

TENTATIVE SCHEDULE
(Subject to Change)

CRS SELL-A-BRATION!

Phoenix, Arizona

January 19-21, 2012

DAY/DATE

SESSION/EVENTS

WEDNESDAY - 1/18/12

1:00 p.m. - 6:00 p.m. **Registration - Sell-a-bration**

THURSDAY - 1/19/12

7:15 a.m. – 6:00 p.m. **Registration**

SELL-A-BRATION WORKSHOPS

8:30 a.m. - 9:20 a.m. **Wkshp 1 – *Mobile Marketing: It's All or Nothing***
Gee Dunsten, CRS

Wkshp 2 – *Facebook Advertising and Pay-Per-Click Strategies*
Jason O'Neil, CRS

9:30 a.m. – 10:20 a.m. **Wkshp 3 – *Twitter Jumpstart***
Brandi Pearl Thompson, CRS

Wkshp 4 – *Google+*
Brian Copeland, CRS

10:20 a.m. – 10:45 a.m. **Morning Break**

10:45 a.m. – 11:35 a.m. **Wkshp 5 – *Gadgets and Gizmos***
Sam Miller, CRS

Wkshp 6 – *Maximize YOUR CRS Membership to Generate Referrals*
Moderator: Waylon Chavez, CRS
Panelists: Lois Cox, CRS; Bill Kuhlman, CRS

11:45 a.m. – 12:35 p.m. **Wkshp 7 – *Spin It: Putting the R in PR***
Maura Neill, CRS

Wkshp 8 – *Geo Location / Search Engine Optimization*
Ira Serkes, CRS

12:35 p.m. – 1:50 p.m. **Lunch (Ticketed)**

2:00 p.m. – 7:30 p.m. **Vendor Showcase**

2:00 p.m. – 2:50 p.m. **Wkshp 9 – *iPad Revolution***
Brandi Pearl Thompson, CRS

Wkshp 10 – *Fusing Business and Technology - The Missing Link in Today's Market*
Julie Beall, CRS

3:00 p.m. – 3:50 p.m. **Wkshp 11 – *Create Your Own Real Estate Tribe!***
Seth Dailey, CRS & Alyce Dailey, CRS

Wkshp 12 – *Blogging-Making It Fun, Making It Work For You*
Patrick Lilly, CRS

3:50 p.m. - 4:20 p.m. **Afternoon Break**

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4:30 p.m. – 5:30 p.m.	KEYNOTE SESSION: <i>Viral</i> Brian Copeland, CRS
5:30 p.m. – 7:30 p.m.	Welcome Reception
<u>FRIDAY- 1/20/12</u>	
7:15 a.m. – 8:15 a.m.	Continental Breakfast
7:15 a.m. – 5:00 p.m.	Sell-a-bration Registration
7:15 a.m. – 5:00 p.m.	Vendor Showcase
8:15 a.m. – 9:20 a.m.	KEYNOTE SESSION: <i>Own the Conversation – Own the Market</i> Jeff Turner
BREAKOUT SESSIONS	
9:30 a.m. – 10:20 a.m.	Session 1 – <i>List to Live</i> Moderator: Shane White, CRS Panelists: Linda Hall, CRS; Sam Miller, CRS; Orly Steinberg, CRS
	Session 2 – <i>Get Your Head in the Cloud! Google Apps, Dropbox and Other Cloud Systems</i> Moderator: John Morley, CRS Panelists: Raziel Ungar, CRS; Seth Dailey, CRS
10:20 a.m. – 10:45 a.m.	Morning Break
10:45 a.m. – 11:35 a.m.	Session 3 – <i>Educating the Client</i> Leigh Brown, CRS
	Session 4 – <i>FSBO / Expired Opportunities: Cost Effective Income</i> Moderator: Jackie Leavenworth, CRS Panelists: Desi Sowers CRS; Mary Petersen
11:45 a.m. – 12:35 p.m.	Session 5 – <i>Buyers: Creating a Buyer Masterpiece</i> Moderator: James Nellis, CRS Panelists: Jesse Abarca; Kristan Cole, CRS; Leslie McDonnell, CRS
	Session 6 – <i>Basics... What Are They and How Do I Get Back</i> Moderator: Jason O'Neil, CRS Panelists: Leigh Brown, CRS; Patrick Lilly, CRS; Nate Martinez, CRS
12:35 p.m. – 1:45 p.m.	Lunch (Open to all SAB Attendees)
1:45 p.m. - 2:35 p.m.	Session 7 – <i>Negotiating</i> Moderator: Dawn Thomas, CRS Panelists: Richard Waystack, CRS; Shane White, CRS; Alexis Bolin, CRS
	Session 8 – <i>Face to Face(book): Offline Referral Strategies in an Online World</i> Moderator: Maura Neill, CRS Panelists: Julie Beall, CRS; Brandi Thompson, CRS; Raziel Ungar, CRS
2:35 p.m. – 3:00 p.m.	Afternoon Break

