

ONLINE REAL ESTATE MARKETING

**Leverage off the internet, web 2.0, social media
and mobile to achieve positive business results
and increase sales during the economic recovery**

10th March 2010
The Pavilion, Cape Town, South Africa

You must attend if YOU are:

- Real estate agents and real estate marketers
- Responsible for your companies corporate website
- Responsible for real estate search engine and portals
- Responsible for marketing, sales, business development, brand management, public relations, communications and client management
- Responsible for property online videos, virtual tours and auctions
- Responsible for your company's social media marketing efforts
- Responsible for your company's online and internet marketing
- Responsible for your company's web content, IT applications and developments

Separately bookable workshop
11 March 2010

"SOCIAL MEDIA & MOBILE MARKETING 101
FOR REAL ESTATE"

Book your seats now to tap the opportunities for 2010 FIFA World Cup and beyond!

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ONLINE REAL ESTATE MARKETING

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"More and more homeowners the world over are demanding web based marketing of their properties, such is the growing popularity and effectiveness of online property listings... property portals with decent search engines allow homebuyers to sift through masses of listings to arrive at those that are most appropriate. This is translating into significant time and cost savings for estate agents who then pick up on incoming leads that are targeted, direct and relevant."

Johan Strydom, Managing Executive PropertyGenie
(www.propertygenie.co.za)

"...a new digital initiative allowing RE/MAX agents in the region to leverage social media marketing opportunities...this enables RE/MAX associates (agents) to truly cross the social media marketing frontier...."

Adrian Goslett, Assistant Regional Director, RE/MAX of Southern Africa
(www.bizcommunity.com)

"Social media has grown substantially over the past three years and has emerged as the next big frontier for realtors worldwide.The new implementation allows sales associates with social networking accounts such as Facebook and MySpace to manage and organise property listings through social bookmarking".

Peter Flynn, Managing Director, White Wall Web (www.itnewsafrika.com)

"Enormo claims to be the largest property search website with over 7 million properties listed for sale and rent in more than 50 countries. . are "going social",.....hoping that Twitter will allow it to reach out to bloggers and to delve further into local real estate communities. ...Its Twittering has already proved fruitful, providing it with some commercial contacts ..also lets it access opinions and criticisms which it might not otherwise have known about and to feed this back into the user experience at enormo.com.

Enormo has also launched a Facebook profile, saying "we couldn't miss being there, on one of the biggest worldwide social networks"..... is embracing slideshare and YouTube as a means of spreading the news, as well as gathering everything together via friendfeed.

(March 18, 2009, www1.propertyportalwatch.com)

Century 21 Real Estate LLC, the franchisor of the world's largest residential real estate sales organization, today announced the launch of C21 Communities, its new social media platform. ..is available directly from the company's Web site, www.century21.com, and this new platform bundles a dynamic set of social media tools designed to enable online conversations between its agents and consumers...

"Social media offers a powerful new way to reach consumers," said Bev Thorne, senior vice president of marketing for Century 21 Real Estate LLC. "It is dramatically changing the way that we market our brand and it opens up an entirely new space for our brokers and agents to market their properties and services. we are positioning our System members for success with the next generation of home buyers and sellers."

(27 April 2009, www.realogy.com)

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ONLINE REAL ESTATE MARKETING

ONLINE CONGRESS

08:00 Registration & Morning Coffee

08:45 Welcome & Opening Remarks from Chairperson

IMPORTANCE OF ONLINE REAL ESTATE MARKETING IN AN ECONOMIC RECOVERY

09:00 Online real estate marketing, today and future trends

- The online real estate marketing revolution, the changing face of real estate
- A new breed of estate agents, the changing role of the traditional estate agent
- The value of property syndication and working towards common transaction standards
- Consumer empowerment and the role of property portals
- The impact of Google on the local and global online real estate market
- Online strategies for estate agent websites
- Questions and answers
Adriaan Grové, Managing Director
Entegral Technologies

09:45 Real estate agent's case study
Relationship marketing IS critical for real estate agents amidst a slowing economy

- Online marketing strategies for real estate in preparation for 2010 FIFA World Cup and beyond
- Focusing on online marketing to engage with potential clients and existing clients
- Effectively using blogs, twitter, youtube and digital newsletters to create relationships with your clients and potential clients
- What are the impact and implications?
- Cost effectiveness vs results
- Examples – what works and what doesn't
- Learning - pitfalls, tips and advice
- Measuring and reaping the long term results and benefits
- Questions and answers
Johan Horak, Web 2.0 Marketing Expert
Simon's Town Real Estate

