

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? Wall Street

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

What format will you use to present the Hot Topic? (Blog or) Combined learning event

Why did you choose this format? Informational with Q+A / Draw a large crowd

What venue will you use to present the Hot Topic? movie theater / conv. center / association

How will your members be involved? communications - promoting event

ask for questions for Q+A before to help make agenda

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? _____

email, facebook, invite

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

Invite guests to stay updated

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Where did you find the Hot Topic? Wall St. Journal

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

What format will you use to present the Hot Topic? Classroom Table, Round Table

Why did you choose this format? Interaction, Informal, Comfortable, Convenience

What venue will you use to present the Hot Topic? Brown Bag Lunch & Learn - Panel

How will your members be involved? Q & A, Inviting Guests, Planning organizations

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

How will you promote the Hot Topic program to both members and non-members? Flyers, Facebook, E-vite

MLS system, Board, Business Events Newspaper, Personal Invitation, Newsletters ^(Chapter, all)

How can you use the Hot Topic program as a prospecting tool for new members? Invite a guest, use them as panelist or speaker,

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Wall Street Journal

Where did you find the Hot Topic?

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

Yes

What format will you use to present the Hot Topic?

BROWN BAG LUNCH

Why did you choose this format?

INFORMAL, QUICK, EFFECTIVE

What venue will you use to present the Hot Topic?

LOCAL BOARD, TITLE CO. CONFERENCE ROOM

How will your members be involved?

GROUP DISCUSSION, FU CALL TO ACTION

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

NO - time constraints

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

possible co-sponsor with affiliate - expert in topic
FACE BOOK, EMAIL
twitter, invite, phone-, office meetings, broker email Board News

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

valuable / timely topic
that provides value, forefront of info / timely topics

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- Where did you find the Hot Topic? Wall Street
- Is the topic timely and relevant to your members and potential members? Yes
- What format will you use to present the Hot Topic? Brown Bag Lunch & Learn
- Why did you choose this format? Informal can ask questions of speaker, interact
- What venue will you use to present the Hot Topic? Small meeting room, Atty's, title, Assoc. office
- How will your members be involved? May know speakers, promote at meetings,
get questions ahead of time, facilitate
- 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? Member can promote at
office, Facebook, Mixer, Website, Twitter
- How can you use the Hot Topic program as a prospecting tool for new members? Let attendees know this is
one aspect of the value that WCR brings

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Where did you find the Hot Topic? Wall Street Journal

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

What format will you use to present the Hot Topic? Brown Bag Lunch & Learn

Why did you choose this format? easy to execute & open for discussion of scenarios / no expert available

What venue will you use to present the Hot Topic? Local Board Classroom ~~at restaurant~~

How will your members be involved? invite affiliate members to sit on panel, open panel discussion with members.

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? facebook, email, board calendars and board newsletters (weekly), Flyers, website

How can you use the Hot Topic program as a prospecting tool for new members? by inviting non-members to learn or invite a non-member affiliate to be a panel member.

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Where did you find the Hot Topic? WALL STREET JOURNAL

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

What format will you use to present the Hot Topic? PANEL OF SPEAKERS TO DISCUSS

- NAR DIRECTOR
- REAL ESTATE ATTORNEY
- MORTGAGE LENDER
- A. EXECUTIVE OF BOARD
- STATE LEVEL POLITICIAN
- HUD REPRESENTATIVE

Why did you choose this format? TO COVER ALL ASPECTS OF THE DISCUSSION

What venue will you use to present the Hot Topic? HELD AT A LOCAL BOARD

How will your members be involved? 1. MEMBERS WILL PREPARE QUESTIONS PRIOR TO MEETING 2. FORM A SPECIAL COMMITTEE TO PUBLICIZE MEETING, 3. ROOM PREPARATION/AUDIO VISUAL NEEDS 4. LOCATE SPONSORS FOR REFRESHMENTS 5. REGISTRATION

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

- YPN
- YCR
- LOCAL BOARD

How will you promote the Hot Topic program to both members and non-members? FORM COMMITTEE, SOCIAL MEDIA

EMAIL BLAST, FLYERS

How can you use the Hot Topic program as a prospecting tool for new members? PRESENTING THE VALUE OF INFORMATION/TOPICS

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Where did you find the Hot Topic? Wall Street Journal

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

What format will you use to present the Hot Topic? Combined Learning Event

Why did you choose this format? recruiting tool and education for the local board-

