

CONFERENCE SCHEDULE | May 18 – 20, 2017

Thursday, May 18

8:00 a.m. – 1:00 p.m.	+ Nominating Committee	Piscataway Room, Lobby Level
8:30 a.m. – 9:00 a.m.	• PMN Sign-in	Lincoln Room, Concourse Level
9:00 a.m. – 4:00 p.m.	• PMN Pop-Up Course: Rogue Leadership: Secrets from Women Warriors	Lincoln Room, Concourse Level
9:00 a.m. – 12:00 p.m.	+ Executive Committee	Oak Lawn Room, Lobby Level
1:30 p.m. – 2:30 p.m.	+ Steering Committees	Columbia Hall 3, Terrace Level
2:00 p.m. – 4:00 p.m.	Network Marketplace	Columbia Hall West, Terrace Level
4:00 p.m. – 5:00 p.m.	PMN Reception (event for PMN candidates & designees)	Heights Courtyard, Lobby Level
5:00 p.m. – 6:00 p.m.	Welcome Reception – Wear and Share Networking	Heights Courtyard, Lobby Level



Friday, May 19

8:00 a.m. – 8:45 a.m.	Welcome Breakfast & Marketplace	International Ballroom Center, Concourse Level
9:00 a.m. – 11:20 a.m.	Game Changer Situation Rooms (see page 3)	Columbia Rooms, Terrace Level
12:00 p.m. – 1:00 p.m.	+ Past National Presidents Advisory	Jay Room, Lobby Level
12:15 p.m. – 2:00 p.m.	★ Network Best Practices Session & Marketplace	International Ballroom Center, Concourse Level
2:15 p.m. – 3:15 p.m.	Meet the Candidates Assembly, Politics 101 & Marketplace	International Ballroom Center, Concourse Level
3:30 p.m. – 4:15 p.m.	“Distinct or Extinct? Staying Relevant in Today’s Fast Paced World!”	International Ballroom Center, Concourse Level
3:30 p.m. – 4:15 p.m.	Regional Committees: Region 1 (KY, NC, TN, VA, WV): Kalorama, Lobby Region 2 (IL, IN, MI, OH, WI): Gunston, Terrace Region 4 (AZ, CO, MT, NV, UT, WY): Georgetown West, Concourse Region 5 (CT, MA, ME, NH, RI, VT): Cabinet, Concourse	Region 6 (DE, MD, NJ, NY, PA): Jefferson East, Concourse Region 7 (AL, FL, GA, MS, SC): Jefferson West, Concourse Region 8 (AK, CA, HI, ID, OR, WA): Lincoln West, Concourse Region 9 (AR, LA, NM, OK, TX): Lincoln East, Concourse
4:15 p.m. – 5:45 p.m.	Best of Women’s Council Awards Reception	Columbia Hall, Terrace Level
7:15 p.m. – 9:00 p.m.	• Capitol Steps Hosted by Region 6 Doors/Cash Bars open at 7:15 p.m., Show Starts promptly at 8:00 p.m.	International Ballroom Center, Concourse Level

Saturday, May 20

7:00 a.m. – 7:45 a.m.	ZUMBA® Fitness class	Georgetown Room, Concourse Level
8:30 a.m. – 10:45 a.m.	★ New Network Bootcamp (see page 4)	Columbia Rooms, Terrace Level
10:45 a.m. – 12:00 p.m.	Marketplace Open	International Ballroom Center, Concourse Level
11:00 a.m. – 12:00 p.m.	“Take Your Networking to 11”	International Ballroom Center, Concourse Level
12:30 p.m. – 1:30 p.m.	Finance & Budget Committee	Fairchild Room, Terrace Level
1:00 p.m. – 2:30 p.m.	Marketplace Open	International Ballroom Center, Concourse Level
1:00 p.m. – 1:30 p.m.	“How to Differentiate Yourself Using Brand Experience” <i>In partnership with Pillar to Post</i>	International Ballroom Center, Concourse Level
1:30 p.m. – 2:30 p.m.	“Digital Marketing Landscape”	International Ballroom Center, Concourse Level
1:30 p.m. – 2:30 p.m.	+ Executive Committee & RVPs	Gunston Room, Terrace Level
2:30 p.m. – 3:00 p.m.	Governing Board Sign-in	Columbia Hall Foyer, Terrace Level
3:00 p.m. – 4:30 p.m.	Governing Board	Columbia Hall, Terrace Level

• Course/Event registrants only + Open to committee members only ★ Network leads are highly encouraged to attend

Download a PDF copy of the schedule through the Women’s Council App.

