

Program Director Quick Start Guide & Pointers

General Oversight/Scope of Duties:

Ensures the development and delivery of timely, relevant, business-oriented Network educational and networking events that attract a high level of participation from members and the industry at large.

Major Responsibilities:



- *Participates in the Business planning retreat. Great programs come from a collaboration of ideas from all members.*
- *Is a team player and works together with the President, President Elect and Membership Director to think of innovative out of the box ideas that will attract the industries top producers? Great Programs=New Members & Membership retention!*
- *Produces six Network industry education events.*
- *Includes ice breakers and networking in several events.*

- Consider the value of Member only events to increase value and membership applications.
- Coordinates and implements marketing strategies for a high level of exposure for Network events within the industry.
- Develops and manages systems to routinely scan the industry environment to identify business needs and issues.
- Produces a minimum of two additional events focused on member networking and relationship building.
- Manages Program Chair and Project Teams as needed to accomplish tasks.
- Monitors and evaluates success of all programs and events and reports to the Governing Board.
- Produce programs that are worthy of submission to the Local Network Program Recognition program. This is a national program that spotlights and recognizes networks that have provided exceptional value to their membership through effective programming that positively affects the member. **Effective programming is defined as timely, issue driven, revenue generating topics.**
- The below table is not mandatory, but great for brainstorming program ideas.

Program Categories	Topic Ideas
Technology	-Mobile, Social media (Facebook, Pinterest, Instagram, Building referrals using the WCR Referral Network, Lead generation and conversion, Videos, Photos, Online marketing
Diverse Markets	-Foreclosure & REO, Short sales, Cultural awareness, Luxury properties
Leadership Skills	-Mentoring, Presentation skills, Personal development, Image and identity (Branding)
Economy and Demographics	-Local sales outlook, Financing, Investor impact, Business trends
Civic Environment	-Fair housing, RPAC involvement, Elected official keynote, Zoning update
Business Development	-Negotiating strategies, Time management, Team development, Ownership, Business planning, Budget planning, Virtual assistants, Marketing

Where to find ideas for great programs!!!



- <http://www.wcr.org/chapter-tools/programs/>
- Google local Real Estate hot topics.
- Google-Women's Council of REALTOR'S[®] programs and events.
- Watch for community changes, hot topics, new communities.
- Attend the California State meetings, C.A. R and N.A.R. meetings, be on the lookout for great speakers.
- Consider collaborating with another network or group for a big draw speaker.

Resources:

Women's Council California website	www.wcrca.org
Women's Council National website	www.wcr.org
Women's Council National, Facebook	www.facebook.com/wcrfans
Women's Council California, Facebook	www.facebook.com/wcrca
Quarterly Newsletters	Electronic communications From Women's Council California and National
Network Bylaws	President to always have an updated copy available for reference or in shared online storage
Resource Guide	LPPM: Leadership Policy and Procedure Manual. Women's Council Officers can download a copy from wcr.org
Network Standing Rules	All officers can obtain from President or shared online storage (Dropbox, Google Docs, etc.)

Women's Council Events & Networking Opportunities 2017

- ◆ October-December 2016 Local Network Retreats (*held by Local Officers & Incoming and Outgoing DVP's and Governors*)
- ◆ January 23-24 Women's Council Winter Conference, Indian Wells, CA
- ◆ January 25-28 C.A.R. Winter Conference, Indian Wells, CA
- ◆ May 1-2 Women's Council Spring Conference, Sacramento CA
- ◆ May 3-6 C.A.R. Meetings and Legislative Day
- ◆ May 15-20 NAR REALTOR® Party Convention, Washington DC
- ◆ May 18-20 Women's Council National REALTOR® Party Convention, Washington DC
- ◆ August 4-6 Women's Council Leadership Academy, Chicago IL (2017 President Elect only)
- ◆ August 14-16 Leadership Team Transition
- ◆ Sept/Oct TBD 2018 Women's Council California State Officer Leadership Orientation, TBD California
- ◆ October 8 Women's Council California Strategic Planning, San Diego CA
- ◆ October 8-10 Women's Council California Fall New Local Officer Orientation Meeting, San Diego CA
- ◆ October 11-14 C.A.R. Annual Conference & Expo, October 9-10, San Diego CA
- ◆ November 1-6 Women's Council/ NAR National Annual Conference & Expo, Chicago IL

