

Dream Big!

Make **ONE SMART TRIP** this year and walk away with **EVERYTHING YOU NEED TO ELEVATE YOUR BUSINESS.**



Florida Realtors® 101st Convention & Trade Expo

Education & Expo // August 16 & 17 Governance Meetings // August 18-20

**ALL THE CONTENT YOU CRAVE.
ALL UNDER ONE ROOF.
ALL IN TWO DAYS.**

Cirque Dreams



Party On The Moon

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Absolute Home
Mortgage*



AUGUST 16
Opening Session Keynote
DAYMOND JOHN
ABC's Shark Tank
BRANDING & ENTREPRENEURIAL
STRATEGIES

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AUGUST 17
Closing Session Keynote
GEORGE BLANKENSHIP
Tesla, Apple & The Gap
THE CUSTOMER EXPERIENCE

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**TIME IS MONEY.
EDUCATION IS POWER.
REGISTER TODAY!**
convention.floridarealtors.org



FloridaRealtors®
The Voice for Real Estate® in Florida

Dream Big!

LEARN MORE TO

EARN MORE

#DreamBig17 #FloridaRealtors

More than 35 Education Sessions in 8 Learning Tracks

BROKER. PRODUCTIVITY. TRENDS. TECHNOLOGY. PERSONAL GROWTH. GLOBAL. CONTINUING EDUCATION. CUSTOMER ENGAGEMENT.

“The Power of Periscope—Not the Submarine Kind!”

Wednesday, 2:30 p.m. with *Katie Lance*

Periscope is one of the fastest-growing live streaming platforms. This session covers the basics of getting started as well as specific tips and tools for broadcasters; how to build an audience and how to develop a strategy that brings in new leads and clients daily.



“Blueprint for Success—Seven Common Denominators for Success”

Wednesday, 3:45 p.m. with *Kenny Anderson*

Discover your blueprint for success. Learn how to take charge of your life by taking charge of your choices. This dynamic concept, along with six other success strategies, can help you grow personally and professionally.



SELFIE CITY (FUN PHOTO OPS)

Brought to you in part by Association Diamond Sponsor, Miami Association of Realtors®

“Mastering Facebook Marketing”

Thursday, 9:45 a.m. with *Chris Smith*

Learn how to generate an endless supply of buyer and seller leads from Facebook. This presentation is based on more than \$6 million spent on Facebook ads by Realtors.



“Digital Opportunities”

Thursday, 2:15 p.m. with *Stefan Swanepoel*

Join the digital joyride with Stefan Swanepoel as he counts down the top 10 innovative new technologies that he thinks could impact the residential real estate industry in next three to five years.



FREE HEAD SHOTS

Get your FREE professional business photo taken courtesy of Convention Title Sponsor LISTING POWER TOOLS.



PHOTO BOOTH
FREE WIFI



REBarCamp

Tuesday, 11:00 a.m. - 5:30 p.m.

Don't miss this FREE networking and educational opportunity. New agents and seasoned pros are welcome to this high-energy “unconventional” event. Get REAL questions answered in a series of small discussions about any topic related to building your business—social media, lead generation, digital marketing, and many more. Connect, volley ideas, and network in this interactive peer-to-peer setting. **To learn more and register, visit convention.florida-realtors.org/rebarcamp.**

REGISTER ONLINE TODAY

at convention.floridarealtors.org

Find daily schedules, event and session descriptions, along with links to speaker websites for bios and the host hotel, Rosen Shingle Creek. Full convention fee is \$150 for members through July 14. Questions? Call (800) 669-4327. VISA, MasterCard and American Express accepted.

RESERVE YOUR ROOM

at **Rosen Shingle Creek, Orlando**

Florida Realtors convention single/double rate is \$155 plus tax as long as rooms remain in the block or until July 14. To book, call the hotel at (866) 996-6338.
9939 Universal Blvd., Orlando, FL 32819



Ticketed SPECIAL EVENTS

FREE TRADE EXPO

WEDNESDAY 9:00 a.m. - 6:00 p.m.

THURSDAY 8:00 a.m. - 3:00 p.m.

Meet over 175 exhibitors whose business is to ELEVATE yours. Includes 60+ NEW exhibitors!



BE UPLIFTED

Watch the aerial artistry of Cirque Dreams, during their breathtaking performance at the Awards Luncheon.

