



# TORONTO COMMERCIAL REAL ESTATE WOMEN

## Programs Committee Mandate

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### 1. Role and Responsibilities

The Programs Committee (the "Committee") is a committee whose purpose is to coordinate, plan, and execute a mixture of educational and networking events to fulfill the following elements: 1) Provide value to and retain interest of current members; 2) Gain recognition as a leading organization in the Toronto real estate industry through promotion of events to members and non-members; 3) Drive interest for potential members; and 4) provide sponsor value through programs and events that showcase sponsor profiles.

### 2. Reporting

The Committee will report to the Board of Directors (the "Board") of the Toronto Commercial Real Estate Women (the "Corporation"). The Board liaison will be the Director, Programs. A monthly written update is to be provided for Board review and quarterly updates provided at the leadership meetings.

### Composition of Committee

The Committee shall be comprised of a Chair or two co-Chairs and a Vice Chair or two co-Vice Chairs. The Chair(s)/Vice Chair(s) should actively encourage and recruit new Committee members. There is no limit on the number of committee members. A larger committee is beneficial so that sub-committees can help co-ordinate and plan separate events. Continuity and new ideas are equally important. The composition and size of the committee can be determined by the Chair(s)/Vice Chair(s).

### 3. Logistics/Communication

- Create and keep the Committee team organized and focused
- Set meeting dates, agendas, and update committee as required
- Distribute meeting agendas/minutes of meetings to committee
- Coordinate updates/newsflashes for the Toronto CREW weekly emails and website. All material to be submitted in final draft format per applicable timelines.
- Report to the Board on Committee activities/updates as required
- Determine activities and create "To do" lists as required

### 4. Mandate

The Chair(s)/Vice Chair(s) should read and be familiar with the CREW Network Playbooks, specifically the Chapter Programs Playbook.

- Develop program ideas/speakers
- Confirm programs calendar for 12-14 months
- Provide written drafts to the Marketing and Communications Committee for invitations to ensure content of the message align with the image of Toronto CREW for email, web and/or printed distribution and provide to Toronto CREW Administrator
- Provide written drafts to the Marketing and Communications Committee for programs publicity to ensure the content message aligns with the image of Toronto CREW
- Coordinate sponsorship opportunities and commitments when available and/or required outside of the Corporate Sponsorship responsibilities on an event by event basis
- Confirm and book venues, speakers/entertainment and caterers as required
- Coordinate and contract audio video requirements for events as required
- Budget for events and get approvals from the Board for events

Creation and maintenance of budget

- Establish the revenues and expenses budget
- Obtain budget approval from the Board
- Monitor and maintain the Budget
- Work closely with Toronto CREW Administrator to monitor registration and update budget as required
- Work closely with Board Liaison to adjust budget throughout year, as required
- Approve all invoices, request payment through Toronto CREW

Liaise with other committees

- Marketing and Communications Committee – re e-blasts, invites, publicity, website, signage, etc. All material to be submitted in final draft format per applicable timelines.
- Sponsorship Committee – Diamond events, sponsor relations
- Toronto CREW Administrator – re registration
- Scholarship Committee and Mentorship Committee – Special events targeted to these groups or in which these groups will participate or be recognized

Following is a recommended timeline for activities that must be completed prior to a program:

<b>Activity</b>	<b>Minimum Timeline</b>
Develop program idea/speaker(s)	180+ days prior
Confirm speaker(s) in writing	90 days prior*
Save the Date email	60 days prior*
Prepare invitation for distribution	60 days prior* (date and topic)

Coordinate publicity with Communications	60 days prior* (date and topic)
Begin accepting reservations	60 days prior* (Administrator)
Confirm facilities and audio visual equipment, if any	14 days prior
Advise venue of guaranteed head count	3 days prior (Friday – Facilities)
Reconfirm speaker(s)	Friday before
If used, finalize head table & notify people accordingly	5 days prior
Forward program agenda and/or speaking notes to President or delegate	2 days prior

\*or as determined based on Programs scope (e.g. a drop-in cocktail event may not need 60 days Save the Date whereas Signature Event would)

On the day of the program, the committee/a committee member is responsible for:

- Greeting and “hosting” the speaker(s); introduce speaker(s) to sponsors and others
- Maintaining program agenda on schedule
- Introducing speaker(s) (or this may be done by President)
- Thanking speaker(s) and presenting speaker(s) gift (or this may be done by President)

Following the conclusion of the program, the Chair should follow up with a Thank You note to speaker(s).

### **5. Authority Level**

The Committee has full authority to book venues, speakers, and topics once approved by the Board. All Contracts for venues, etc. should be signed by Board signing authorities. Preliminary ideas/plans are to be presented by the Board Liaison at Board meetings to ensure programming is in line with organizational objectives.