutely if in community

How will you promote the Hot Topic program to both members and non-members? Website, blog, Email, facebook, Association, Brochures, local newspaper / press release

How can you use the Hot Topic program as a prospecting tool for new members? → Stay informed ① Make sure its known its presented by WCR, → becoming part of the cause & on the forefront of receiving information!