FREE AUDIO RECORDINGS
Full convention registrants will get free access to audio recordings of most education sessions after the convention—a \$99 value.

AUGUST 17

Closing Session Keynote

GEORGE BLANKSHIP

Tesla, Apple & The Gap

THE CUSTOMER EXPERIENCE



LET'S DREAM BIG...

WITH TWO OF THE BIGGEST NAMES IN BUSINESS.

AUGUST 16

Opening Session Keynote

DAYMOND JOHN

ABC's Shark Tank

BRANDING &
ENTREPRENEURIAL
STRATEGIES



**AVAILABLE NOW IN
THE APP STORE**

Download the Florida Realtors app today and customize your 2017 convention experience. Sync your session schedule and always know what fun is around the corner.

DANCE...PARTY ON THE MOON!

Ultimate Tailgate and Dance Party brought to you by Absolute Home Mortgage and FCA Group.



PARTY ON THE MOON RETURNS!

TUESDAY, AUGUST 15

YPN Reception

6:00 - 7:00 p.m.

\$25 per ticket

"Coca-Cola Orlando Eye & Tapa Toro"

Hosted by Florida CRS

6:15 - 11:00 p.m.

\$68 For the first 100 to register, \$98 thereafter

WEDNESDAY, AUGUST 16

Opening Session Keynote

Featuring Daymond John

11:00 a.m. - 12:30 p.m.

(One comp ticket included with FULL Convention registration. One additional ticket can be purchased by FULL Convention attendees for \$30.)

WCR Strategic Partner Reception

6:30 - 8:30 p.m.

\$55 per ticket

Ultimate Tailgate / Dance Party

Featuring Party On The Moon

7:00 - 11:00 p.m.

(One comp ticket included with FULL Convention registration. Additional tickets may be purchased by any attendee for \$30.)

THURSDAY, AUGUST 17

Association Executives Education Seminar

(AEs and local board/association staff only)

8:15 - 11:00 a.m.

Awards Luncheon & Cirque Dreams Performance

12:00 - 1:30 p.m.

\$50 per ticket

Closing Session Keynote

Featuring George Blankship

4:00 - 5:00 p.m.

(One comp ticket included with FULL Convention registration. One additional ticket may be purchased by FULL Convention attendees for \$30.)

Realtors Night Out at Epcot

5:30 - 10:00 p.m.

\$85 per ticket

FRIDAY, AUGUST 18

REBI & CRS Breakfast

8:30 - 10:00 a.m.

\$45 per ticket

Capital Club Luncheon

(Capital Club Members Only)

12:30 - 2:30 p.m.

Florida Realtors PAC Jamboree

8:00 p.m. - 12:00 a.m.

\$30 per ticket

PLANNING CALENDAR

FLORIDA REALTORS® 2017 CONVENTION & TRADE EXPO // AUGUST 16-17 GOVERNANCE MEETINGS, AUGUST 18-20 // ROSEN SHINGLE CREEK—ORLANDO, FLORIDA

TUESDAY AUGUST 15

8:00 a.m. – 5:00 p.m.
Designation Courses

11:00 a.m. – 5:30 p.m.
REBarCamp

6:00 – 7:00 p.m.
YPN Reception
\$25 Ticket required

NEED CE?
WE'VE GOT YOU COVERED!

WEDNESDAY AUGUST 16

8:30 – 9 a.m.
First Time Attendees Session

9:00 a.m. – 6:00 p.m.
TRADE EXPO—FREE to all attendees

9:30 – 10:45 a.m.
Delighting Our Millennial Customers
Aaron McDaniel

The Language of Listings—
Beyond the Basics Joe Meyer

When & How to Hire a
Real Estate Assistant Jared James

Succession Planning—What is Your
Exit Strategy? Jose Perez

11:00 a.m. – 12:30 p.m.
Opening Session Keynote:
Branding & Entrepreneurial
Strategies Daymond John
Ticket required

1:00 – 1:30 p.m.
How to Choose a Quality Home
Inspector Charles Gifford
(Sponsored session)

1:00 – 2:15 p.m.
Your Safety is Non-Negotiable—
The Beverly Carter Story Carl Carter

Data-Guided Marketing Robert Palmer
(Sponsored session)

1:00 – 5:00 p.m.
The ADA & Commercial Real Estate
Properties Cindy Chandler
(4 hours CE Credit)

