

SCHEDULE OF EVENTS

SUNDAY	<i>Casual Party Attire</i>	APRIL 10, 2016
1:00 P.M. – 6:30 P.M.	CUSTOMER SERVICE	<i>Level 3 Foyer</i>
6:30 P.M. – 7:00 P.M.	FIRST-TIME ATTENDEE RECEPTION	<i>Ironwood Ballroom 8</i>
7:00 P.M. – 8:30 P.M.	THE PARTY <i>Sponsored in part by Stevens Van Lines</i>	<i>Ironwood Ballroom 1,2,3</i>
MONDAY	<i>Business Casual Attire</i>	APRIL 11, 2016
7:30 A.M. – 8:45 A.M.	BREAKFAST	<i>Ironwood Ballroom 1,2,3</i>
9:00 A.M. – NOON	GENERAL SESSION	<i>Ironwood Ballroom 4</i>
	WELCOME REMARKS Kathy Neu and Mona Crum	
	IT TAKES JUST 5 SECONDS TO CHANGE YOUR LIFE Mel Robbins	
	<i>NETWORKING BREAK</i>	
	ECONOMIC AND TECHNOLOGY TRENDS IN LUXURY REAL ESTATE Rob Aigner with Ruben Gonzalez and Adi Pavlovic	
NOON – 1:30 P.M.	LUNCH	<i>Ironwood Ballroom 1,2,3</i>
1:30 P.M. – 4:30 P.M.	GENERAL SESSION	<i>Ironwood Ballroom 4</i>
	LAUNCH STRATEGIES: COMBINING ONLINE AND OFFLINE MARKETING CHANNELS Patrick Schwerdtfeger	
	<i>NETWORKING BREAK</i>	
	ZILLOW, GOOGLE, UPSTREAM, AND YOU Cary Sylvester	
	MACH 1 CONFIDENCE FOR THE LUXURY AGENT Bill Hensley	

TUESDAY

Business Casual Attire

APRIL 12, 2016

7:15 A.M. – 8:30 A.M.

BREAKFAST

Ironwood Ballroom 1,2,3

7:15 A.M. – 8:30 A.M.

LEADERSHIP BREAKFAST

Ironwood Ballroom 8

8:30 A.M. – NOON

GENERAL SESSION

Ironwood Ballroom 4

WELCOME REMARKS

VIDEO FOR THE LUXURY AGENT
JP LewisCHARISMA ON CAMERA
Sandra Dee Robinson*NETWORKING BREAK*WIN THE LISTING YOU WANT EVERY TIME—OUR PARTNERSHIP
WITH LUXURYREALESTATE.COM
Scott Rudolph with Kay EvansDRIP STRATEGIES: MONETIZING TRUST WITH SOCIAL MEDIA
Patrick SchwerdtfegerKW WORLDWIDE UPDATE
Chris HellerCLOSING REMARKS
Kathy Neu and Mona Crum

BILL HENSLEY



Former supersonic jet instructor pilot and Institute for Luxury Home Marketing trainer, Bill Hensley understands precision, flawless performance and knows what to do to “get the job done.” As a speaker, consultant, and author of multiple books sold internationally, he brings a unique perspective as well as a vast amount of leadership experience to the world of real estate. Bill is a broker associate affiliated with Keller Williams in Carlsbad, California. He and his wife, Colleen Hensley (also a former pilot, speaker and author), are Hensley Properties at Keller Williams. Together they embody a full range of skills and abilities that result in their clients receiving nothing short of a first-class experience.

MEL ROBBINS



Melanie “Mel” Robbins is a speaker, TV personality, coach and author. Her TEDx SF Video, “How to Stop Screwing Yourself Over” has more than 3 million views, and her book on the brain and productivity, *Stop Saying You’re Fine*, is a business bestseller that has been translated into four languages. Mel is currently one of CNN’s most popular on-air commentators and opinion writers: her articles on human behavior drive tens of millions of page views for CNN.com. She also holds an extensive résumé as an expert on human behavior and motivation on shows such as “Good Morning America,” “Dr. Phil,” “Dr. Oz,” “Oprah,” “The Today Show” and “Fox News.” Mel’s five-second rule will help you achieve extraordinary things in your life and your career. You’ll learn how to identify the mistakes you are making and learn how to create lasting behavior change within yourself.

SANDRA DEE ROBINSON



Sandra Dee Robinson is a television actress, speaker, trainer, author, TV/radio host, founder of www.CharismaOnCamera.com, nature lover and advocate, and a “personal empowerment enthusiast.” Sandra Dee has been titled the “charisma coach” and assists companies, entrepreneurs and well-established experts to help them naturally develop authentic power behind their personal presence and communication skills. Starting as a teen, she portrayed major roles in “Another World,” “Sunset Beach,” “The Bold and the Beautiful,” “General Hospital,” “Days of Our Lives,” plus many prime-time shows: “CSI Miami,” “Criminal Minds” and “Two and a Half Men” among others. She attributes her consistent success in the challenging TV industry to the lessons she now has honed into effective workshops and seminars.

SCOTT RUDOLPH



Scott Rudolph is a 25-year veteran in the real estate industry. He met his now wife at her open house and both became brokers with Keller Williams Seattle Metro West. In 2000, Scott accepted the role of business development director within a powerful network of luxury real estate professionals known in the industry as “Who’s Who in Luxury Real Estate.” He launched the network’s magazine, was the first to syndicate listings among the network, crafted dozens of alliances to benefit the network and was awarded the Marketing Excellence Award from Unique Homes. Since those early days, LuxuryRealEstate.com has amassed numerous industry awards and has grown to represent “the most multi-million dollar properties.”

PATRICK SCHWERDTFEGER



Patrick Schwerdtfeger is a leading authority on global business trends including demographics, “big data” and the social media revolution. He is the author of the award-winning book *Marketing Shortcuts for the Self-Employed*. Patrick is a regular speaker for Bloomberg TV and has spoken about business trends, technology and digital marketing at hundreds of conferences and business events in dozens of cities around the world. Patrick spoke about “learned intuition” at the TEDx Sacramento events in 2012 and 2013. Patrick’s other books include *Webify Your Business: Internet Marketing Secrets for the Self-Employed* and *Make Yourself Useful: Marketing in the 21st Century*. He has been featured in the New York Times, Los Angeles Times, San Francisco Chronicle, Reader’s Digest, CNNMoney, Fortune, Bloomberg Businessweek, The Associated Press, Money Magazine and Forbes, among many others.