

REALTORS® Signature Series Speakers Bureau

Melynn Sight



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Speaker fee: Webinars \$1,000 and up; Live Presentations \$2,500 and up plus travel costs

Course Length: 1-4 hours

BIO

Melynn Sight, President of nSight Marketing describes her work as follows: Think like your member. Make better connections. Be relevant. Create and deliver value.

After starting her career in sales at Xerox in 1981, Melynn has experienced every aspect of marketing throughout her 25 years in business. She speaks, consults, writes and trains association staff and leaders on topics including leadership, planning and communications.

Whether conducting a member survey, strategic planning or developing a communications plan – Melynn runs her business with heart, brains, guts and energy.

With a major in Business and Executive Marketing Program at Smith College, Melynn works exclusive with association leader to help them make better connections with members, and to develop and deliver on a promise and a strong value proposition.

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COURSES

Creating Leadership KARMA

A strong brand can bring your leaders and staff together to make better connections with your members.

Audience: Association Staff and leaders

Speaking Category: Leadership and Marketing

Session length: 2 hours

Session Description: There is a set of characteristics that define your association. Your members might describe you one way - leaders another. Imagine developing a promise, and then delivering on it in your services, your communications, and your decision-making. A strong brand **Resonates**, is **Persistent** through time, **Inspiring** to leaders and staff, **Simple** to convey and **Easy** to remember.

Creating Member Value.

What does it mean and how are you doing with that?

Audience: Association Staff and leaders

Speaking Category: Marketing

Session length: 2 hours

Session Description: Before you can communicate value, you have to live it. Delivering value to your members sounds important. It sounds logical. It even sounds easy. Then why is it so hard to do? In times like these, there's no effort that's more important for you and your staff. Let's talk more about how to create value in your association.

NOTE: Melynn is also available for strategic planning and is a facilitator for the REALTOR® Leadership Program.