

23rd Relocation
Agent Network



ANNUAL NATIONAL CONFERENCE

FRIDAY 18 NOVEMBER 2016

BOOK NOW
EARLY BIRD RATE ENDS ON
FRIDAY 28 OCTOBER 2016

Conference:
Only £199* Per Person
Awards Dinner:
£150 plus £99 for second
and subsequent guests

*Applies only to second and subsequent day delegate rate following initial payment of £299 for one day delegate rate in line with Relocation Agent Network membership. Places at the Awards Dinner are subject to availability.

Sponsored by



Conference Agenda

Business Conference

- 08:30 Delegate Registration and Trade Exhibition
10:00 Conference Commences / Welcome – Richard Tucker
10:15 **Keynote Speaker** Roger Martin-Fagg
11:15 What's New in Real Estate
11:25 Trade Exhibition and Refreshment Break
11:55 Cartus Update
12:05 **Keynote Speaker** Grant Leboff
12:45 Breakout Session One
13:25 Trade Exhibition and Lunch
14:45 **Keynote Speaker** Alex MacPhail
15:30 Breakout Session Two
16:10 Trade Exhibition and Refreshment Break
16:45 Referral Prize Draw Winner / Employee of the Year Award
17:00 Business Conference Closes

Evening Awards Dinner

- 19:00 Pre-dinner Drinks
20:00 Gala Dinner
22:10 **Awards Host** Miles Jupp
22:20 Charity Fund Raiser
22:30 2016 Awards
23:20 Disco & Evening Entertainment
01:00 Awards Dinner Closes

Trade Exhibition

Open from 08.30 – 16.45 on Conference Day, the Trade Exhibition offers a fantastic chance to meet some of the most well-known suppliers in estate agency, as well as some first time exhibitors. Gain unrivalled opportunities to discover the very latest products and services available, and take advantage of exclusive Network discounts! (Delegates also have the opportunity to attend the trade exhibition during breakout sessions as well as during the Conference breaks).



Breakout Sessions

This year's event re-introduces breakout sessions, giving you more choice about the topics that you want to hear about and the information that you want to take away from the event.

Delegates will be able to attend two breakout sessions. We ask that you state your two preferred breakout sessions when completing the online booking form via the Members Area. Places are allocated on a first come, first served basis.

How to Win in an Uncertain Market: Lettings

This session will review how the lettings market has evolved over the last few years, what is in store for the future, and where additional rental revenue opportunities might be found. Led by Sam Mitchell who has over 15 years' experience in senior roles at Foxtons, LSL, Sotheby's and Rightmove, attendees will gain further insight into the challenges ahead in rental legislation, the economy and the property market. Decision makers should attend this session to grow strategy, instructions and/or market share of their lettings business.

The New Age of Marketing: What Consumers Want

Successful marketing takes a brand away from the 'one size fits all' approach and into the world of the consumer – with targeted messaging tailored to specific audiences. In this joint Channel 4 and Rightmove session, we'll be exploring why C4 broadcast property programmes and what they've learnt about the viewer whilst on that journey. We'll then look at how you can apply these learnings to your everyday marketing, including learning more about consumers and how you can market the services they want; from brand impact through to leaving the right impression first time, every time.

Back to the Future

In a market that demands the best from those working within it, Julian O'Dell from TM Training will share best practice principles gleaned from a huge range of successful agents around the country to ensure your team achieves optimum results. This session will focus on making business happen by raising the bar in key customer service and selling disciplines. We'll look at identifying the best ways to spot and convert opportunities, as well as how to differentiate your approach from your competitors to get results now and protect the future.

Digital Marketing: Benchmarking and Best Practice

Let online property marketing specialists Homeflow show you how to use the power of the internet to win instructions and market properties effectively! In this interactive session, Homeflow will present a detailed analysis of each attendees' company website performance compared to those of other agents. Individual score cards will be handed out to you ahead of the presentation to enable you to get the most from this valuable benchmarking session. Decision makers should attend and remember, the scorecard analysis is personal to your company, completely anonymous and free of charge!

Keynote Speakers

Alex MacPhail

What is the difference between the top 10% of performers in your company and the remaining 90%?



Alex MacPhail believes the difference is not about technical skill or core ability, but rather mental attitude. A passionate and compelling speaker, Alex describes his work as "*attitude and behavioural training*" and shares his unique knowledge and experience through energetic and amusing motivational presentations. His reputation is founded on high-level experience in business.

After spending a number of years in investment banking, he became one of the founder directors of a corporate development organisation, which has grown to become one of the UK's leading providers of peak performance coaching.

Engaging and highly amusing, Alex will provide delegates with practical fast-acting techniques to help you understand your own motivations and build your own strategies for success. You will experience what is required to control the way you respond, not only to the challenges of the day, but to opportunities in the future. By the end of the session, delegates will have learnt how to create the energy to perform under pressure and adopt winning behaviour to inspire yourself and those around you.

Grant Leboff

Grant is one of the UK's foremost experts on sales and marketing.



