



Join the Global Convention Team

# AGENDA

- Introduction
- Past Convention Experience
- 2024 Convention
- Volunteer Committees Overview
- Q&A
- Meet the Committee Leads / Sign Up

# ATLANTA 2023 - CONVENTION



Ben Taddei (COO & Partner, Conwest) speaking at a session.



Liz Firer-Gillespie (VP, Asset Management, Nicola) as a panelist.



Stephanie Marshall (Director, Value Add, Nicola) as a panelist.

# ATLANTA 2023 - CONVENTION



Delegates from CREW Canada Chapters



Learning Excursions



The Jade Simmons Experience

# CREW Convention in Vancouver

## CREW Convention Co-Chairs



Ashley Willard Bauman  
*Beyond the Buildings*



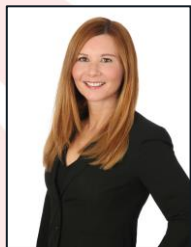
Chrystal Burns  
*QuadReal Property Group*

# Major Milestones

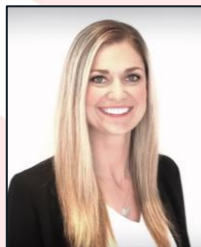
- February: Committees Finalized
- February to March: Committee Mobilization
- May: Committee Plans Finalized
- May to September: Execution
- September 25 – 27: Convention

# Leadership Team – Committee Leads

## Learning Excursion Committee



**Madeleine Nicholls**



**Meaghan Tullis**  
EVP, Income Properties  
SHAPE

## Sponsorship Committee

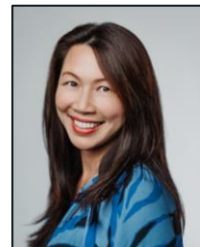


**Shanon Thornley**  
Senior Director of  
Commercial Leasing,  
Concord Pacific



**Larissa Jacobson-Rooke**  
VP, Retail Leasing  
Quadreal

## Hospitality & Leisure Committee



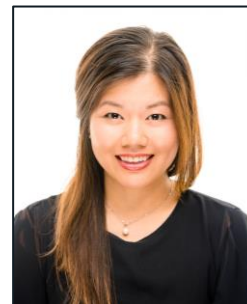
**Elaine Chong**  
Principal  
AES Engineering

## Dine Around Committee



**Veronique Turner**  
Senior Development Manager  
Headwater Projects

## Marketing Liaison Lead



**Tina Lu**  
Director of Retail Investments  
QuadReal

# Learning Excursion Committee

- Committee Leads: Meaghan Tullis and Madeleine Nicholls
- **Goals**
  - *Plan world class Learning Excursions and an Insider's Tour that showcases Greater Vancouver's industry leading real estate projects. Focusing on unique experiences and learning opportunities.*
- **Major Responsibilities:**
  - **Present 15 Learning Excursion options to CREW Network** (12 will be selected)
    - Excursions will be 2 – 3 hours and will showcase best in class examples of placemaking, development and real estate.
  - **Plan Insider's Tour**
    - Will take place on Wednesday September 25 from 11:30 to 4:00 pm
    - Provide an overview and tour of current/future industry projects
    - Estimate 100 participants.
- **Major Milestone Dates:**
  - **Feb 16, 2024:** List of 15 excursions to be submitted to CREW Network for final selection of 12.
  - **March 1, 2024:** Budget and logistics detail due to CREW Network for approval



# Learning Excursion Committee

- **Number of Volunteers:**
  - **Learning Excursions:**
    - 24 volunteers
      - minimum 2 volunteers per Excursion with 4 excursions per day over 3 days
  - **Insider's Tour:**
    - 2 to 4 volunteers for 100 participants
- **Type of roles required:**
  - **Volunteer Point Person for each Excursion:** confirm speakers, develop program content and logistics, prepare any handouts or information for the tour.
  - **Excursions Volunteers (day of):** volunteers required to direct participants, provide additional information on tours and execute itinerary prepared
  - **Insider's Tour Volunteers:** generate detailed itinerary, confirm speakers, develop program content, compile handouts, direct participants; required to be available for tour on September 25<sup>th</sup>

# Sponsorship Committee

- Committee Leads: Shanon Thornley and Larissa Jacobson-Rooke
- Goals and responsibilities of Committee: responsible for raising approximately \$150,000 USD as a target
- Major Milestone Dates: May confirmation for finalization of funds
- Number of Volunteers: 2
- Type of roles required:
  - Coordinating sponsorships
  - Reaching out to potential sponsors
  - Track and confirm commitments

