



NATIONAL ASSOCIATION *of* REALTORS®

Commercial Innovation Grant Executive Summary

Innovation Name: 2013 Annual Commercial Real Estate Symposium
Association Name: Realtors® Association of the Palm Beaches/Realtors® Commercial Alliance & RCA of Greater Ft. Lauderdale
Contact Person: Belinda Krause
Contact Email: bkrause@rapb.com
Contact Phone Number: 561-727-2773

1. Project Summary (purpose and concept)
 - a. Statement of purpose – The purpose of this project was to provide a high profile educational and networking opportunity event for our members and area commercial real estate practitioners.
 - b. Objectives – We chose the topic of “Roadmap to Recovery” to help attendees gain insight into opportunities to capitalize on market trends & shifts in the business environment. We chose topics and speakers to guide the attendees on how to position themselves to prosper as the economy and the commercial real estate market improves.
2. Project Financials
 - a. Project Budget Overview – Funding came from attendee registrations, NAR Grant, and vendor/sponsors to cover the costs of the speakers and the hotel.
 - b. Income (fees, grant, etc.) – We applied for and received a \$1,500 Innovation Grant from NAR. The registration fee for member attendees was \$35 and the non-member fee was \$40. Platinum Sponsors paid \$600/ Gold Sponsors paid \$400 each/ Silver Sponsors paid \$300 each.
 - c. Expenses (how was money spent?) – We used the NAR Grant to pay the speaker fee of Signature Series Speaker Bob McComb. Attendee registrations paid for the breakfast and mid-morning break refreshments. The vendor/sponsor fees covered the hotel and A/V expenses, the speaker fee for Jack Linberg, plus the speaker’s travel expenses.
3. Performance Measures & Benchmarks
 - a. Outline task, meetings and activities required to close the project. Tasks included holding planning meetings, hiring speakers, securing the hotel, securing sponsors/vendors, coordinating the event with the local CCIM Chapters, and marketing the event.
 - b. To what level of success was achieved? We expected to have around 100 attendees. The event was successful as we met and exceeded that expected number with the venue being sold out.



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4. Project Timeline (how long did it take). We started planning the event in February and held the event on October 11, 2013.
5. Project Management
 - a. Marketing Strategy – Primary marketing was done through the RCA Palm Beaches, RCA Ft. Lauderdale and CCIM Chapter email lists. The CCIM Chapter distributed the flyer to all of the Chapter members in southeast Florida. The event was also promoted through the local Realtor® Association's contact lists. Ads were placed in local trade publications. Of course the event was listed on our RCA websites as well.
 - b. Planning Meetings – The RCA Education/Program committee met in February to discuss the content of the Symposium. The event was then discussed at each month's committee meeting through September.
 - c. Day-to-Day Project Management - Speakers - The committee decided to have our state Association's Economist, Dr. John Tucillo as one of the speakers to talk about the current and future commercial real estate market in Florida and specifically our area of south Florida. Signature Series Speaker, Robert McCombs was also selected to talk about best practices of top CRE brokers, for networking, prospecting and prospering in the new economy. The speakers were contacted and secured by mid-May.

We decided to add an additional speaker to talk about Social Media for Commercial Real Estate since this topic is of great interest to our members. We chose Jack Lindberg of AgentsPlanet.

Hotel – In April we secured the date of October 11, 2013 with the Renaissance Hotel, Boca Raton.

Funding – Funding for the program came from the NAR Grant, attendee registration fees and sponsor/vendors. A Sponsorship Agreement was drawn up for the sponsors/vendors that outlined the different levels of sponsorship and the benefits of each. Emailed and mailed the agreement to our Affiliate Members and past participants. Follow-up emails and phone calls were made until the needed number of vendors was secured.

Communications - In mid-August we reconnected with the speakers and the hotel to confirm details of the hotel set-up, A/V requirements.

Count down time line. In late September we reconnected with the sponsors/vendors about the details of set-up times and the need to bring the required door prizes. October 1st - Sent to the speakers, a copy of the timeline (agenda) for the morning and a copy of the program to be handed out to the attendees.

