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## Greater Boston Women's Council of Realtors presents Digital Zone Jan. 19th

January 13, 2010 - Front Section

Mark your calendar for Tuesday, January 19th 11 a.m. -1:45p.m. at the Wellesley Papparazzi on Rte. 16 W for "Marketing Programs that Work for Realtors! Welcome to the Digital Zone!"

We are looking at marketing and communications programs and how to put them to work. How about an easy forum to integrate the work self, the social media self, and the digital self - to interact, compare notes and respond?! We will be looking to bring agents and all related professionals into the Digital Zone! Easily?! Quickly?! Profitably?! Dramatically?

Christy May, president elect for the Greater Boston Women's Council of Realtors (WCR) will moderate a panel of experts who are looking to make life easier in real estate. With a background in TV production, advertising and now real estate, May has tried everything and has brought together a powerful panel to help the real estate community. The WCR Digital Zone will start on the website with clicks to social media, marketing and communications programs and a blog that addresses how useful these are! May addressed a leadership panel in NYC on ROI and ROE (Return on Effort). She is RE/MAX New England Agent of the Month!

Programs: Social networking; search engine marketing; social bookmarking; the next media revolution (social media); and blogging

Diane Gagliano is the regional vice president for RISMedia's Top 5 in Real Estate Network. In her current role, she is responsible for creating sales strategies for building and maintaining the Top 5 Membership Network. She has been a licensed Realtor for 7 years in the state of Conn. Prior to joining Top 5, she served as sales director for development of a lifestyle community of 180 new construction homes. She also has past experience in sales management, business development, and global sales experience within Fortune 500 companies. She will be discussing how she structures and takes programs all the way to the consumer with RIS Media Resources - for you!

Sven Anderson is in the Top 100 in Sales for REMAX USA (Q1-Q-3 2009) and 1 of only 14 in New England for the "Chairman's Club Award." He is an Allen Hainge Cyberstar (1 of only 200 in the world). Anderson started the RE/MAX Google Group for Luxury Homes in New England. His technical tips held in high regard for the New England real estate community. We are thrilled to have his help in bringing us into the Zone!

Attendance is for Realtors and all affiliated professionals. The cost is \$30 for members and \$35 for non-members. Register on [www.wcrboston.com](http://www.wcrboston.com) and be sure to re-visit when we have the WCR Digital Zone up after the meeting! Become a sponsor or a member on the same website.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540