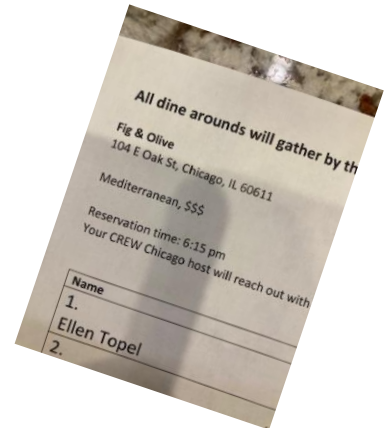
# Hospitality & Leisure Committee

- Committee Lead: Elaine Chong
- Goals and responsibilities of Committee:
  - Staff the **Hospitality Table** at the Convention
  - Lead the **Netwalk, Netrun and Yoga**
- Major Milestone Dates:
  - Mostly day-of responsibilities
  - Research giveaways
  - Yoga instructor recommendation
- Number of Volunteers: 14+



# Hospitality & Leisure Committee

- Type of roles required:
- **Convention Hosts** to staff the hospitality table during registration hours
  - 2+ volunteers all day Wednesday
  - 2+ volunteers all day Thursday
  - 2+ volunteers all day Friday
- Hospitality table is to provide information for Dine Around, sightseeing, local attractions, shopping, restaurants and maps if available
- Volunteers to research giveaways



# Hospitality & Leisure Committee

- Type of roles required:
- **NetWalk Hosts** to plan and lead walk (~4 km)
- **NetRun Hosts** to plan and lead run (~4 km)
  - Scheduled for Thursday and Friday mornings from 6 am and ending no later than 7 am
  - Yoga offered on Friday only



# Dine Around Committee

- Goals and responsibilities of Committee: coordinate and host approximately 15 - 20+ small group dinners
- Major Milestone Dates:
  - July 1, 2024: Dine Around Templates (reservation confirmed) to CREW Network for Approval
  - July 28, 2024: Dine Around Sign-Up Form & Link to CREW Network
  - Sept 26 & 27, 2024: Dine ArounDs!
- Number of Volunteers: 20 - 25

# Dine Around Committee

- Type of roles required:
  - **Dine Around Coordinators:** Liaise with local restaurants and secure reservations, ensure each event has a Host & Back Up Host (2 – 5 volunteers): 5+ hours, between Spring – September
  - **Dine Around Host / Back Up Host:** Act as hosts or back up hosts for each dinner event (2 people assigned to each dinner): 3–4 hours on Sep 26 / 27
- There may be multiple tables sat at any one restaurant, but no group should be larger than 8 – 12 people at one table, with 1 – 2 CREW Vancouver “Hosts” at each table
- Registration can happen online prior to Convention and onsite via sign-up sheets at Hospitality table

# Dine Around Committee



**SIGN UP FOR A DINE AROUND AT CREW CONVENTION!**

All dine arounds are September 21, 2023 | 6 - 8 p.m.



**Choose from 25 restaurant locations in Atlanta!**

**Try some of the best food the city has to offer!**

**Network with other CRE professionals from across the nation in a small group setting!**



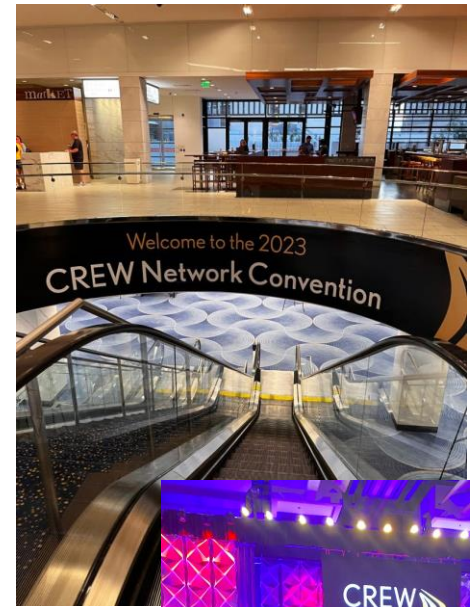
Register [here](#) to attend CREW Network Convention!





# Marketing Liaison Lead

- Committee Lead: Tina Lu
- Goals and responsibilities of Committee: promote the convention to the local Vancouver industry; raise awareness through local media and PR activities
- Major Milestone Dates: target for 75% participation from local Chapter
- Number of Volunteers: 2-3
- Type of roles required:
  - Liaise with the CREW Vancouver Marcom Committee
  - Create graphics and marketing materials
  - Provide information to local media and other local real estate groups
  - Lead and coordinate all PR activities



# Marketing Liaison Lead

## Attending Convention 2024 FAQ

1. Become a CREW Vancouver Member for Convention Member Pricing \$1250 USD
2. Stay tuned for Early Bird Pricing
3. CREW Vancouver Convention Scholarship Opportunities
4. CREW Network Employer Letter of Support Template
5. CREW Foundation Scholarships (\$25x 5,000 undergrad + 15x \$10,000 graduate)



Q&A

# READY TO GET INVOLVED?

SIGN UP CLOSES ON FRIDAY FEB 2<sup>nd</sup>:

<https://forms.gle/6iUJyChDTSZNTmj38>