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3:00 p.m. - 3:50 p.m.	Session 9 – <i>Finding Riches in Real Estate Niches</i> Linda Davis, CRS
	Session 10 A – <i>Maximizing Social Security Benefits and other Insurance Considerations(55 and older)</i> Chris Bird (Does Not Repeat)
4:00 p.m. – 5:00 p.m.	KEYNOTE SESSION: <i>Lifestyle Marketing</i> Laurie Moore-Moore
<u>SATURDAY - 1/21/12</u>	
7:15 a.m. – 8:15 a.m.	Continental Breakfast
7:15 a.m. – 5:00 p.m.	Sell-a-bration Registration
7:15 a.m. – 5:00 p.m.	Vendor Showcase
8:15 a.m. - 9:20 a.m.	KEYNOTE SESSION: <i>The Millennial Revolution</i> Travis Robertson
	BREAKOUT SESSIONS - REPEATED
9:30 a.m. – 10:20 a.m.	Session 10 B (New) – <i>Maximizing Social Security Benefits and other Insurance Considerations(55 and younger)</i> Chris Bird (Does Not Repeat)
	Session 9 – (Repeat) <i>Finding Niches in Real Estate Niches</i> Linda Davis, CRS
10:20 a.m. – 10:45 a.m.	Morning Break
10:45 a.m. – 11:35 a.m.	Session 8 – (Repeat) <i>Face to Face(book): Offline Referral Strategies in an Online World</i> Moderator: Maura Neill, CRS Panelists: Julie Beall, CRS; Brandi Thompson, CRS; Raziel Ungar, CRS
CRS	
	Session 7 – (Repeat) <i>Negotiating</i> Moderator: Dawn Thomas, CRS Panelists: Richard Waystack, CRS; Shane White, CRS; Alexis Bolin, CRS
11:45 a.m. – 12:35 p.m.	Session 6 – (Repeat) <i>Basics... What Are They and How Do I Get Back</i> Moderator: Jason O’Neil, CRS Panelists: Leigh Brown, CRS; Patrick Lilly, CRS; Nate Martinez, CRS
	Session 5 – (Repeat) <i>Buyers: Creating a Buyer Masterpiece</i> Moderator: James Nellis, CRS Panelists: Jesse Abarca; Kristan Cole, CRS; Leslie McDonnell, CRS
12:35 p.m. – 1:45 p.m.	Lunch (Ticketed)
1:45 p.m. – 2:45 p.m.	KEYNOTE SESSION: <i>TV Guide to Real Estate, Channel Your Success</i> Denny Grimes, CRS and Jackie Leavenworth, CRS
2:45 p.m. – 3:10 p.m.	Afternoon Break

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3:10 p.m. – 4:00 p.m.

Session 4 – (Repeat) *FSBO/Expired Opportunities: Cost Effective Income*
Moderator: Jackie Leavenworth, CRS
Panelists: Desi Sowers, CRS; Mary Petersen

Session 3 – (Repeat) *Educating the Client*
Leigh Brown, CRS

4:10 p.m. - 5:00 p.m.

Session 2 – (Repeat) *Get Your Head in the Cloud! Google Apps, Dropbox, and Other Cloud Systems*
Moderator: John Morley, CRS
Panelists: Seth Dailey, CRS; Raziel Ungar, CRS

Session 1 – (Repeat) *List to Live*
Moderator: Shane White, CRS
Panelists: Linda Hall, CRS; Sam Miller, CRS; Orly Steinberg, CRS