Date

**Full-Day Event**

1. **Welcome**
	1. Considerations:
		1. Rolling presentation in background, meeting materials
		at each table/seat
		2. Food service could be provided at beginning or end of event.
2. **Opening Remarks**
	1. Considerations:
		1. Most often from CEO or Association President
3. **Guest Speaker**
	1. Associations have had guest speakers such as educators, economists, elected officials or motivational speakers or new technology partners.
		1. Speakers that are relevant to the industry and your brokers,
		on topics that will help your brokers succeed in your market.
		2. Associations may take this time to have a representative from that new service come to speak, such as new lockbox provider, new MLS vendor, new showing service or other new partners that the association would like to introduce to their brokers.
4. **Additional Guest Speaker(s)**
	1. Same information as above
5. **REALTOR® Political Action Committee**
	1. Considerations:
		1. Tools and Resources: [realtorparty.realtor/rpac](http://www.realtorparty.realtor/rpac)
		2. Typically presented by local or state GAD and/or
		local RPAC Major Investor
		3. Aim for presentation to last at least 15 minutes.
6. **Fair Housing**
	1. Considerations:
		1. Tools and Resources: [nar.realtor/fair-housing](http://www.nar.realtor/fair-housing)
		2. Fairhaven Course[: fairhaven.realtor](https://learning.realtor/diweb/catalog/item?id=14737967&cid=dis_Fhaven-85)
		3. Bias Override Course: [nar.realtor/fair-housing/bias-override-overcoming-barriers-to-fair-housing](http://www.nar.realtor/fair-housing/bias-override-overcoming-barriers-to-fair-housing)
		4. Typically presented by a local or state Fair Housing or Diversity, Equity and Inclusion committee members, legal counsel,
		and/or other Fair Housing advocates
		5. Aim for presentation to last at least 15 minutes.
7. **REALTORS® Commitment to Excellence** *(C2EX)*
	1. Considerations:
		1. Tools and Resources: [nar.realtor/realtors-commitment-to-excellence/marketing-resources-for-associations-and-brokerages](http://www.nar.realtor/realtors-commitment-to-excellence/marketing-resources-for-associations-and-brokerages)
		2. C2EX Course: [nar.realtor/C2EX](http://www.c2ex.realtor/)
		3. Broker Admin Page: [C2EX.realtor](https://c2ex.realtor/admin/users)
		4. C2EX Ambassador Program: [nar.realtor/realtors-commitment-to-excellence/c2ex-ambassador-program](http://www.nar.realtor/realtors-commitment-to-excellence/c2ex-ambassador-program)
		5. Typically presented by C2EX Ambassador, brokers who champion C2EX or volunteer leadership at the local or state level
		6. Aim for presentation to last at least 15 minutes.
8. **REALTOR® Safety**
	1. Considerations:
		1. Tools and Resources:
		[nar.realtor/safety/safety-toolkit-for-associations](http://www.nar.realtor/safety/safety-toolkit-for-associations)
		2. Association Safety Programs:
		[nar.realtor/safety/association-safety-programs](http://www.nar.realtor/safety/association-safety-programs)
		3. A speaker that is local champion for REALTOR® safety and can speak on this topic to inform brokers how to be safe in their market.
	2. Aim for presentation to last at least 15 minutes.
9. **Association Engagement Programs**
	1. Considerations:
		1. Some local and state associations have committees
		that work to increase broker engagement.
		2. Tools and Resources: [nar.realtor/brokers](http://www.nar.realtor/brokers)
10. **Broker Resources**
	* 1. Utilize NAR Broker resources at
		[broker.realtor/monthly-broker-power-hour-sessions](https://www.nar.realtor/brokers#power)
		2. Resources to help show the REALTOR® Value: [nar.realtor/brokers#value](https://www.nar.realtor/brokers#value)
11. **Broker Networking Activity**
	1. Associations have held a variety of different events after the formal event portion for broker networking events such as attending a local sports game together, social hours and other activities that helps bond
	the brokers in the local market together.
12. **Broker Round Tables / Broker Workshop**
13. Take this opportunity to have your brokers brainstorm ideas at their tables, take feedback from the audience about what they would like to see
and what they need help with.
14. **Closing Remarks**

*\*If your Association does not have a Broker Engagement Program, consider adding an agenda item to start creating one.*