The week before the event, had the sponsor board printed at a local sign shop.

Printed the full color event programs and "passports" in-house.

A few days before the 11th, called the hotel with our projected final count.



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6. Lessons Learned/Outcomes

- a. Who Benefitted From Your Project? All of the attendees benefitted from the information they received from the speakers. The attendees and vendors benefitted from the networking connections that were made when the attendees visited the booths. We had a “Passport Trek”, which meant that each attendee had to visit each booth to have their “passports” stamped by the vendor in order to qualify for the door prizes.
- b. Project Highlights – Informative speakers, happy vendors, and sold-out attendance. We made a video about the Symposium. The video can be viewed at this link... <http://www.youtube.com/watch?v=WO9KyklRrrg&feature=youtu.be> .
- c. Project Best Practices - Early planning and securing of the speakers, hotel and vendors as soon as possible made for a smooth road leading up to the event.
- d. What processes worked well – Continual contact between the organizations involved helped. Enlisting the help of committee members to man the registration table on the day of the event was very helpful.
- e. What could have been improved, and how? Everything went well.
- f. Advice/Comments for Implementing in Another Association – Start your planning early. Have as many variables – venue, speakers, sponsors confirmed and in place as soon as possible. Then you can concentrate fully on registrations.

7. Supporting Documents – Sponsorship Agreement, Event flyer, Event program, Passport.

In case of questions, contact: Melanie Sligh msligh@realtors.org or 312-329-8282



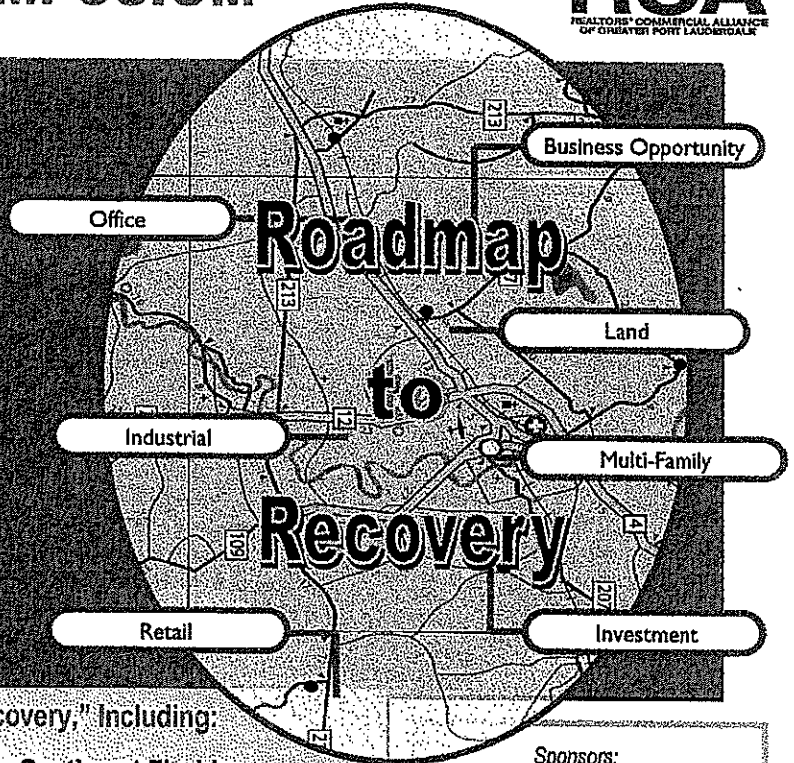
COMMERCIAL REAL ESTATE SYMPOSIUM



Friday, October 11, 2013
8:00 a.m.-12:30 p.m.