Premium Industry Partners:

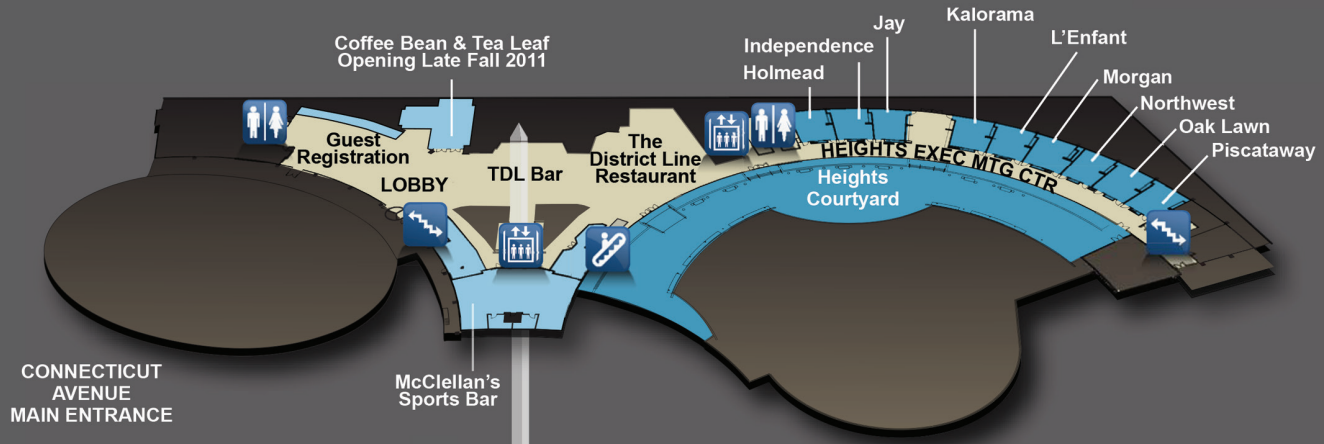
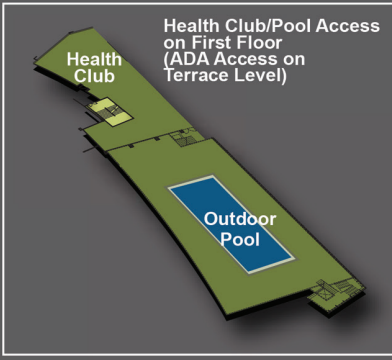


Stay Connected | Connect with peers during the conference and continue your sharing after the conference too with #womenscouncil.