An industry thought leader, Grant is known as an innovative thinker who frequently challenges conventional wisdom in the sales and marketing field. A Fellow of both the Institute of Sales and Marketing Management and the Institute of Direct and Digital Marketing, Grant is a frequent contributor to leading business media, having appeared on BBC Radio numerous times

and featured in The Daily Telegraph, The Independent, The Financial Times, The Daily Mirror and The Sun. He has written three books, *Sales Therapy: Effective Selling for the Small Business Owner* (2007), *Sticky Marketing: Why Everything in Marketing has Changed and What to Do About It* (2011), and *Stickier Marketing: How to Win Customers in a Digital Age* (2014), which topped the Amazon Sales & Marketing Chart and was in the top 10 overall Business Chart. At the Conference, Grant will offer delegates cutting-edge best practice recommendations to help your business thrive in an ever-changing and evolving digital world.

Roger Martin-Fagg

Following feedback received after our 2015 Conference, Roger Martin-Fagg returns once again as this year's keynote economist.



Roger started his career with the New Zealand Government and returned to the UK to work in the air transport industry before teaching strategy and economics at the Henley Management College. He specialises in making economic activity, trends and indicators understandable to non-economists, cutting through the jargon to reveal what the numbers really mean. Roger

has designed and facilitated strategic management programmes for companies including PowerGen, Lloyds Banking Group, EDS, and The Economist. He is also the author of *Making Sense of the Economy*, a practical explanation aimed at those who are not economists. Combining insight into financial and policy worlds, with management strategy, Roger will provide delegates with a current economic outlook, and what businesses should do to prepare for the future.

Book Your Place Today

To book your delegate place online visit the Members Area... www.relocation-agent-network.co.uk/members/

Conference Day

At just £199* per person, you cannot afford to miss out on this year's Conference.

Evening Awards Dinner

£150 for the first ticket and £99 for subsequent guests to attend (Places at the Awards Dinner are subject to availability).

Early Bird Rate!

Please note our Early Bird rate ends on **Friday 28 October 2016**. Awards Dinner and Breakout Session places are subject to availability. Please book early to avoid disappointment.

Scan to book your delegate place online

* Have your Members Area login details ready



2016 Awards Dinner

A great way to celebrate, join us for the Relocation Agent Network black tie evening Awards Dinner, hosted by comedian and actor Miles Jupp.



Awards Host and
After Dinner Speaker
Miles Jupp

Supporting Agents Giving

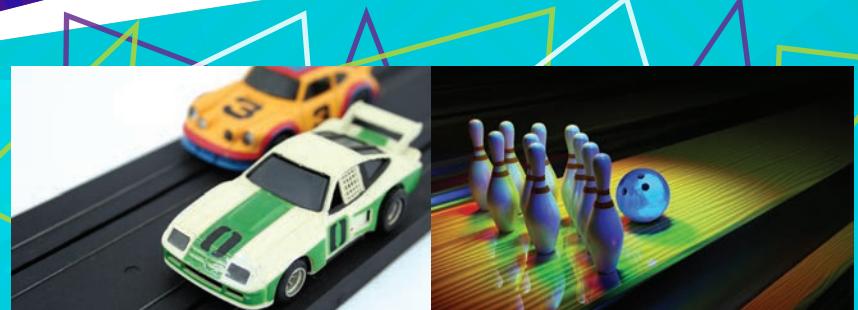
The Relocation Agent Network Advisory Council has chosen to raise money for Agents Giving. At this year's Awards Dinner, we see the return of Heads or Tails the game that has participants make a £10 donation to predict the outcome of each flip of a coin, with one lucky person winning £100 at the end.

Agents Giving is a charity dedicated to raising money for great UK causes including the British Heart Foundation, Macmillan Cancer Support and local, community charities too.

For more information, visit
<http://agentsgiving.org/>.



Miles Jupp is a versatile comedian and actor. As a comedian he has appeared in a number of top comedy shows, including *Have I Got News For You*, *Mock the Week* and Michael McIntyre's *Comedy Roadshow*. As an actor, Miles first became known on British television as the inventor Archie, in the children's television series *Balamory*. He has since played John Duggan in the political comedy *The Thick Of It* and Nigel in the BAFTA-winning BBC2 sitcom *Rev* starring Tom Hollander and Olivia Coleman. Miles has also contributed to a number of Radio 4 programmes such as *The News Quiz*, *The Vote Now Show* and *Loose Ends*, as well starring in his own radio series, *Miles Jupp's Real World* (co-performed with Frankie Boyle). We look forward to welcoming Miles to this year's black tie event.



Evening Entertainment

Our 2016 black tie event does not stop once the coveted awards have been announced. In fact, the fun has just begun! As well as the disco, and brand new for this year, we have special evening entertainment lined up for you to enjoy. Designed for the big kids amongst us with a competitive edge there will be a range of games including Giant Scalextric, a Flight Simulator, Batack, Skittles, Pool and Air Hockey. Don't miss any of the fun – the evening entertainment continues until 1am!

What the Awards Dinner offers you...

