



Draft REIBC Chapter Director Survival Guide

Congratulations on your election or appointment as Chapter Director!

Yes, there are responsibilities in this leadership position, but it's also meant to be both fun and personally fulfilling. This survival guide will help you keep it that way.

No heavy lifting required!

Let's face it, you already have a busy life with plenty of responsibilities and this is a volunteer position. Realistic expectations, a little knowledge, and a bit of support from the institute will go a long way to keeping you sane, happy and successful as a chapter director.

So, what are my responsibilities?

Basically, there are two. First, hosting occasional speaker / professional development events; and second, helping your local REIBC community to grow.

That's it! And they tend to go together; events lead to interest in the institute, which leads to increasing local membership.

Events

No need to re-invent the wheel. Your chapter chair and the institute staff are your best resource. They have been around for a while and will be able to help you and answer most of your questions. The institute provides you with the back up and info you need to ensure smoothly delivered events. Call us! That's what we're here for.

Trust your instincts. This guide is meant to stimulate ideas and be a starting point for building a vibrant and successful Chapter. Remember, nothing's cast in stone, so if you feel that you and your chapter members would

benefit from events or programs not mentioned here, try out your own great ideas and see how it goes; then tell the rest of us what worked and what didn't.

Ask yourself: "What events and initiatives would I find enjoyable?", "Which people in my community would I like to hear speak?", "What speaker topics are professionally rewarding to me?".

If you would enjoy a particular event or would like hearing a particular speaker, chances are others feel the same way. Go for it!

Don't expect everyone to show up at events. Turnouts can sometimes be quite small. For many members, it's enough just to be invited. They know things are happening and they have the sense that they belong to a vibrant active chapter. Even if they show up to events infrequently, they value the work you are doing and they are happy to be associated with the Institute.

Defining success. If the attendees enjoy an event and rate it highly, and it breaks even financially, then it's successful; regardless the number of attendees.

Popular speakers. Short on ideas? Here are a few suggestions that others have found popular:

- Local Municipal Planners can talk about the changes planned in your community over the next 3 to 10 years.
- Representatives from your regional district, business improvement association or chamber of commerce can keep your audience in the loop about your changing economic and real estate landscape.



Draft REIBC Chapter Director Survival Guide

- Realtors or Appraisers specializing in a particular product type are popular speakers. What's happening in the industrial, retail or apartment markets?

Brainstorming. Every community is different, so feel free to come up with your own list of speakers that are relevant to you.

Talk is cheap; maybe even free. Most speakers are happy to speak at no cost. At breakfast, luncheon, or dinner events, we cover the speaker's meal and present them with a token of our appreciation; perhaps a bottle of wine or other small gift.

Take Action. Call a potential speaker, agree on a tentative date, and then call the Institute and your chapter chair to flesh out the details.

Recycle your speakers and events. Many speakers can be recycled after two or three years. City planners and realtors, for example, may have lots of new things to talk about.

Big support, Low stress. Event planning need not be intimidating. Institute staff and your chapter chair are here to guide you along the way. Remember, the institute creates your marketing materials, looks after much of the promotion, registers guests, etc... You show up, chat with the speaker and guests, and have a nice meal. Did we mention low stress?

Don't forget the bottom-line. But don't worry, even if you do forget, our diligent staff will remember. They'll crunch the numbers for you and make sure we maximize the chances of breakeven or better.

Event sponsors. Give your local community the chance to participate in the event through sponsorships or door prizes. Local financial institutions and businesses often like to

sponsor institute events and enjoy the recognition they receive. In fact, it's not uncommon for sponsoring organizations to buy event tickets for employees and customers; showing appreciation to customers and strengthening relationships between clients and employees.

Membership

Building a Vibrant Local RI Community.

First, get to know your chapter members. At chapter events, introduce yourself to members you haven't met yet. Members often tell us that two important benefits of membership are networking and building professional relationships. Introduce yourself to your fellow RIs and introduce them to each other, they will appreciate it.

Second, invite potential members to RI events. Because we are a multi-disciplinary organization, we help numerous professional groups and associations connect with the broader real estate industry. This assists RIs in developing stronger professional networks. And it gives non-members a chance to become familiar with the Institute and an opportunity to apply for membership.

Third, have membership application forms at all events. Let attendees know applications are available and encourage your chapter members to propose their qualified colleagues for membership.

And finally, don't forget to have fun. Every successful career includes building great professional relationships and learning new things along the way. Enjoy the journey.