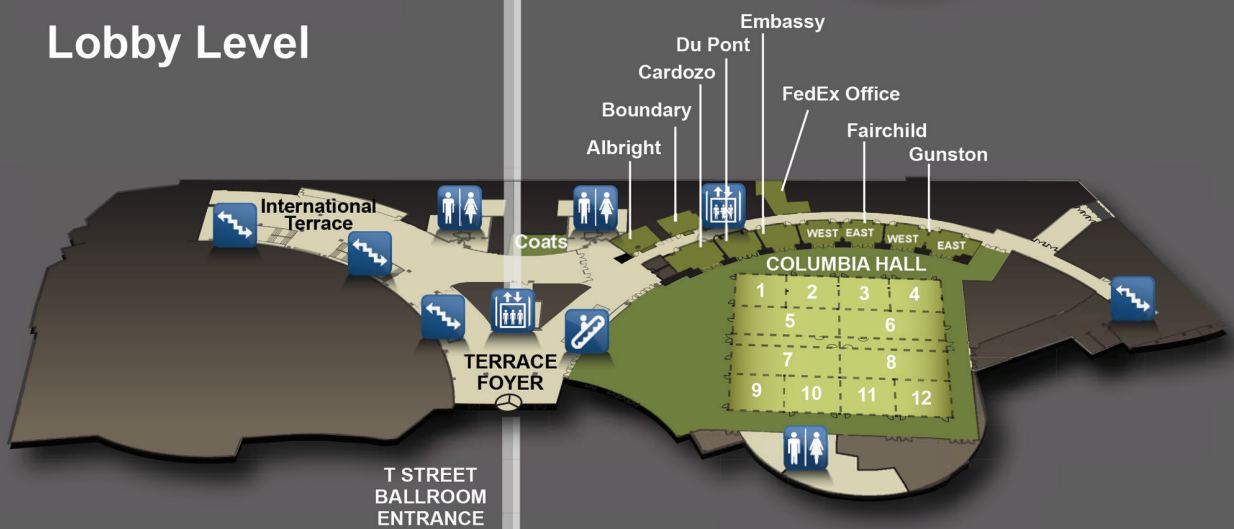
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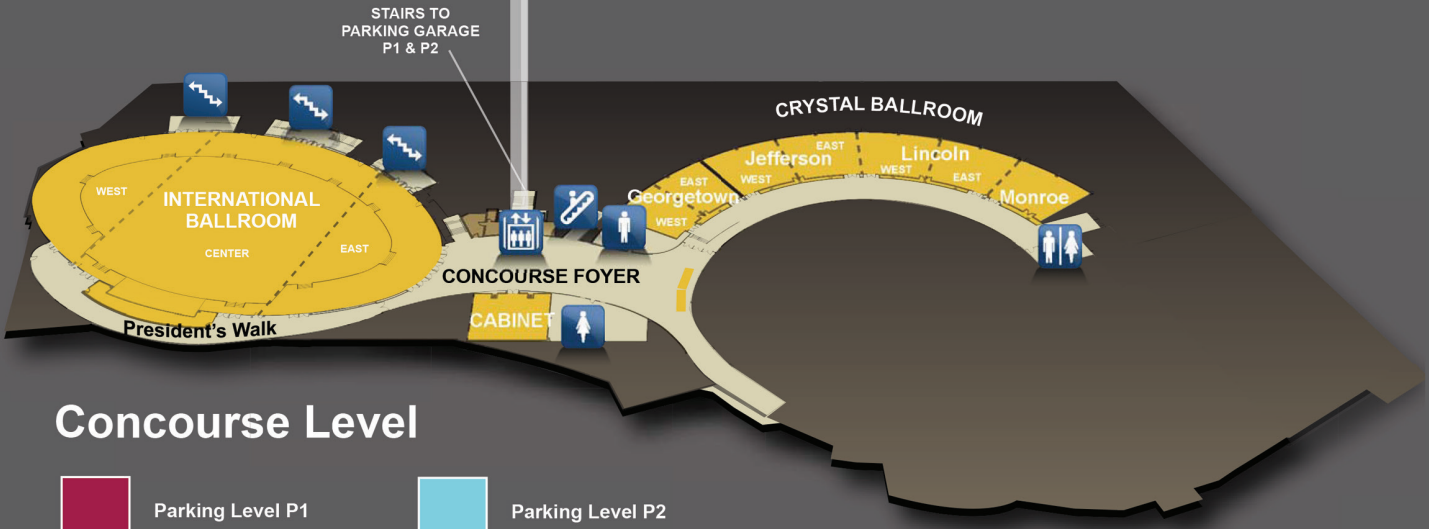
Washington Hilton



Lobby Level



Terrace Level



Parking Level P1
 Parking Level P2

Performance Management Network Reception | 4:00 p.m. – 5:00 p.m. | Heights Courtyard

Sponsored by Home Partners of America Inc.

Exclusive Event for Designees & Candidates

Enjoy a glass of champagne and get ready for some serious networking with your PMN connections.

WELCOME RECEPTION – Wear & Share Networking | 5:00 p.m. – 6:00 p.m. | Heights Courtyard

Grab a beverage, it's time to mix and mingle! This is your chance to connect and create personal bonds sure to enhance your conference experience! Optional: Wear and Share Networking - Show us where you're from! Wear something to the reception that represents your hometown and bring something small from your area to exchange with another attendee.



FRIDAY | May 19

Welcome Breakfast & Marketplace

8:00 a.m. – 8:45 a.m. | International Ballroom Center

Start your day with a bite to eat and connect with friends before a special welcome from your National Leadership Team.

Game Changer Situation Rooms Featuring Our Steering Committees

9:00 a.m. – 11:20 a.m. | Columbia Rooms

Look beyond: What's happening in the world of real estate? Changes, disruptions and opportunities are consistently impacting our industry. We'll provide you with strategic insights that can be thoughtfully executed when you go back to your office. *Select your room based on space available. Speakers will rotate among all four rooms, attendees remain in place. All attendees will receive the same education regardless of room selection.*



Sherry Chris

Next Generation Brokerage

A new wave of real estate brokerages are on the rise, redefining how they do business. Learn how culture, demographic preferences and sophisticated lead generation make a big difference in the success of your own business. Remain relevant in a rapidly changing world by understanding what's valuable to your customer.



John Lin

Serving International Clients

International real estate provides a unique opportunity to connect with global-minded clients from around the world. So what do you need to know about working with these investors? We'll show you how to find, qualify and communicate with them. Discover how tapping into this market can be highly profitable to your business.



Nobu Hata

Trends/Disruptions in the Industry

Explore emerging industry trends and issues to get new insights looking beyond just the challenges. Are you embracing today's technological advances and utilizing them to thrive? Have you let the "empowered consumer" disrupt your focus? Reimagine and redesign the future of your business by turning disruptions into opportunities.



