

Monday, September 23 | BMO Centre at Stampede Park

Registration

8:00AM - 4:00PM | 3rd Floor Concourse

Pick up your badge and connect with fellow RLP'ers on the 3rd floor concourse. Grab a coffee sponsored by CREA and Realtor.ca. Make sure to say hello to our sponsors and exhibitors and visit the Shelter Foundation Silent Auction and make your bids.

Please ensure you wear your badge at all times. This is your pass for entry into all NSC sessions and events.



Curious as to what you should wear? Dress for your best self. Wear whatever makes you feel productive and comfortable.

Skip the Line

Pick up your name badge on Sunday, September 22.

Stop by the BMO Centre's 3rd Floor Concourse between 12pm and 4pm to avoid the registration rush ahead of the opening session.

General Session | Champions Ballroom (3rd floor)



9:00AM - 9:15AM | Opening Act - Loop Rawlins (ballroom doors open at 8:45am)

Award-winning Wild West Performer and former Cirque Du Soleil artist, Loop Rawlins, will kick off our event with thrilling trick roping and whip-cracking skills!

9:15AM - 10:15AM | Phil Soper, President & CEO, Royal LePage

After we kick off the conference in true Calgary style, Phil Soper will provide a business and economic update.

10:15AM - 10:45AM | RLP InvestorsEdge

Simeon Papailias & Bobby Puim | Playbook International Media Corp.

Tune in to hear about the Royal LePage exclusive new investor program, RLP InvestorsEdge! This first-of-its-kind program is designed to equip agents with the tools and insights they need to work with residential real estate investors. It will help them build a more diverse, resilient and profitable business that is more resistant to the seasonal ebbs and flows of non-investment home sales.



10:45AM - 11:45AM | Empowering Realtors with AI: ChatGPT and the Future of Real Estate

Katie Lance, CEO & Founder of Katie Lance Consulting

Discover the transformative power of AI in real estate with keynote speaker, Katie Lance. In this session, you will learn practical marketing strategies for implementing AI tools to generate business, improve your content marketing, save you time and take your business to the next level - in 2024 and beyond!

11:45AM - 12:00PM

Message from our Gold Sponsor TD

Andrea Coletta, VP National Office, TD Bank



12:00PM - 1:00PM

Networking Lunch

A buffet lunch will be available in the Champions Ballroom.



1:00PM - 2:00PM | SHIFT from chaos to calm: Creating success for successful people

Kathleen Black, CEO, Kathleen Black International



The more successful we get, the less successful we feel, because we just can't get it all done. When we are pulled in multiple directions, we are living in literal chaos. This is the dirty little secret that ultra performers don't want to talk about, yet all experience. Move out of this stage of growth, and learn to move into calm.

There is a journey to move from chaos to calm in your business and life. The journey is from overworked underachiever, to being stunningly successful, as the expansion CEO of your life. Move into a place where you are supporting others in expansion and leadership. You can't skip any steps, this is the part where you walk the talk.

Move from a definition of success based on ego, scarcity and hyper individualization to a collective success forged by working in abundance, conscious leadership, identifying the unique gifts and talents of others. This shift in perspective creates a hyper accountable conscious leader supporting holistic growth for our industry.

Monday, September 23 | BMO Centre at Stampede Park

Educational Breakout Sessions

2:00PM - 2:45PM | Percheron Rooms

Make sure you arrive on time to secure a seat, space is limited.

Session descriptions and presenter bios can be found in the detailed breakout schedules that can be found online at royallepageevents.ca.

Percheron A

Developing and Communicating Your Brokerage Unique Value Proposition | Broker/Owner & Managers Session

Presenters: Carolyn Verner, Director, Brokerage Management Services & Dominic St. Pierre, Senior Vice President, Business Development

Percheron B

How to Create Your 12-Month Social Media Plan

Presenter: Katie Lance, CEO/Founder of Katie Lance Consulting

Percheron C

Growing your Business & Building your Reputation

Presenter: Rachel Hammer, Rachael Hammer Real Estate Team

Percheron D

Speed Networking

Hosted by Anne-Elise Cugliari Allegritti, Director, Communications, Royal LePage



Percheron F

An Oxymoron for Realtors – How To Understand If Your Business is Profitable

Presenter: Matthew Regan, The Regan Team (Matthew sends his regrets. Due to unforeseen circumstances is unable to attend)

Percheron H

RLP InvestorsEdge™ – The first 90 days: Your Roadmap to becoming a consultant.