What venue will you use to present the Hot Topic? local meeting hall

How will your members be involved? Showcase WCR wearing WCR shirts, through the Agenda- WCR welcome- read mission

Statement, play WCR video, have membership information

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

How will you promote the Hot Topic program to both members and non-members? E-blast, Realtor Publication, Social Media

How can you use the Hot Topic program as a prospecting tool for new members? "grand standing" opportunity for WCR

educating & promoting / Sign-in sheet / Bus Cards

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? Wall Street Journal

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

What format will you use to present the Hot Topic? general / combined learning

Why did you choose this format? Round table / theatre

What venue will you use to present the Hot Topic? Regular meeting Hotels / theatre

How will your members be involved? questions & answers

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? elite, Board send out

Blast, website, calendar, facebook

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

Charge non or discount to payment. affiliates to bring a realtor for free admission

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? Wall St. Journal

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

What format will you use to present the Hot Topic? ① General Mtg or ② Combined Learning Event

Why did you choose this format? Because timely issue - good recruiting tool

What venue will you use to present the Hot Topic? ① Regular Mtg Location ② Banquet Room/Civic Venue

How will your members be involved? Panel Q&A, Affiliate Speakers, LC members as greeters, registration, marketing material delivery to local brokers

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? Yes, recruiting tool.

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

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Where did you find the Hot Topic? Wall Street Journal

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

What format will you use to present the Hot Topic? Round Table or Theatre

Why did you choose this format? Professional

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

How will your members be involved? Engage other Realtors / Affiliates - invite.
Know the information in advance.

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 / E-Mail / Local Board
State Association

How can you use the Hot Topic program as a prospecting tool for new members? Showing timely & relevant knowledge

Contact State Assoc. Lobbyists -
Gov Affairs
AND State Mortgage Bankers
→ gov presenters - to correctly express the

Credability + Authenticity
Unity - w/ local board + state assoc.
"Rubber Party" talking points.



~~gailfreeman@gmail.com~~
gailsell@gmail.com

SEND TO:
yvette Garcia
yvette@crstate.wcr.org
SEND this + scanning your environment
thank you

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? The Wall Street Journal

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

What format will you use to present the Hot Topic? Theater style or classroom

Why did you choose this format? Pre registration required and will determine the set up.

What venue will you use to present the Hot Topic? microphone(s), audio visual, agenda + handouts
* stationery for questions

How will your members be involved? promoting the event, pre questionnaire forms, emcee, timekeepers
keep members on track, collect feedback forms at conclusion

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? utilize the Broadcast via email
the Board/MLS.

How can you use the Hot Topic program as a prospecting tool for new members? collect Business cards and contact members to
the attendees - Have membership material available Network during Break

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Where did you find the Hot Topic? WALL STREET JOURNAL

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

What format will you use to present the Hot Topic? ROUNDTABLE, COMBINED LEARNING EVENT LOCAL BOARD

Why did you choose this format? EXPECTING LARGE GROUP FOR NETWORKING + LUNCH

What venue will you use to present the Hot Topic? RESTAURANT, LOCAL BOARD HELP ADVERTISE. EMAIL

How will your members be involved? HELP FACILITATE AT EACH TABLE, PROMOTE EVENT AT OFFICE MEETINGS THEIR FB PAGE

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? BRING A FRIEND THAT SIGN UP MEMBER GETS FREE LUNCH NEXT TIME,

How can you use the Hot Topic program as a prospecting tool for new members? WHEN THEY COME TO A MEETING AS A NON-MEMBER THEY WOULD SEE THE VALUE.

"Hot Topic" Program Planning Worksheet

Where did you find the Hot Topic? Wall St Journal & National News

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

What format will you use to present the Hot Topic? Panel - Industry Leaders discuss Pros & Cons

Why did you choose this format? More than 1 Pt of view

What venue will you use to present the Hot Topic? Large Classroom up to 150 people

How will your members be involved? Recruiting Experts for Panel, Affiliates for Food & Sponsorship, Event Chair, Greeters, ^{All members} Spread The Word in Advance, Collect Feedback Forms.

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

How will you promote the Hot Topic program to both members and non-members? Facebook ^{Invites Individually} & email ~~yes~~ to all local Realtors & MLS Members - ^{& thru offices}

How can you use the Hot Topic program as a prospecting tool for new members? Let all attendees & invited agents/affiliates know we sponsor Educ Events on a Regular Basis. If you can't attend this one, check in for future events!