



CELEBRATING  
65 YEARS

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## **IREM's Executive Exchange scheduled for June 9 to 11 in Chicago**

April 13, 2010 - Connecticut

The Institute of Real Estate Management (IREM) will sponsor an, interactive Executive Exchange for professionals in the real estate management industry from Wednesday, June 9 through Friday, June 11, at the Hotel Conrad located right on the area's Magnificent Mile. The power-packed three-day event includes two, back-to-back professional development seminars as well as ample opportunities for knowledge sharing and networking with executive peers.

Today's Leadership Challenges (HRS603), scheduled for June 9, will:

- \* Examine current leadership theory and apply it to practical leadership skills
- \* Identify qualities of successful leaders and assess participants' strengths and areas for improvement
- \* Explore leadership methods in the areas of communication, experience and knowledge, ethical values, and energy and passion
- \* Discuss common situations - including substance abuse, harassment, and negative employees - that can challenge even the most experienced leaders in real estate management.

Growth Strategies for Real Estate Management Companies (BDM601), scheduled for June 10 and 11, will show participants how to:

- \* Examine their respective companies' strengths and weaknesses and discover ways to incorporate those strengths into a business plan
- \* Identify opportunities to enhance income streams within their current portfolio as well as ways to generate new revenue
- \* Explore long-term marketing tactics that can build a company's reputation and position it for ongoing success
- \* Obtain new management business by analyzing a request for proposal (RFP), reviewing proven-successful proposal techniques, and delivering an effective presentation to a prospective client through a series of interactive learning activities.

Both sessions will be facilitated by Stephen Cary, CPM, a senior-level real estate management executive and a long-time member of the IREM faculty. Each session counts toward the education requirement for IREM's Accredited Management Organization (AMO) accreditation.

Registrants Can Opt For Event Package or Single Session

The Executive Exchange package of two sessions includes continental breakfasts daily, one lunch, and an exclusive networking event; it is specially priced at \$880 for IREM-credentialed members; \$1020 for Associate, Student and Academic members; and \$1105 for non-members, which reflects a 10% package discount. Registration also is available for each session, separately. Today's Leadership Challenges is priced at \$310 for IREM-credentialed members; \$360 for IREM Associate, Student, and Academic members; and \$390 for non-members. It includes a continental breakfast.

Growth Strategies for Real Estate Management Companies, which includes two continental breakfasts, one lunch, and a networking event, is priced at \$570 for IREM-credentialed members; \$660 for Associate, Student and Academic members; and \$715 for non-members.

The Institute of Real Estate Management has been the source for education, resources, information, and membership for real estate management professionals for more than 75 years. An affiliate of the National Association of Realtors, IREM is the only professional real estate management association serving both the multifamily and commercial real estate sectors. With 80 U.S. chapters, 10 international chapters, and several other partnerships around the globe, IREM is an international organization that also serves as an advocate on issues affecting the real estate management industry.

To learn more about the Institute of Real Estate Management and its chapter network, visit [www.irem.org](http://www.irem.org).

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