



2016 Annual Convention Call for Presentations

October 19–21, 2016

Proposed workshops/breakout sessions are now being considered for the 2016 NARPM® Annual Convention. The NARPM® Convention boasts an attendance of approximately 850 professionals and qualified residential property managers. The attendees include company owners, brokers, managers, executive officers, support staff, and suppliers – including those working with technology, web site, personal assistants and others. Consider becoming a part of the rich NARPM® tradition of sharing professional and business knowledge by submitting a proposal to speak.

As you consider submitting a presentation proposal keep in mind that NARPM® Convention attendees want practical knowledge – give attendees ways to become more effective professionals, information that can be applied or tools that can be put to use, and job aids which are always popular. Theory is useful only when session participants are shown how to use it. Learning is not a passive activity. Give yourself a break–let others help do the talking. Attendees usually learn best when they are doing, not only when they are listening. Involve participants by asking questions, using exercises, and other activities.

All NARPM® members are invited to submit proposals for Convention Presentations using this form. **The professional submitting this proposal for the program is responsible for contacting all co–presenters and for all details including proposal submission, communication with co–presenters, presentation format and audio–visual requests.** The Association will provide a screen and projector for sessions needing them. **You must provide your own laptop for any PowerPoint presentations.** The Association will determine if and what type of microphones will be used in each session. Requests for additional audio/visual equipment will be considered on a case–by–case basis. Internet access in the meeting space is not provided by NARPM®. **Please note: NARPM® policy states that affiliates may not attend or speak at NARPM® events unless they are paid exhibitors at that event.**

- * **Proposals must be received by NARPM® no later than March 8, 2016.**
- * **Notification of acceptance will be made no later than April 12, 2015.**

Submission Guidelines and Information

Types of Breakout Sessions

Workshop A presentation in which a particular issue is explored in depth (can vary in length from 1 to 1 ½ hours depending on convention schedule)

Panel Discussion A 1½ to two-hour session (depending on convention schedule) in which a particular issue is explored by a panel with audience participation

Note: We reserve the right to change your presentation format and/or length, if necessary, in order to balance the convention program. If this becomes necessary, we will contact you.

The Convention Program Sub-Committee will review all proposals. Proposals **must be typed**, with all information filled out completely. This form has data entry sections to complete the information. The submitter must sign all submissions [an electronic signature is acceptable]. Incorrect, hand written or incomplete submissions will be returned and not considered until properly submitted. NARPM® policy states that affiliates may not attend or speak at NARPM® events unless they are paid exhibitors at that event.

Fax your completed proposal to 866-466-2776 or e-mail to conventioninfo@narpm.org.

Title of Presentation: This title will be used in the Registration Brochure and On-site program. Limit the title to 150 characters, including spaces and punctuation. The title should be descriptive and eye-catching. PLEASE ENTER THE TITLE IN THE FORM FILL BELOW AND CHECK THE APPROPRIATE BOXES.

Social Media Strategies: Easy to Implement & Maintain for Your Brand

Format: x Workshop Panel Discussion Other

Category: x Small Company x Large Company Personal Development
(Check all x Technology Office Procedures Legal
that apply) x Tools and/or Forms x Skills Management
 Professional Advice x Marketing

Presenter(s) Information

Presenter Listing: List submitter’s name first. For each presenter (maximum of 4), list name, **NARPM® membership status**, address, zip code, phone and fax numbers, and **email address**.

1– Speaker and Presenter – Anne Lackey, NARPM member #842029807 since September 6, 2006, PO Box 923116, Peachtree Corners, GA 30010, 770-416-1444, fax 770-326-5696, Anne@RentalHomeAtlanta.com

2– Assisted by Mark Lackey, NARPM member #842029808 since September 6, 2006, PO Box 923116, Peachtree Corners, GA 30010, 770-416-1444, fax 770-326-5696, Mark@RentalHomeAtlanta.com

Describe public speaking experience of all presenters and expertise with proposed topic:

Anne Lackey received her Certified Toastmaster Speaking Certification in 2004 and has been speaking on stages ever since. Anne speaks approximately 50 times a year to business owners, real estate agents, property managers and investors on a variety of subjects around business building, investing and real estate.

She has spoken multiple times at the Fox Theatre in Atlanta that holds 3,200 to smaller more intimate events with dozens or hundreds in attendance. She has spoken on stage at National Conferences like the NARPM Conference in Atlanta 2015.

She commonly speaks on ways to influence prospects through the use of Social Media, moving Social Media from overwhelming to easy & organized, business building with the use of Virtual Assistants, building a portfolio of rental real estate, building a successful real estate investing business or the ups and downs of running a property management business.

She is sometimes accompanied on stage by her business partner and husband, Mark Lackey, and the two of them run multiple businesses together, provide business coaching, personal coaching and are Members of the National Academy of Best-Selling Authors with their three Amazon No. 1 Best Selling eBooks:

Rent & Grow Rich, Multiply Yourself and Double Your Real Estate Business

Mark and Anne opened up a State Approved Real Estate School to provide CE, continuing education, for real estate agents with CE classes for agents to Grow Your Business with the use of Virtual Assistants.