Renaissance Boca Raton Hotel
 2000 NW 19th St., Boca Raton

- Sponsors:**
- Dr. John Tuccillo
Florida Realtors® Chief Economist
 - Jack Lindberg
AgentsPlanet
 - Robert McComb
Top Dogs
- Media:**
- David Joseph, Keyes Commercial



Presentations to Help You on Your "Road to Recovery," including:

- ✓ **Economic Outlook for Florida with a Focus on Southeast Florida**
- ✓ **Recovery Forecast**
- ✓ **Meaningful Social Media for Commercial Real Estate**
- ✓ **Best Practices for Positioning Yourself to Prosper as the Market Improves**
 - Effective Habits and Skills of Top Producers
 - Strategies to Create Robust Lead Generation
 - Using Public Relations to Build Your Business and Your Brand

Plus, Trade Show & Door Prizes!

Please fill out registration form below and return by e-Mail: bkrause@rapb.com,
 fax: 561-727-2273 or mail: 3200 N. Military Trl., Ste. 102, Boca Raton, FL 33431

Cost (select one): _____ RCA & CCIM Members - \$35 _____ Non-Members: \$40

Name: _____

Company: _____

Phone: _____

Email: _____

Charge \$ _____ to my Master Card Visa Discover AmEx

Card #: _____

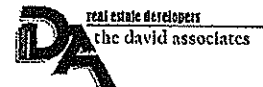
Exp: _____ CVC# _____

Billing Address: _____

Signature: _____

Sponsors:

Platinum



Gold

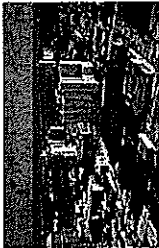


Silver



Your Hosts for Today's Event:

Realtors® Commercial Alliance,
Realtors® Association of the Palm Beaches

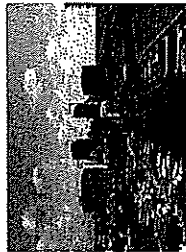


**" Supporting Commercial Real Estate
Practitioners in Palm Beach County
and Beyond"**

3200 N. Military Trail, Ste. 102
Boca Raton, FL 33431
561-727-2773 * 561-727-2273 (fax)

Visit our website:
www.rcapb.com

**REALTORS® Commercial Alliance
of Greater Ft. Lauderdale**



**'Meeting the Needs of South Florida's
Commercial Real Estate Professionals'**

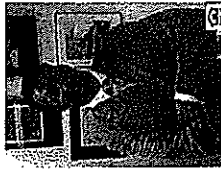
1765 N.E. 26 St., Ft. Lauderdale, FL 33305
954-567-5029 * 954-568-9695 (fax)

Visit our website:
www.r-world.com/rca

About Your Speakers:



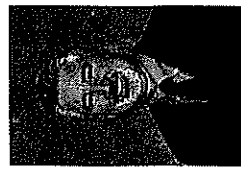
**Dr. John Tucillo, Florida
Realtors® Chief Economist**
As chief economist, he oversees the
Industry Data and Analysis depart-
ment, which provides real estate
statistics, trends and research that
helps Realtor® members better their
business by the numbers and
positions Florida Realtors® as the
voice for real estate in Florida.



Jack Lindberg, AgentsPlanet
Jack Lindberg has been teaching real
estate Professionals for over 20
years. He's spent over a decade
each in real estate sales & brokerage,
web design and public speaking. He
has written 5 books on Social Net-
working websites including Facebook,
LinkedIn and Twitter and has been a
best-selling author on Realtor.org.



Robert McComb, Top Dogs
Bob McComb started his commercial
property brokerage career in the San
Francisco market in 1983. In 1991
he became founder of a well-
respected commercial real estate
company. As a top broker he has
negotiated hundreds of transactions.
Bob has been a regularly featured
columnist and is the co-creator of
commercial real estate agent training
programs including "Top Dogs, How
to Run with the Big Dogs in Commer-
cial Real Estate".

