



Hollywood East XCHANGE '18

NC REALTORS® CONVENTION & EXPO

EDUCATION MATRIX

Monday, September 17, 2018

Most sessions follow the blocks of time on the left. However, some sessions have unique times and those are indicated in the boxes below. Visit xchange18.com for full schedule.

ROOM	BALLROOM F	BALLROOM DE	BALLROOM BC	BALLROOM A	ROOM 106	ROOM 107/108	ROOM 103/104
SESSION TYPE	HOW TO Run a Business	HOW TO Utilize Technology	HOW TO Avoid the Brown Envelope	WORKSHOPS AM - Business Planning PM - Marketing SPONSORED BY: NC REEF	SPECIALTY Commercial Education SPONSORED BY: COSTAR	SPECIALTY Property Management	SPECIALTY BIC & AE
8-9:10 AM	Service is the Best Lead Generator Rob Hahn	All Things Google Mark Saunders	10 Legal Mistakes Made Janet Thoren	8:00-9:00AM Cure Your Chaos Jen Teske	The Business Development Machine Mike Lipsey		The Challenge of Leading a Brokerage Company Steve Murray
9:10-10:20AM	It's Not About Work-Build and Run a Business People Want to Be Part Of Rich Schlentz	Business Email Compromises Jessica Nye	I Don't Give A Twit... Social Media Risk Management Trista Curzydlo	9:15-10:15AM Cure Your Chaos Jen Teske	9:30-10:30AM Performance Leasing Mike Lipsey	9-10AM NC REALTORS® PMD Meeting	9:30-10:15AM BIC SESSION Future of Brokerage Rob Hahn and Sunny Lake
10:20-10:30AM	COFFEE BREAK						
10:30-11:40AM	10:30-11:05AM Creating a Schedule to Maximize Success Sunny Lake	What You Don't Know - It Can Cost or it May Save You Troy Crawford	INTERACTIVE SESSION You Be the Judge Moderators: Miriam Baer and Janet Thoren NCREC	10:30-11:20AM Silencing of the REALTOR® Rob Hahn	10:45-11:45AM Win More Tenant Rep Assignments Mike Lipsey	10:15-11AM Education Session: FilterEasy Alexandra Van Dyck	10:30-11:45AM AE SESSION Understanding Your Membership - What's on your Members' Minds Steve Murray
	11:05-11:40AM Creating Impact on a Small Budget-Marketing Tips from Across North America Sunny Lake			11-11:45AM Managing the Business Risks of Pets and Assistance Animals while generating significantly more pet-related revenue! John Bradford			
11:40AM-12:15PM	I Had Some Great Shoes and Purses That Year Jen Teske	Measure What Matters & Social Media Consumer Behavior Nikki Lindholm		11:30AM-12:15PM It's 2 A.M. Do You Know What Your Data is Doing? Trista Curzydlo		11:45AM-1PM LUNCH BREAK	
12:15-2PM	LUNCH & EXPO TIME						
2-2:35PM	Social Media Time Commitment & Outsourcing Mark Saunders	Video Marketing Juanita McDowell	2-2:45PM Effects and Consequences of Everyday Decisions in the Work Place Holly Pasut	Media Relations How to Create a Strong PR Strategy for Your Real Estate Brand Nikki Lindholm	1:30-2:30PM Investment Sales Mike Lipsey	1-1:45PM Ethics and the Property Manager: Which do you choose, which do you lose-- your client, your broker's license, or your mind? Pamela Vesper	
2:35-3:10PM	Mergers, Acquisitions & Selling your Firm Steve Murray	Virtual Reality Juanita McDowell	2:45-3:00PM Q&A Session	Creating Relationships for the Life of Your Business Sunny Lake		2-3:30PM Common Complaints Miriam Baer, NCREC	
3:10-3:45PM		Gadgets & Trends Juanita McDowell			3-4PM Google for the Commercial Practitioner Mark Saunders		
3:45-5PM	PM BREAK IN EXPO						