

Texas REALTORS Conference
Speaker Proposal Submission Guidelines

Organizational profile

The Texas Association of REALTORS® was established in 1920 and has grown to become the largest professional-membership association in Texas. One of the many member services offered by the association is the education provided at the annual conference. The 2017 Texas REALTORS® Conference will be held Sept. 8 - 11, 2017, in Dallas, Texas, at the Hilton Anatole Hotel.

Audience

Real estate salespersons, brokers, owners and managers (most focus on residential but specialists concentrating on appraisal, commercial, international, land, resort and relocation are also represented)

Education focus

We keep educational classes at 2 hours in length. They will be offered to the members throughout the conference. We do our best to offer members a wide variety of course topics tailored to the real estate practitioner's interests. The areas of interest that we have identified for 2017 are outlined below. Speaker considerations will be based on the ability to deliver a qualifying CE course that is relevant to one of these topics. We may offer two or three courses concurrently. Class size may vary from 50 to 200 attendees. Speakers are encouraged to submit multiple course topics within their area of expertise.

- Brand management
- Client retention
- Commercial topic
- Customer attraction
- Daily Activities that attract results
- Diplomacy in Real Estate - How to hold your ground gracefully
- Disaster planning for your business
- Goal setting for 2018
- Managing agents
- Member-benefit courses
- Millennial buying trends
- Property management topic
- Risk reduction
- Structure your business for profit
- Tax strategies



Budget/speaker fee criteria

Speakers' compensation will be negotiated with the speaker or their designee at the time the speaker is contacted regarding availability. Speakers' fee is inclusive of all expenses as the association does not compensate or reimburse separately for travel and meals. The association will place speaker's reservation at the Conference hotel for one night's lodging and the room charge will be placed on the association's master bill. Additional nights may be covered depending on travel availability and course scheduling. The association will not pay for incidental expenses or fees for Internet or phone calls.

Speaker promotion

The Texas Association of REALTORS® encourages their speakers to promote the event on their Web site(s) and/or speakers' bureau Web site(s), in press releases and through any other means of advertising the speaker deems appropriate. The association will grant permission to photograph while at the event, including the speaker, attendees and the members of staff who may be present. The association will give permission for the speaker to use these photographs in, but not limited to, various marketing pieces such as websites, brochures, fliers, press releases and published articles.

All of the speaker's materials are copyrighted. Except as needed for attendee handouts, the Texas Association of REALTORS® agrees not to reproduce or use any materials without the express written permission of the speaker. Written permission will be obtained from the speaker to use excerpts, articles and other printed information in the Texas Association of REALTORS® e-newsletter, website, press releases, fliers and other print media.

Handouts

All documents for attendee distribution must be received by July 31, 2017. Each speaker is limited to 6-8 impressions (3-4 pages front and back) for printed handouts at Conference. Permission from the publisher must be included with document submissions. The Texas Association of REALTORS® reserves the right to approve session materials. PowerPoint slides and additional course materials will be offered electronically to attendees before and after Conference through our conference portal. Materials will be made available for individual use only and will not be granted reproduction or copying options unless permitted by the speaker.

Qualifications for CE approval

All courses must qualify for Texas Real Estate Commission (TREC) credit according to Section §535.71(r) of TREC Rules. All submissions for CE credit will be requested by the Texas Association of REALTORS® at our cost, under our provider number. Speaker permission to submit course descriptions previously approved by TREC for CE approval must accompany the contract agreement at the time of execution. If an out-of-state speaker is not already approved as a CE Elective Instructor, the Texas Association of REALTORS® will submit the approval request on the speaker's behalf. The speaker will submit a completed application (provided to you by the Texas Association of REALTORS®) with their executed contract agreement. TREC prohibits personal promotion during course instruction time. Five minutes at the conclusion of the program will be allowed to mention books, tapes or DVDs they have

authored. The association allows the sale of approved materials after the conclusion of the class so long as it doesn't interfere with the next class.

§535.71(r) Elective credit courses. To be approved to offer a course for CE elective credit, the provider must demonstrate that the course subject matter is appropriate for a continuing education course for real estate licensees and that the information provided in the course will be current and accurate by submitting a brief statement that describes the objective of the course and explains how the subject matter is related to activities for which a real estate license is required, including but not limited to relevant issues in the real estate market or topics which increase or support the licensee's development of skill and competence.

Submission packets

Submission packets should include a separate speaker bio, a high-resolution photo (minimum 5x7, 300 dpi)*, proposed topic(s) and course description(s) (up to 100 words), and proposed speaker fees. Course descriptions should be a paragraph in length and should explain the benefit to the agent or broker while emphasizing the benefit to the consumer. Remember: Speaker fees should include your estimated cost for travel, minus hotel, since we do not reimburse for personal travel expenses.

Submission packets should be submitted to [2017 Speakers@TexasRealtors.com](mailto:2017Speakers@TexasRealtors.com) no later than January 31, 2017. Incomplete or late submissions will not be considered.

* A high-resolution photo is required with your submission because of the difficulty we have experienced in receiving photos after the contract is negotiated.

Timeline

Speaker submissions open	November 15, 2016
Speaker submissions close	January 31, 2017
Initial selections made on or before	February 20, 2017
Contract negotiations finalized	February 25, 2017
Final contracts sent out on or before	March 6, 2017
Contracts with any additional documents due back	March 13, 2017
<i>Texas REALTOR</i> ® magazine Conference publication deadline	March 30, 2017