



# RCA IS DELIVERING ON THE PROMISE

REALTORS® Commercial Alliance (RCA) - The commercial division of NAR

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## ***SACS – Share a Commercial Success***

**CommercialForum, a Division of Chicago Association of REALTORS®**

### **Networking Forums**

One of our most popular offerings of CommercialForum is our series of quarterly informational and networking forums designed specifically for the commercial broker. The past two years, each forum has sold out completely, and we are now looking at potential larger venues to expand our audience.

The quarterly forums are offered at a popular local restaurant that has great meeting space, wonderful food, and room for attendees to network with each other. We continually hold them at the same location since everyone knows where it is, and what they can expect. The registration fee covers the costs of the food and facility, and sponsors help us offset costs of speaker gifts, marketing materials, and other items.

The program features networking, followed by lunch, and concludes with a panel presentation on a particular topic of interest. The format varies depending on the topic: We've used a formal head table setup with panelists, moderator, and media presentations; but have also had great results with a talk show format, where panelists are seated on stage with the moderator, in a conversational relaxed atmosphere.

The biggest draw and most highly rated feature of the Commercial Forums is that we have been able to attract top name speakers that are a real draw to our market on a variety of hot, cutting edge topics and trends in the local commercial real estate industry. We focus our panels on high visibility projects and current hot topics, and have had excellent results in reaching out to the top leadership speakers of the companies involved to produce some high profile panels.

Some very popular topics have included "Successful Women in Commercial Real Estate", which featured leading women in each industry segment talking about their career paths and decisions; "Commercial Forecast for Chicago", which highlighted industry-specific forecasts for retail, office, industrial, multifamily, and hospitality; and "Trends in Development", which featured major brokers and developers talking about green building initiatives, design/build programs, and the creation and marketing of mixed use "lifestyle centers". We have received excellent media coverage in Crain's, the leading commercial real estate and business news publication for Chicagoland, which has included photo galleries of the events, and in-depth articles and interviews with our panelists about the topics covered in the forums.



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This year holds some exciting new topics, such as “Supertalls: The Higher and Higher Trend in Skyscrapers”; “Industrial Strength”, which will focus on the growing industrial and infrastructure market; and “Ultra Hot or Mega Cool: Latest Trends in Retail Concept and Design”. Our goal is to keep everything fresh, real time, and most importantly, significant and meaningful to today’s commercial broker.

For more information, please contact:

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