

LEADERS in LUXURY

ELEVATE 2022

Presented by the Institute for Luxury Home Marketing, Powered by The Institute Network

SCHEDULE OF EVENTS

MONDAY, AUGUST 29TH

- 10:00 AM - 3:00 PM **Tour of Four Seasons Residences** – Meet in the Alpine Room
Attire: Business Casual
- 10:00 AM - 6:00 PM **Registration and refreshments** – Hospitality Lounge, Alpine Room
- 5:00 PM - 7:00 PM **Welcome Reception** – Pool Terrace
Attire: Resort
Join all the attendees, sponsors, and speakers for a full open bar and heavy appetizers.
- 7:00 PM **Gather fellow attendees for dinner on your own** – See the **Local Guide** for suggestions

TUESDAY, AUGUST 30TH | Attire: Business Professional

- 8:00 AM - 9:00 AM **Networking breakfast** – Cottonwood Ballroom
- 9:00 AM - 9:30 AM **Opening remarks** – Grand Ballroom
Diane Hartley, President, Institute for Luxury Home Marketing
- 9:30 AM - 10:15 AM **All About Them** – Grand Ballroom
Presented by Bruce Turkel, Author and Entrepreneur
Less than ten years ago, the key to selling your brand was to promote how great you were. Success today requires you to turn the lens around and focus relentlessly on your customer. Bruce's wildly entertaining presentation will teach you how to uncover the motivations of today's consumer, the critical difference between content and context and how it can multiply your sales, and much more.
- 10:15 AM - 10:30 AM **Break** – Grand Ballroom Foyer
- 10:30 AM - 12:00 PM **All About Them (continued)** – Grand Ballroom
- 12:00 PM - 1:15 PM **Lunch** – Cottonwood Ballroom
- 1:15 PM - 1:30 PM **LuxTalk: Gaining the Competitive Edge in your Market** – Grand Ballroom
Presented by David Collins, CEO, REAL Marketing and Wayne Peterson, Idaho Luxe
Learn about new trends in lead generation and conversion to exponentially grow your business in today's market.
- 1:30 PM - 2:15 PM **Preparing for the Future: Market Trends in Selling Luxury Real Estate** – Grand Ballroom
Tami Simms – Moderator, Simms Team; Josh Tucker, Corcoran HM Properties; Jordan Ayan, The Lifestyle Collection; Christine & Carl Battista, Denver and Beyond; Patrick Ryan, Genuine Real Estate; Jim Walberg, The Bay Area Team; and Trinkie Watson, Chase International
Hear first-hand from seasoned experts and fellow Institute Members what trends they're seeing in markets from coast to coast. Our panelists will share their insights on all types of urban, coastal, resort, and desert markets in both primary and secondary home environments.
- 2:15 PM - 3:00 PM **Keeping Up With the (Luxury) Joneses** – Grand Ballroom
Presented by Lynne Tocchet, Director of Interior Design, Pacaso
Lynne will share her process of designing a luxury property from start to finish, including some insider tips on how to make a space feel cohesive and elevated. You'll also learn about historical design trends and see the predictions for what trends are likely to arise this fall.
- 3:00 PM - 3:15 PM **Break** – Grand Ballroom Foyer
- 3:15 PM - 4:00 PM **Building Your Online Community** – Grand Ballroom
Presented by Andrew Hong, CEO & Founder, Tobe Agency and Dave Hersh, CEO, Mobilize
Two content and community experts will discuss the shift towards using online communities in addition to traditional digital channels. You'll learn about recent trends in digital marketing and receive actionable tips on how to build your own private community.

TUESDAY, AUGUST 30TH (continued)

- 4:00 PM - 4:45 PM **The Dynamic Nature of Luxury** – Grand Ballroom
Presented by Julie Faupel, CEO & Founder, REALM
The ever changing luxury market continuously influences consumer behavior. Learn how to use this knowledge to build a consistently relevant and informed brand so you can position yourself as a leader in your community.
- 5:00 PM - 6:30 PM **ELEVATE Reception** – Edge Bar
Join all the attendees, sponsors, and speakers for a full open bar and heavy appetizers.
- 6:30 PM - 8:30 PM **Gather fellow attendees for dinner on your own** – See the **Local Guide** for suggestions

WEDNESDAY, AUGUST 31ST | Attire: Business Professional

- 8:00 AM - 9:00 AM **Networking breakfast** – Cottonwood Ballroom
- 9:00 AM - 9:15 AM **Introduction of today's speakers** – Grand Ballroom
- 9:15 AM - 9:45 AM **Why Experience Matters** – Grand Ballroom
Presented by Jeff James, CEO, Colibri Group
Jeff will share his formula for building an intentional customer experience, clarify the role your team members should play in delivering that experience, and reveal why trust might be the most important measure for getting customer experience right.
- 9:45 AM - 11:00 AM **Customer Loyalty: Your Business Superpower** – Grand Ballroom
Presented by Barry Kirk, Principle, Chapman & Co. Leadership Institute
As important as a great customer experience is to your business, an exceptional loyalty experience might be even more critical. Barry will explain the four key types of loyalty you should be building with your best clients right now, share practical tips for how to tap into the human psychology of loyalty, and reveal why the greatest growth opportunity for your business is with the customers you already have.
- 11:00 AM - 11:15 AM **Break** – Grand Ballroom Foyer
- 11:15 AM - 12:30 PM **Super-Charging Your Business Though Client Referrals** – Grand Ballroom
Presented by David Friedman, Co-Founder, WealthQuotient
Having an effective loyalty experience allows you to turn those same customers into a network to super charge your new business referrals. David will bring you key lessons and best practices gleaned from years of experience advising top luxury brands on the formula for business growth. He will also share concrete tactical steps – and reveal what mistakes to avoid – in building a referral strategy for identifying your next high-potential prospects.
- 12:30 PM - 1:45 PM **Lunch** – Cottonwood Ballroom
- 1:45 PM - 2:30 PM **LuxTalk - Content is King** – Grand Ballroom
Presented by Anne Colvin, Director of Partnerships, Luxury Presence
A digital presence is essential to every real estate professional's business. Learn about how harnessing the power of content marketing can help you stand out, attract the right audience, and ultimately improve your online presence and real life business. We'll share strategies that you can employ on your website, social channels, and beyond to solidify your brand presence and grow your business.
- 2:30 PM - 3:15 PM **Personal and Property Marketing Videos and Vote** – Grand Ballroom
- 3:15 PM - 3:30 PM **LuxTalk: Profitable Action Steps for a Balanced Market** – Grand Ballroom
Presented by Lucio Bernal, Bernal-Smith Group
Take these steps to position yourself as the dominant real estate professional in your market.
- 3:30 PM - 4:00 PM **Commitment to Excellence: 10 Ways to Drive Excellence in Your Business** – Grand Ballroom
Presented by Kofi Nartey, GLOBL RED
In every market, the cream rises to the top. Here are ten quick tips to move you towards the market dominance you deserve.
- 4:00 PM - 4:15 PM **Accelerated Marketing Program of a Luxury Auction** – Grand Ballroom
Presented by Jennie Heal, President, Supreme Auctions
Learn how deploying an accelerated marketing strategy can help you close more business and increase your GCI.
- 4:15 PM - 4:30 PM **Charity Auction** – Grand Ballroom
Have a great time and do some "good" as Jennie Heal leads an auction benefiting St. Jude Children's® Research Hospital.

