



2015 SIOR LEADERSHIP CONFERENCE
Palmer House Hotel, Chicago, Illinois

AGENDA

Wednesday, October 7, 2015

10:30 AM - 5:00 PM

State Ballroom, 4th Floor

(All sessions located in State Ballroom unless otherwise stated)

9:00 AM	Registration Opens Room opens at 10:00 AM. Pick up your badge, conference registration packet, and chapter leadership directory and meet your fellow chapter leaders!
10:30 AM	Welcome SIOR President, Allen Gump, SIOR, CCIM and Council of Chapter Presidents (COPS) Speaker, Mark Duclos, SIOR welcome chapter leaders and share what is in store for leaders across all levels of SIOR. Includes overview of the conference program and expectations.
10:45 AM	Chapter Programming: Topics/Speakers Ideas & Chapter Membership Recruitment Best Practices Mark Duclos, COPS Speaker & David Liebman, COPS Speaker-Elect, Facilitators Collect ideas and recommendations on successful program topics, speakers, and events. Then learn what chapters are doing to successfully recruit new members. Bring your success stories and your questions!
11:50 AM	Break
12:05 PM	General Session Luncheon: High Performance Governance Robert F. Nelson, Nelson Strategic Consulting Introduction by SIOR President, Allen Gump, SIOR, CCIM High performance Board governance adds value to the chapter, its members and the Board member experience. This session includes practical tips & takeaways so that participants will leave the session with an understanding of what sets high performing boards apart from those that are not.
1:20 PM	Break
1:30 PM	Breakout Session #1: Chapter Sponsorships Best Practices <ul style="list-style-type: none">• <i>Located in Salon 2 Room on 3rd Floor</i> Kevin Beaudry, SIOR, Mississauga, ON, Canada, Facilitator Sponsorship drives revenues, revenues drive services and delivery of member value. Learn how to attract and retain chapter sponsors and maximize mutually rewarding benefits.

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<p>1:30 PM</p>	<p>Breakout Session #2: Chapter Management Best Practices</p> <ul style="list-style-type: none"> • <i>Located in Salon 3 Room on 3rd Floor</i> <p>Jenny Faucher, Managing Matters Inc., SIOR Canada Central Chapter Tracy Johnson, Commercial Association of REALTORS® - Wisconsin, SIOR Wisconsin Chapter Joanne Works, Association Management Systems, SIOR Chicago Chapter Mark Duclos, SIOR, COPS Speaker, Moderator</p> <p>Chapter administrators offer advice on what you can do to manage your chapter efficiently and successfully with volunteers only or with paid staff. Also learn the scope of administrative services available and where to look when considering hiring executive staff.</p>
<p>2:20 PM</p>	<p>Break</p>
<p>2:30 PM</p>	<p>Breakout Session #1: Chapter Marketing & Communications Best Practices</p> <p>Jenny Faucher, Managing Matters Inc., SIOR Canada Central Chapter Lisa Nickerson, Nickerson PR, SIOR New England Chapter Christy Vogel, Marketing Direction, SIOR Florida Chapter Jeff Johnson, SIOR, CCIM, Northwest Regional Director, Moderator</p> <p>Discover what professional marketers do for chapters to increase awareness of SIOR, the designation, and members. Receive tips and suggestions to cost-effectively promote SIOR no matter the size of your budget.</p>
<p>2:30 PM</p>	<p>Breakout Session #2: Small Chapters Best Practices</p> <ul style="list-style-type: none"> • <i>Located in Salon 2 Room on 3rd Floor</i> <p>Open discussion forum for leaders of small chapters to share or seek lessons on how to maximize limited resources and do more with less!</p>
<p>3:20 PM</p>	<p>Break</p>
<p>3:30 PM</p>	<p>Regional Breakouts & Business Plans</p> <p>Chapter leaders with Regional Directors review best practices and refine 2015-2016 chapter business plans. What do you want to accomplish and how can SIOR help your chapter achieve its goals?</p>
<p>4:30 PM</p>	<p>Key Takeaways</p> <p>Share with all chapter leaders what SPECIFIC ACTIONS we are going to take because of what we learned today.</p>
<p>5:00 PM</p>	<p>Conclusion</p>
<p>5:30 PM – 8:00 PM</p>	<p>Leadership Reception sponsored by Bank of America Merrill Lynch</p> <ul style="list-style-type: none"> • <i>Offsite at The Park Grill at Millennium Park, 11 North Michigan Avenue</i> <p>Join our hosts and connect with a select group of your SIOR peers for an exclusive night of networking and cocktails!</p>