10:30 Morning Coffee

11:00 Gaining the competitive edge by building a digital property market place

- Business case for integration of Twitter, Facebook and Blog
- Virtual tours and online auctions
- Why, what, how
- Measuring results - cost effectiveness & ROIs
- Achieving higher impact and lower costs
- Lessons learned
- Is private selling a threat to estate agents?
- Competing locally and globally
- Questions and answers
Justin Clarke, Executive Chairman
Private Property

11:45 Digital initiatives allowing real estate agents to leverage off online and social media marketing opportunities

- Case example on RE/MAX
- Ensuring successful integration, execution and implementation
- What's the real value and real returns?
- What's the future for realtors?
- Questions & Answers
Peter Flynn, Managing Director
White Wall Web

12:30 Lunch

13:25 Chairperson's remarks
Johan Strydom, Managing Executive
PropertyGenie

13:30 The future of online property auction

- Why, how and what
- Growing your business
- Bringing visitors to your auction website
- Measuring the benefits and results for buyers and sellers
- Questions and Answers
Chris Smith, Chief Executive Officer
South African Online Auctions

* Web application development company White Wall Web is sponsoring a free installation and 3 months usage of their online property management software package 'Find Property' as a prize for one lucky delegate. Drop your business card at registration desk and qualify for the draw!

ONLINE REAL ESTATE MARKETING

RESOLVING PR AND HR ISSUES IN SOCIAL MEDIA MARKETING FOR THE REAL ESTATE SECTOR

- 14:15 PR perspective: Social media for realtors is more than just online marketing
- Resourcing and people challenges
 - Using social media to engage your international and local clients in a conversation with your brand
 - What are the right content, conversation and response?
 - Importance of listening and responding
 - Retaining interest and clients
 - Competing in current economic climate
 - Questions and answers
- Sarah Rice, Managing Director
Roger Hislop, Head of Digital Sentient Communications

15:00 Afternoon Tea

SMART AND EFFECTIVE SEM AND ORM FOR REALTORS

- 15:15 Creating sustainable competitive advantage for the real estate industry
- What is ORM
 - How online is different
 - The change in the communication model
 - Monitoring the conversation
 - Tools of the trade
 - What to track
 - Measuring Social Media
 - Key metrics
 - What to look out for
 - Managing reputation
 - Case study (getting it wrong)
 - Stakeholder engagement flow chart
 - Tactical responses
 - Managing a crisis
 - Search Engine Results Page management
 - Case Study (getting it right)
 - Maximising outcomes
 - Using empirical evidence
 - Business applications (re the real estate marketing)
 - Case study
 - Questions and answers
- Tim Shier
Quirk eMarketing

MOBILE OPPORTUNITIES FOR REAL ESTATE – PREPARING FOR THE FUTURE

- 16:00 Tapping into mobile opportunities for the real estate sector
- Mobile internet usage in South Africa and Africa
 - Mobile campaign for growing your real estate brand and services
 - Simple effective mobile engagement campaign for the realtors community
 - Impact on clients, potential clients, real estate opportunity and competition
 - Shouldn't you make your site mobile?
 - Monetising your business with mobile
 - Questions and answers
- Rick Joubert, Co-Chairman,
Mobile Marketing Association

16:45 End of Conference

ONLINE CONFERENCE

Workshop on SOCIAL MEDIA & MOBILE MARKETING 101 FOR REAL ESTATE

11 March 2010

The Pavilion, Cape Town, South Africa

Registration starts at 8.30 am, workshop commences at 9.00 am and finishes by 3.00 pm with 2 refreshment breaks and 1 lunch.

Benefits of attending

- Keep abreast with trends that will affect your consumers and you
- Maximise web 2.0 tools to enable your business to grow
- Harness the social media frontier amidst the economic slowdown
- Leverage social networking to reach out to clients and increase business
- Apply user generated content and new ideas
- Associate your real estate brand, properties and services with positive experience
- Direct traffic and generate leads to your website
- Tap into mobile opportunities for the real estate sector
- Communicate and engage with your existing and potential customers
- Measure the positive results from using social media marketing tools

WORKSHOP AGENDA

- What is social media and why does it matter?
- The major platforms: Facebook, Youtube, Twitter and blogs
- The social media landscape globally and locally
- How and where to get started
- The golden rules of social media - etiquette and best practice
- How to design, implement, measure and adapt social campaigns
- The best social enterprise tools and how to use them
- ROE and ROI - the power of measurability and analytics
- Mobile marketing opportunities and challenges for real estate
- Practical group work
- Action plans for your businesses