- Celebrate the successes of 2016 with your fellow members
- Give deserving team members a pre-Christmas treat
- Pre-dinner drinks and sit down three course meal with wine
- Comedian and actor Miles Jupp as the night's evening host and after dinner speaker
- Celebratory awards ceremony
- Disco and special games and attractions to enjoy
- Event Bar until 1am



The Awards

Be sure to enter an award submission before the 14 October 2016 deadline. You won't want to miss out on the chance to be crowned a 2016 Relocation Agent Network winner!



Agent of the Year 2016

The most coveted accolade that any member can receive from Relocation Agent Network, the 'Agent of the Year' will have fantastic promotional opportunities in their local market. Submissions are not required for this category, as judges will choose the recipient from the 16 winners of the Regional Awards.

Best Agent Regional Awards

Do you have what it takes to win that sought-after title of 'Best Agent in the Region'? There are 16 regional awards in this category:

- Central
- Cheshire & North Wales
- East Anglia & Essex
- East Midlands
- Greater London
- North East
- North West
- Scotland
- South Coast
- South East
- South Wales
- South West
- Thames Valley
- Yorkshire
- West
- West Midlands

For award criteria and to download entry forms, visit the Members Area
www.relocation-agent-network.co.uk/members/meetings-andconferences/conferences.aspx

For more information, contact your Regional Development Manager. Good luck to all of this year's entrants.
To be considered, award entries must be submitted before the closing date of **Friday 14 October 2016**.

Customer Relocation Awards

These nine awards recognise Relocation Agent Network members that have generated the greatest number of referral points. Maximise your referrals now to be in with a chance of winning.

Employee of the Year Award

This accolade seeks to recognise the member of your team that always goes the extra mile, continually delivering the very best customer service. Nominations are open to any deserving member of your team and should focus on what the individual has contributed to your business.

Newcomer of the Year

We welcome entries from any member that has joined Relocation Agent Network after 1 May 2015.

Conference Mobile App!

Following its success last year, the Conference Mobile App returns for 2016 and will be available to download in the lead up to this year's Conference.

The App provides all the key information about speakers, exhibitors and the venue, keeping you 'in the know' ahead of the Network's must-attend event.

What the App offers you...

- Full Conference and Awards Dinner agenda
- Speaker line up
- Local guide providing maps and details about transport and parking
- Conference sponsor and exhibitor information
- Trade exhibition floor plan
- Select push notifications, leading up to and during the event, keeping you up to date with the latest Conference news
- ...And more features will be announced in the coming weeks...



New Venue

We are delighted that the 2016 Conference will be held at the award winning Sofitel Hotel and Conference Centre, a luxury 5 star venue close to London's Heathrow Airport.

Combining luxurious comfort with a convenient location and first class conference facilities, this year's National Conference venue is set to be one of the very best yet, offering delegates:

- 5 Star conference facilities
- One entire floor dedicated to the main Conference, break-out sessions and trade exhibition
- Free wi-fi throughout the venue
- Five bars and eateries including French fine dining and a champagne bar
- 578 bedrooms with 24-hour room service and access to a 24-hour gym and wellbeing spa
- Easy access via air, road, rail and Underground
- Convenient onsite parking including 400 spaces and reserved spaces for BMW owners.

Booking Accommodation



Accommodation is likely to sell out fast, to book for Thursday 17 and Friday 18 November please contact the Sofitel directly

T: 020 8757 5000 quoting reference number **CART171116**

E: reservations@sofitelheathrow.com quoting reference number
CART171116

Room Rate

£169 (+VAT) per night including breakfast for single occupancy, with a £15 supplement charge for double occupancy. Sofitel's 578 bedrooms include 24-hour room service, free wi-fi and access to a 24-hour gym.

For more information about this year's Conference venue, visit www.sofitel.com/gb/hotel-6214-sofitel-london-heathrow/index.shtml



Scan to book your accommodation



Travelling to our 2016 venue

The Sofitel has easy access via air, road, rail and Underground. Convenient onsite parking facilities include 400 spaces (and reserved parking for BMW owners), so just pull up, unload and the hotel lift will take you straight to the 2016 National Conference! Using the Paddington Express it's just 21 minutes from Central London and for those who would prefer to fly, Terminal 5 is only a 5 minute walk away.

What the Conference offers you...

- Exclusive line up of impressive keynote speakers
- 5 Star venue that offers extensive conference facilities and great transport links
- Industry and market updates from leading business experts
- Trade exhibition of the industry's latest suppliers and products
- Opportunity to network and share ideas with fellow members.

Follow us on Twitter

Make sure you follow our Network Twitter account, **@RelocationAgent** and use our official Conference hashtag, **#RAN16**.



For additional information or queries about the Conference, the online booking form or hotel accommodation please contact **Alison Brown** at Cartus:
E: alison.brown@cartus.com
T: 01793 756001.

Our delegate registration will close at midnight on Friday 11 November 2016, after which time, we will not be able to take any further bookings for either the Conference or Awards Dinner. Please ensure you book all first, second and subsequent places before this date.

In the unlikely event that the Conference agenda is subject to change, Relocation Agent Network reserves the right to substitute speakers, sessions and timings accordingly.



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