



Moderator & Panel Guiding Questions

10:00 AM – 11:00 AM | The Power of Canva

Have panelists introduce themselves.

Moderator: Canva is a user-friendly graphic design tool that makes creating social media posts, presentations, and videos easier and less time-consuming to produce. Whether you're designing a new logo, a holiday card, a newsletter, or a web page, Canva makes producing professional results quick and painless, without a background in graphic design.

The panel will explore the ins and outs of Canva, and how to maximize it.

Examples of how Canva can help real estate professionals:

Direct Mail postcards

Instagram templates

Business cards

Just listed/ Just sold posts

Virtual Tours

Real Estate Flyers

Educational videos/ video content

Testimonials

Social Media Posts

Market Updates

Questions for the panel:

1. What are some new features that Canva Premier has recently introduced?
2. How can someone put their own spin on a graphic design to set them apart and not seem "cookie cutter."

3. How can Canva video help agents do walk-through video tours of homes or produce short ads?
 4. Explain the ins and outs of photo editor and how it can make a final product look more polished and professional.
 5. How can saved templates make producing various projects more time-efficient? What are some examples of templates?
 6. How can you use Canva to publish real estate listings across platforms?
 7. Explain how to use the “schedule” feature to create and schedule content to your accounts directly from Canva.
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11:15 AM – 12:15 PM | Rising Stars Panel

Have panelists introduce themselves.

Moderator: The Rising Stars in Real Estate today are the Royalty of Real Estate tomorrow. These up-and-coming, movers and shakers managed to make their mark on the industry in just a few short years. Their dedication to the industry is exemplary, as is their commitment to the client. In the immortal words of Bachman-Turner Overdrive, they're taking care of business and working overtime.

Questions for the panel:

1. When did you know real estate was your calling?
2. Who are some of your mentors?
3. What is a memorable moment in your career?
4. Where would you like to see yourself in 5 years? In 10 years?
5. What are some words of advice you would give to a brand-new agent just starting out?
6. Is there anything you would do differently in your career if you could?
7. How do you think technology and AI will change real estate?
8. How important is it to cultivate a niche?

9. How do you cultivate and market your brand?

10. How do you balance your work and personal life?

2:00 PM – 3:00 PM | Branding Yourself as a Real Estate Expert

Have panelists introduce themselves.

Your own personal brand is what sets you apart from a sea of other real estate professionals. Being able to effectively communicate who you are and what you have to offer, will help you connect with prospective clients. This panel explores the ins and outs of branding and the best way to market your brand.

Questions for the panel:

1. How do you cultivate your personal brand to represent your unique style and skillset?
2. How important is it to be consistent in how your brand is presented? Should the visual presentation and messaging be the same across platforms?
3. How often should you create content for social media pages to effectively communicate your brand?
4. Should your brand evolve over time?
5. Is it important to build your own personal brand apart from your brokerage?
6. Everything from someone's wardrobe to the type of font on a business card communicates a component of one's brand. Should agents hire professionals to help develop and market their brand? Consultants, photographers, graphic designers? Social Media Manager?
7. Are AI chatbots a game changer? How can new technology give you a competitive edge?
8. How can targeted ads (paid ads on platforms like Facebook) help market your brand to a specific audience?