1:15 – 2:15 p.m.
Make Money With Market Metrics
Carlos Gutierrez

2:00 – 5:00 p.m.
Core Law—Avoiding the Danger Zone
Peter Pike (3 hours Core Law Credit)

Rental Property Security Deposits,
FAQs & Florida Law
Harry Heist (3 hours CE Credit)

2:30 – 3:30 p.m.
The Power of Periscope—Not the
Submarine Kind! Katie Lance

Broker of the Future Nobu Hata

Branding Yourself in the Luxury
Market Tami Simms

You're an International Realtor—
Whether You Know it or Not!
Kelly Cutchin

Medical Marijuana Legalization:
Implications for Commercial Real
Estate in Florida Mark Levine

3:45 – 5:00 p.m.
Amp Up Your Listing Presentations
and Win Business by Going Digital
Garry Wise

Blueprint for Success—Seven
Common Denominators for Success
Kenny Anderson

5:15 – 6:00 p.m.
Mojitos & Martinis Reception in Expo

7:00 – 11:00 p.m.
Ultimate Tailgate/Dance Party

THURSDAY AUGUST 17

8:00 a.m. – 3:00 p.m.
TRADE EXPO – FREE to all attendees

8:30 – 9:30 a.m.
Making Your Message Memorable:
Presentations Anthony Huey

What Buyers and Sellers Want
Nobu Hata

Social Media—Compliance With the
Law and the Code Amy Chorew

Reduce the Risk of Real Estate Wire
Fraud and Internet Scams Matt Cohen

Staging & Photo Styling—The Big
Picture: How Home Staging and
Professional Photos Turn Housing
Hunters into Home Buyers
Karen Otto and Lance Selgo

8:30 – 11:30 a.m.
Florida Focus Talks—Riveting
17-Minute Powerful Talks

Real Estate Life Lessons—A Dose
of Inspiration Steven David

Dominating the Phone—Secrets
from the Boiler Room Chris Smith

Discovering Your Public Speaking
Brand Greg Roth

Professionalism & Leadership in
Real Estate Carlos Melendez

Five Must Do's for Better Business
Nobu Hata

Perception is Truth Anthony Huey

The Realtor "R" Brand
Richard Mendenhall

The Art of Planning
Stefan Swanepoel

Code of Ethics
Lorri Reynolds (3 hours CE Credit)

Newly Licensed? Now What?
Denise Oyler (3 hours CE Credit)

9:45 – 10:45 a.m.
Creating a Culture of Service
Jon Wolske

Mastering Facebook Marketing
Chris Smith

11:00 a.m. – 12:00 p.m.
The Art of Reading the Client—
Create Chemistry Not Conflict
Debbie Maier

The Best Real Estate Tech Tips at
Record Speed! Kristi Kennelly

Legends vs. Millennials—A Panel
on Perspectives Louis Savinetti,
Kelly King Baldwin, Saria Finkelstein,
Brenda Wade, Mickey Bradley, Todd
Schroth - Moderated by Jorge Guerra

Why Does Your Website Need to be
ADA Compliant? Alisa Carr

OMG! You're a Broker?!? Now What?!
Steven David

12:00 – 1:30 p.m.
Awards Luncheon & Cirque Dreams
Performance
\$50 Ticket required

2:15 – 3:15 p.m.
Analytics of Facebook Melissa Patton

Stale to Fresh: Personal Branding
That Lasts Greg Roth

Digital Opportunities
Stefan Swanepoel

The Courage to Lead
Dr. Angela Taylor

2017 Legal Update: Tales from the
Professional Standards Rails
Florida Realtors Attorneys

4:00 – 5:00 p.m.
Closing Session Keynote:
The Customer Experience
George Blankenship
Ticket required

5:30 – 10:00 p.m.
Realtors Night Out at Epcot
\$85 Ticket required

FRIDAY AUGUST 18

8:00 a.m. – 5:30 p.m.
Governance Meetings

12:30 – 2:30 p.m.
Capital Club Luncheon
Ticket required. For Capital Club
Members only.

8:00 p.m. – 12:00 a.m.
Florida Realtors PAC Jamboree
\$30 Ticket required

SATURDAY AUGUST 19

8:30 a.m. – 7:15 p.m.
Governance Meetings

SUNDAY AUGUST 20

9:00 a.m. – 12:00 p.m.
Board of Directors Meeting

Questions? Call (800) 669-4327 or
visit convention.floridarealtors.org for
the full schedule and more detail.

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