

## 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. Headquartered in Austin, the association currently employs approximately 57 people. Association business is conducted at two major annual meetings: Convention and Winter Meeting. The Trade Show and Convention is held in the fall, usually in September, somewhere within Texas. Outside speakers are engaged for the fall event.

### 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)
- ❖ Affiliate members
- ❖ State and local association staff members

### Venue 2010

The 2010 Trade Show & Convention will be held Sept. 13-15 in Galveston, Texas, at the Galveston Convention Center. Educational classes from 1 to 3 hours in length will be offered to the members in attendance all day September 14 and the morning of September 15.

### Education focus

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 2010 are listed below. Speaker considerations will be based on the ability to deliver a qualifying MCE course\* that is relevant to one of these topics. We will offer four to five courses concurrently over the 12-hour timeframe, for a total of 48-50 hours. Class size may vary from 50-300 attendees. Speakers are encouraged to submit multiple course topics within their area of expertise.

Professional Development	Business Development	Broker Management	Commercial & Property Management
Time management systems	Gadgets/tools	Tax strategies	Pricing/valuation of commercial property
Business etiquette	Technology trends	Office policies	Commercial leasing
Communications	Advertising/Web sites	Motivation strategies	Property management
Problem solving/negotiations	Customer relationship management	Risk reduction	Financing commercial real estate
Business planning	Creating your niche	Challenges of green properties	Commercial property renovations

\*see section on qualifications for MCE credit

### Budget/speaker fee criteria

Speakers' compensation will be negotiated with the speaker or his delegate at the time the speaker is contacted regarding availability. We no longer compensate separately for travel and meals. We will cover the cost of lodging at the convention hotel for at least one night. Additional nights may be covered depending on travel availability and course scheduling. The association cannot cover incidental expenses or fees for Internet or phone calls.

### Speaker promotion

The Texas Association of REALTORS® gives permission to speaker 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/trainer deems necessary and appropriate. The Texas Association of REALTORS® will grant permission to photograph while at the event, including the speaker/trainer, attendees and the members of staff who may be present. The Texas Association of REALTORS® will give permission for the speaker/trainer to use these photographs in, but not limited to, various marketing pieces such as Web sites, brochures, flyers, press releases and published articles.

All of the speaker's additional materials, if applicable, 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/trainer. Written permission will be obtained from the speaker/trainer to use excerpts, articles and other printed information in the Texas Association of REALTORS® e-newsletter, Web site, press releases, flyers and other print media.

### **Handouts**

All handouts for attendee distribution must be received by August 3, 2010.

Each speaker is limited to 6-8 impressions (3-4 pages front and back) for distribution at convention

PowerPoint slides and additional course materials will be offered to attendees before and after convention

Permission from the publisher must be included with document submissions

The Texas Association of REALTORS® reserves the right to approve session materials.

### **Qualifications for MCE approval**

All courses must qualify for Texas Real Estate Commission (TREC) according to Section §535.71(r) of TREC Rules. Submission for MCE credit will be requested by the Texas Association of REALTORS® at their cost.

Speaker permissions to submit course description to TREC for MCE approval must accompany contract agreement at the time of agreement. If not already approved as a MCE Elective Instructor, the Texas Association of REALTORS® will submit an instructor approval request on your behalf. The instructor will provide a completed application (provided to you by the Texas Association of REALTORS®) when needed 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. We do allow sale of approved materials after the conclusion of the class so long as it doesn't interfere with the next class.

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§535.71(r) Elective credit courses. To be approved to offer a course for MCE 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.

### **Decision-making process**

We will begin accepting submissions—which should include the speaker bio, a high-resolution photo, seminar topics you would like to teach, your proposed fees, and proposed course description (up to 100 words)—on February 1, 2010. Submissions will close March 1, 2010. (We are asking for the high-resolution photo with your submission because of the difficulty we have faced in receiving this after the contract is negotiated in the past. Incomplete or late submissions will not be considered.)

### **Timeline**

Speaker submissions open	February 1, 2010
Speaker submissions close	March 1, 2010
Initial selections made	March 2, 2010
Contract negotiations finalized	March 5, 2010
Final contracts sent out	March 8, 2010
Contracts with associated documents due back	March 15, 2010
Texas REALTOR® magazine convention insert finalized for publication	March 15, 2010