



# BRAND CHAMPION



Tuesday November 12 <sup>th</sup>	
8:30 – 9:00am	<b>Breakfast</b> Served at ERA Headquarters
9:00 - 9:15am	<b>Welcome</b> Simon Chen, <i>President and CEO</i>
9:15 - 9:45am	<b>Leverage</b> Justin Powell, <i>Senior Manager, Digital Products and Programs</i>
9:45 - 10:30am	<b>Property Videos, Automated Property Marketing, Social Automation, BDX</b> Justin Powell, <i>Senior Manager, Digital Products and Programs</i>
10:30 - 10:45am	<b>BREAK</b>
10:45 – 11:30am	<b>Distinctive Properties, Sellers Security Plan, Express Sell, ERA Beyond</b> Erin LeBan, <i>Senior Manager, Strategic Growth</i>
11:30am – 12:00pm	<b>Text ERA, Follow-Up Programs, ERA Moves</b> Erin LeBan, <i>Senior Manager, Strategic Growth</i>
12:00 – 1:00pm	<b>LUNCH</b>
1:00 – 1:30pm	<b>Select Services, Xpressdocs, Direct Mail &amp; Targeting Capabilities</b> Erin LeBan, <i>Senior Manager, Strategic Growth</i>
1:30 – 2:30pm	<b>ERA Courses to Boost Your Business</b> Angelia Stamatis, <i>Training Manager</i>
2:30 - 2:45pm	<b>BREAK</b>
2:45 - 4:00pm	<b>Zap Specialist Role, SEO, Mobile App, Best Practices</b> Debi Williams, <i>Zap Trainer</i>
4:00pm	<b>Closing</b>



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Wednesday November 13 <sup>th</sup>	
8:30 - 9:00am	<b>Breakfast</b> Served at ERA Headquarters
9:00 - 9:15am	<b>Opening</b> Dawn Perry, <i>Senior Vice President, Brand Marketing</i>
9:15 - 10:00am	<b>How to Activate ERA Marketing</b> Lisa Adams, <i>Senior Director, Marketing</i> Maggie Rohr, <i>Internal Communications Manager</i>
10:00 – 10:10am	<b>BREAK</b>
10:10am – 10:45am	<b>Social Media Best Practices</b> Dave Shaw, <i>Manager, Social Media &amp; Brand Engagement</i>
10:45am – 11:00am	<b>ERA Awards &amp; Events</b> Michelle Stevenson, <i>Director, Events</i> Nikki Barbieri, <i>Manager, Culture and Awards</i>
11:00 - 12:00pm	<b>Train the ERA Way</b> Angelia Stamatis, <i>Training Manager</i>
12:00 – 1:00pm	<b>LUNCH</b>
1:00 - 3:00pm	<b>Train the ERA Way cont.</b> Angelia Stamatis, <i>Training Manager</i>
3:00 - 4:00pm	<b>Group Presentations</b>
4:00 - 4:10pm	<b>Closing</b>



# BRAND CHAMPION



Thursday November 14 <sup>th</sup>	
8:30 - 9:00am	<b>Breakfast</b> Served at ERA Headquarters
9:00 - 9:15am	<b>Welcome &amp; Review</b> Dave Collins, <i>Chief Operating Officer</i>
9:15-11:30am	<b>Group Presentations</b>
11:30-11:45am	<b>Your Service Team</b> Pam Andrews, <i>Manager, Growth &amp; Engagement</i> Nicole Savva, <i>Manager, Growth &amp; Engagement</i> Cheryl Stone, <i>Brand Ambassador</i>
11:45-12:00pm	<b>Closing</b> Shannon Conover, <i>Senior Manager, Growth &amp; Engagement</i>
12:00 - 12:15pm	<b>Tour of ERA Wing – Lunch Optional</b>