Debra Trappen

Marketing Yourself Online

Define your personal brand, tell your story and uncover ideal clients. Learn to engage with impact and intention to effectively market yourself online. We'll break it down into actionable tasks that build relationships and improve your bottom line.

Network Best Practices Session & Marketplace

12:15 p.m. – 2:00 p.m. | International Ballroom Center

Network leaders are highly encouraged to attend.

Have some questions about the new Network model and how it's going to work? If you answered YES, then this is a "must attend" program. Topics include an overview of the model, standards of operation, and expectations for transition with key steps and timelines. We'll provide you with a Network Transition Template and you will work on the new governing board model, election process and the use of project teams.

Meet the Candidates Assembly, Politics 101 & Marketplace

2:15 p.m. – 3:15 p.m. | International Ballroom Center

Come meet the candidates slated for 2018 national leadership team and hear a special presentation about Politics 101 from National President Sherri Souza.



Sherri Souza, PMN

Politics 101 On our leadership paths we learn many skills that assist us in becoming leaders, one of the most neglected is organizational politics. This can be taught through awareness and developing the skills needed to maneuver the unspoken culture of volunteer organizations. Learn how to 'take the pulse' of your organization to understand and deal with obstacles that prevent advancement. A must for your leadership development pathway.

Distinct or Extinct? Staying Relevant in Today's Fast Paced World!

3:30 p.m. – 4:15 p.m. | International Ballroom Center



Karen Aguayo Bates

Today's highly demanding, overly competitive, and commodity driven environment puts more pressure on women in leadership than ever before! Don't miss this unique opportunity to discover the timeless and simple system that gives you bold confidence and clarity to keep your business and organizations relevant and thriving!

Best of Women's Council Awards Reception

4:30 p.m. – 5:45 p.m. | Columbia Room

We'll be honoring our State Members of the Year, Network Programs, Recruitment & Retention winners and Performance Management Network designees.

Come celebrate the achievements of our Networks and members!



ZUMBA® Sunrise Fitness Class

7:00 a.m. - 7:45 a.m. / Georgetown Room

Start your morning off right with a Sunrise Fitness Class. ZUMBA® takes the "work" out of workout, by mixing low-intensity and high-intensity moves for an interval-style, calorie-burning dance fitness party. Sign-up in advance at registration.



New Network Bootcamp

8:30 a.m. - 10:45 a.m. | Columbia Rooms

Network leaders are highly encouraged to attend.

The Bootcamp features hands-on sessions at which you continue to work on key areas in your Transition Template. Topics to be work-shopped include design and promotion of Network programs, communicating the benefits of transitioning local members to strategic partners, and strategies to communicate the Council brand to your members and the industry. *(Select a room based on space available. Each room will cover ALL topics.)*



Carrie Bey-Little, PMN



Barbara Clemons



Rob Moen



Lori Muller, PMN



Chris Pelkola Lee, PMN



Jamie Saltman, PMN



Sylvia Seabolt, PMN



Amy Shocket, PMN



Debra Trappen

Take Your Networking to 11 - Define. Clarify. Prepare. Shine.

11:00 a.m. - 12:00 p.m. | International Ballroom Center

How do you get the MOST out of the events you attend throughout the year? As industry influencers we need to learn how to engage across the globe by sharing best practices, exchanging ideas, and elevating one another. These fantastic tips and tools will have you ROCKING OUT your networking events.



Amy Chorew

Digital Marketing Landscape

1:30 p.m. - 2:30 p.m. | International Ballroom Center

With the digital marketing climate constantly changing and evolving, many REALTORS® have a common concern about their website and internet marketing efforts becoming obsolete. Although we can't fully predict what new "trends" will come we can review the marketing landscape to help you continue to grow and expand your business.

CONFERENCE NOTES

Marketplace

This high-energy format provides education, business exchange and networking for attendees, Networks, industry partners and sponsors. Networks may purchase a table to sell fundraising items at registration while supplies last. \$25

Women's Council Pop-Up Store

Cardozo Room

REALTOR Team Store® is the official distributor of Women's Council Products. Hours:

- Thursday 2:00 p.m. - 6:15 p.m.
- Friday 7:45 a.m. - 4:30 p.m.
- Saturday 8:00 a.m. - 1:30 p.m.

Capitol Steps | Hosted by Region 6

Friday, May 19 | 7:15 p.m. - 9:00 p.m.
International Ballroom Center

Tickets will be sold at registration while supplies last. \$49 for WCR Meeting Registrants & \$65 for non-WCR Registrants.



430 N. Michigan Avenue, Chicago, IL 60611
800-245-8512 | www.wcr.org