They have been Top Producing Real Estate Agents and in the Top 1% for 6 years straight.

Selected *2010 Pinnacle Small Business Award*, by the Gwinnett County Chamber of Commerce, recognizing Leaders in Growth, Innovation and Community. Selected from over 30,000 businesses for their incredible success in Real Estate during the Great Recession when most other real estate companies had given up.

Together they co-hosted a live, Saturday one-hour call in Real Estate Radio Show and rebroadcast Sunday's on WCFO 1160AM for 107 weeks straight into 2009. They live answered listener's questions and provided information about real estate trends and education. It was this

live experience on the radio that they learned keeping a 60 minute conversation going without dead air time, a no-no on the radio, and they mastered presenting together seamlessly to a live audience.

They also jointly taught State approved Real Estate CE, continuing education, classes in 2006-2007 at the Barney Fletcher Realty University.

Mark and Anne Lackey operate multiple brick & mortar and online businesses in Atlanta and have grown them through intentional, planned and systematic social media presence that they operate automatically with the use of technology, and the use of on-site employees and virtual assistants (VA).

List of NARPM® board and committee positions held by each presenter to avoid schedule conflicts with meetings:

Mark held a board position with the Atlanta Chapter in 2010 and was responsible for obtaining the first Fulton County Sheriff's Office Authorization for the NARPM Atlanta Chapter's Raffle License for Non-Profit - Exempt Organization.

Session Description

Description/Summary of session: Limit to 250 words. Be as specific as possible about the learning that will take place at your presentation. This version will be edited and used in the Registration Brochure and On-site program to describe the session. Please include the primary learning objective for the session. A member of the program sub-committee will contact you to discuss the session in more depth if it is being considered.


Everyone is talking about social media and how important it is, but busy property managers don't have time - right? Wrong! We will teach you simple social media strategies and "hacks" to have a great media presence, while not sucking the life out of your business. Anne Lackey will walk you through step by step what you need to focus on for the best results to increase leads and brand awareness. They will share the technology that makes it easier and a system you can implement to manage it all.

Presenter Contract

On my (and my co-presenters) behalf, should this proposal be selected, I (we) agree that:

1. Individual submitting this proposal and signing this form agrees to receive all convention correspondence and accepts responsibility for conveying convention-related information to co-presenters.

2. NARPM® reserves the right to videotape and/or audiotape this entire presentation (no partial taping) and distribute the tape for sale for educational purposes. By submitting this proposal to speak you are agreeing to be video/audio taped.
3. **There is no honorarium or reimbursement to workshop presenter(s).**
4. Provide bios, and audio/visual requests using the instructions in the Speaker Guidelines (which will be sent if your proposal is selected.)
5. NARPM® **requires** that all handouts/presentations be provided electronically to staff by the deadline specified to be included on the Convention Micro-site so that they can be downloaded/printed by attendees prior to the convention.
6. **If you are attending any Convention sessions/events other than your own session, the presenter(s) is responsible for registering and paying Convention registration fees.**
7. Presenter must receive prior approval from NARPM® for any survey or data collection at the Annual Convention or for any advertising/promotion/marketing of any products or services.
8. **It is understood that “selling” a product or service from the stage is prohibited and will result in not being accepted to speak in the future.**
9. **Individuals submitting or included within this proposal have agreed to be present in Maui, Hawaii during the core dates of the NARPM® Convention and conduct this proposed presentation according to the conditions listed above during the specific time slot assigned by the program sub-committee.**

DocuSigned by:


Agreed: **Anne Lackey**
 Date: **January 30, 2016**

DocuSigned by:
 

B5DFF2CED8FA418...
Mark Lackey
January 30, 2016

Copyright 2016, National Association of Residential Property Managers (NARPM®). All Rights Reserved.

All content, material, seminars, presentations, handouts, brochures, and all other publications (“Services”) are PROPRIETARY, PRIVILEGED, PROTECTED and OWNED by [NARPM®](#) or its approved authors. YOU ARE PROHIBITED FROM COPYING, REPRODUCING, DISTRIBUTING, MODIFYING, DISPLAYING, VIDEOTAPING, RECORDING, PUBLISHING, PERFORMING, OR TRANSMITTING ANY OF THE CONTENTS OF THE SERVICES FOR ANY PURPOSES, WITHOUT THE EXPRESS PRIOR WRITTEN CONSENT OF NARPM® AND THE AUTHOR.

THE SERVICES AND ALL CONTENT ARE PRESENTED WITH THE UNDERSTANDING THAT NARPM® AND THE AUTHORS DO NOT RENDER ANY LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICE. BECAUSE OF

THE RAPIDLY CHANGING NATURE OF THE LAW, INFORMATION CONTAINED HEREIN MAY BECOME OUTDATED. IN NO EVENT WILL NARPM® AND THE AUTHORS BE LIABLE FOR ANY DIRECT, INDIRECT, OR CONSEQUENTIAL DAMAGES RESULTING FROM THE USE OF THE SERVICES AND THE CONTENT THEREFROM.