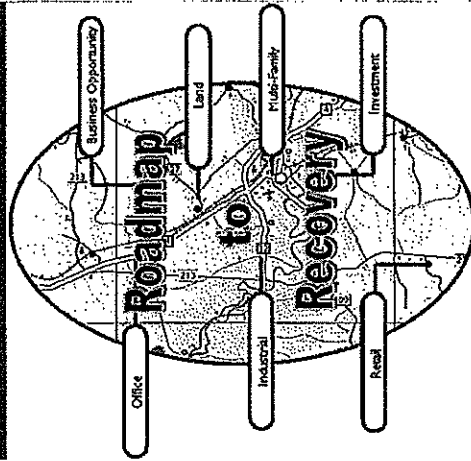


**Moderator: David Joseph
Keyes Commercial North**
David Joseph is the Commercial
Division Director for the Keyes
Commercial North office serving
South Florida including Palm Beach,
Broward, Martin, St. Lucie and Volusia
Counties. David has over 27 years of
experience in Commercial Real Es-
tate, specializing in Industrial, Retail
centers, Multi-family, Office and
Commercial Leasing.

2013 Commercial Real Estate Symposium

Roadmap To Recovery

Renaissance Hotel
October 11, 2013



Program

8:00 am - 8:45 am

Breakfast
Networking/Tradeshaw

8:45am Opening Remarks

Pledge of Allegiance
Introductions

Presentation by

Dr. John Tucillo, Florida Realtors®

Presentation by

Jack Lindberg, AgentsPlanet

Break

Refreshments

Please take the time to visit with our
sponsors and have your passport
stamped.

Presentation by

Bob McComb, Top Dogs

Door Prize drawings

Thank you to our Event Sponsors:

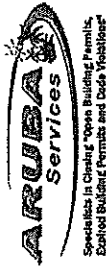
Platinum Sponsors:



Gold Sponsors:



Silver Sponsors:



Equipping the world's best minds
in commercial real estate

(800) 255-3317

Thank you for attending today!



Realtors® Commercial Alliance, Realtors® Association of the Palm Beaches
 Realtors® Commercial Alliance of Greater Ft. Lauderdale
2013 Commercial Real Estate Symposium
 Renaissance Boca Raton Hotel
October 11, 2013



SPONSORSHIP AGREEMENT

Platinum Sponsor: \$600

Your company will receive:

- 3 minute podium time at the beginning of the event.
- Prominent display table inside the event room. 3 Representatives may attend.
- Mention as Platinum Sponsor on our flyers, on our websites, in the event program, in email notices to the membership and on the signs at the event.
- Placement of marketing materials inside meeting room at attendee seating.
- 3 emailed ads sent out to the combined host's memberships.

Gold Sponsor: \$400

Your company will receive:

- 2 minute podium time after the break.
- Display table inside event room. 2 Representatives may attend.
- Mention as sponsor in our newsletter, flyers, on our website, in the event program, in email notices to the membership and on the signs at the event.
- 2 emailed ads sent out to the combined host's memberships.

Silver Sponsor: \$300

Your company will receive:

- Display table in reception area. 2 Representatives may attend.
- Mention as sponsor in our newsletter, flyers, on our website, in event program, in email notices to the membership and on the signs at the event.
- One emailed ad sent out to the combined host's memberships.

◆ Each Sponsor must provide a door prize and participate in the 'Passport Trek'. *Each attendee must visit each sponsor table to have their 'passport' stamped in order to qualify to receive any of the door prizes.*

◆ Each Sponsor will be able to collect business cards at their booth.

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

CITY/ST/ZIP _____

PHONE _____ FAX _____ E-MAIL _____

___ CHARGE IT: ___ AmEx ___ Visa ___ MC ___ Discover

NAME ON CARD _____

Acct # _____ Exp: _____ CVC# _____

CC Billing Address: _____

SIGNATURE _____

Fax to direct #: 561-727-2273 OR

___ I am sending a check today to: REALTORS® Commercial Alliance

Attn: Belinda Krause, 3200 N. Military Trail, Ste. 102, Boca Raton, FL 33431.

RCA Commercial Symposium
PASSPORT

PRINT NAME _____
COMPANY _____
PHONE _____
EMAIL _____