Your workshop facilitator Alistair Fairweather

Alistair was born in Johannesburg, but ventured down to Grahamstown to attend Rhodes University in 1997. He graduated four years later in Journalism, Economics and English, and since then he has been working in online publishing. Starting out as a web designer, he worked for a small startup called Mantis Networks in Johannesburg, before moving on to a similar position at Timeoutdoors.com in Reading, England. He returned to South Africa in 2002 and moved into an editorial position on MWEB's portal team. The role quickly evolved into an online product management position, in which he cut his teeth building web applications for MWEB's subscriber base. During this time he oversaw the development of the My Albums system (including a photo printing tie-up with FlyPhoto), the My Account customer self-administration system and South Africa's first online movie trailer service. When MWEB's portal team were absorbed by 24.com, he continued his dual roles in editorial and product management. In 2007 he took the opportunity to specialise in product management as part of 24.com's Social Networking & Media division which has since been absorbed into 20FourLabs - the innovation division of 24.com. During his tenure as a product manager he has overseen the launch of a range of new products, including Answerit and Letterdash. He has also managed the 24.com user community, nurturing the Letterdash community past the 1 million page impression mark, and helping to create South Africa's largest blogging platform. He has just taken a position as Social Media & Editorial Manager at Media24 Magazines new Central Digital division. The portfolio includes power brands like You / Huisgenoot, Fair Lady, Go!, Men's Health and many more. In his spare time Alistair enjoys gym, squash, reading and a good deal of couch surfing. A fanatical movie lover, he would rather watch the classics than sit through another Michael Bay "spectacular". He recently got married on a beach to the woman of his dreams, and lives with her and a cat named Boo in Cape Town's bustling city bowl.

Workshop seats are limited. Book early to secure your seats!

Registration Form

(Please photocopy form if more than three delegates)

Attention: Classic Events

Fax: 086-514-5412

Tel: 011-830 0232/830 2785

Email: nigel@classicevents.co.za

Address: P.O. Box 291765, Melville, 2109

ONLINE REAL ESTATE MARKETING
Conference – 10 March 2010

SOCIAL MEDIA & MOBILE MARKETING
101 FOR REAL ESTATE
Workshop – 11 March 2010

FEE per delegate

Inclusive of course materials, refreshments and lunch. All prices inclusive of VAT.

DISCOUNT - A massive early bird discount if booked and paid by 31 December 2009
Conference: R2740; Workshop: R2470

Prices for bookings after 31 December 2009
Conference: R3470; Workshop: R2740

VENUE: The Pavilion, Cape Town
First Floor, BMW Pavilion,
Cnr Portswood & Beach Road,
V&A Waterfront, Cape Town

REGISTRATION DETAILS

Delegate Name: Mr/Mrs/Ms _____

Job Title: _____

E-Mail: _____

Conference Only Workshop Only Conference & Workshop

Delegate Name: Mr/Mrs/Ms _____

Job Title: _____

E-Mail: _____

Conference Only Workshop Only Conference & Workshop

Delegate Name: Mr/Mrs/Ms _____

Job Title: _____

E-Mail: _____

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Company/Organisation: _____

Amount Payable: R _____

VAT Number: _____

Physical Address: _____

Postal Code: _____

Postal Address: _____

Postal Code: _____

Telephone: _____

Fax: _____

Email: _____

Signing this form entails your understanding of the Registration and Payment requirements:

- ? A confirmation letter and invoice will be faxed/emailed to you upon receipt of your registration form, reserving your seat/s.
- ? Kindly make payment to guarantee your seat/s as non payment may result in your seat allocated to someone else
- ? Electronic payment/direct deposit can be made to Standard Bank Account #: 401 025 500. Account Name: Classic Exhibitions & Conferences cc. Branch: Melville. Branch Code: 006105. Kindly indicate company/delegate name/invoice as reference
- ? Please make cheque payable to: Classic Exhibitions & Conferences
- ? An official receipt of your payment will be provided, only upon request.
- ? A certificate of attendance will be provided, only upon request.
- ? No cancellation and refund given within 30 days prior to event date but replacement delegate can be sent.
- ? No refund given but credit note will be issued for future event.
- ? No refund given if delegate did not show up at event but course materials, if any, can be sent.
- ? Organiser reserves the right to change venue, date, programme and/or speaker/s if circumstances require.
- ? Organiser will refund payment if event is cancelled. If cancellation is not caused by organiser i.e. natural causes, regret no refund will be provided.
- ? Please inquire if you need special lunch i.e. vegetarian, kosher, halaal etc, accommodation or disabled facilities.

Signature: _____

Submitted By: _____

Organisation / Company: _____

Date: _____



REGISTRATION FORM