Presenters: Simeon Papailias, Founder of the Playbook Group of Companies

Bobby Puim, Chief Operating Officer of the Playbook Group of Companies

Percheron I

Starting a Real Estate Team – From Vision to Reality

Presenter: Geneviève Lavoie, Directrice principale, Québec, Royal LePage

Educational Breakout Sessions

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Percheron A

Squeeze the Juice out of your Team & Client Events

Presenter: Scott Hurren, CEO & Founder, OTBx Air

Percheron B

How to Leverage Short-Form and Long-Form Video to Accelerate Your Business

Presenter: Katie Lance, CEO/Founder of Katie Lance Consulting

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Educational Breakout Sessions Con't

3:00PM - 3:45PM | Percheron Rooms

Percheron C

GET SH*T DONE

Presenter: Shawn Zigelstein, Royal LePage Your Community Realty

Percheron D

Speed Networking

Hosted by Anne-Elise Cugliari Allegritti, Director, Communications, Royal LePage

Percheron F

From Stampede City to Success: Unleashing Your Potential in Commercial Real Estate with Royal LePage

Presenter: Damon Conrad, National Director, Royal LePage Commercial

Percheron H

Real-World Success with rlpSPHERE: Testimonials and Upcoming Innovations Unveiled

Presenter: Dan McKeenan, VP, Customer Success (Enterprise), Inside Real Estate and Royal LePage's rlpSPHERE Product Team

Percheron I

Blueprints to Breakthroughs: Scale Your Business with Sustainable Systems

Presenter: Kathleen Black, Kathleen Black International



Explore the Concourse: Connect, Mingle & Enjoy!

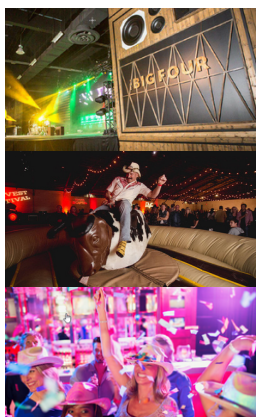
During our afternoon breakout sessions, the concourse outside the Champions Ballroom will be open for networking and connecting with other agents. Make sure you stop by the concourse to visit with our exhibitors, make your silent auction bids, and connect with our Gold Sponsor representatives from TD. A lounge and bar are available along with coffee and tea sponsored by CREA and Realtor.ca. Participating exhibitors include:

- Cutco Closing Gifts
- Forge Performance Group
- iGuide
- Just Sell Homes
- Kathleen Black Coaching
- RealtyOS Presents: REACirc Brokerage Connect, REACirc Agent Connect, REACirc Broker Connect, REACirc Conference Connect
- Richard Robbins International
- Royal LePage Red Market
- Royal LePage Shelter Foundation
- South Okanagan Results Team
- **TD Bank**
- Teldon
- TELUS Business



STAMPEDE STYLE KICK OFF - BIG FOUR ROADHOUSE

7:00PM - 12:00AM



Yeehaw, Royal LePage! Get ready to kick up your heels as we bring the greatest outdoor show on earth inside to the Big Four, right across from the BMO Centre in Stampede Park. It's going to be a night of unforgettable fun, food, music and games! Feel free to dress for the theme, or come as you are.

Dust off your cowboy boots and show off your moves while line dancing to the Alex Hughs Band. Challenge your friends to a roping competition, and take a wild ride on the mechanical bull sponsored by Brent Roberts Realty. Stop by the Royal LePage Real Estate Services Ltd. old western photo booth for a sepia-toned picture that'll take you back in time. Capture the spirit of the wild west and create a keepsake to remember the evening.

 **SHELTERpalooza!**

Tuesday, September 24th is our dedicated Shelter Fundraising Day. For a list of events and more information, please visit royallepageevents.ca.

Complimentary Shuttles to the Shelter Classic depart the Delta Calgary Downtown and Hilton Garden Inn at 4:30pm sharp!



Wednesday, September 25 | BMO Centre at Stampede Park

Connect with fellow RLP'rs on the 3rd floor concourse. Grab a coffee sponsored by CREA and Realtor.ca. Make sure to say hello to our sponsors and exhibitors and visit the Shelter Foundation Silent Auction before lunch to make your final bids. **Please ensure you wear your badge at all times. This is your pass for entry into all NSC sessions and events.**

General Session | Champions Ballroom (3rd floor)

9:00AM - 10:00AM | Building a business and life you love, you really can have it all

Richard Robbins, Founder & CEO, Richard Robbins International Inc. (RRI)

As entrepreneurs, the aspiration is to build a business that fully supports the life you want to live. However, the reality can sometimes feel like your life is funding your business rather than the other way around. For over 25 years, Richard Robbins' organization has been empowering real estate professionals to create a business and life they truly love, where each day brings excitement and gratitude for the work they do and the people they serve.

In this transformative session, Richard Robbins will unveil four essential components to building your dream business that seamlessly supports the life of your dreams. You really can have it all.



10:00AM - 11:00AM | Working Smarter Instead of Harder

Dr. Nick Bontis, Leading Strategy and Management Expert

Information bombardment is the single most damaging threat to your productivity – but, it doesn't have to be that way. Transform this challenge into a sustainable competitive advantage for yourself, and level up your leadership by working smarter instead of harder.

During this enlightening and action-packed presentation, you will learn:

- How to cope with information bombardment
- How to improve your ability to manage change
- How to boost productivity and efficiency
- How to speed up innovation through collaboration
- How to determine what leadership action you can take tomorrow

11:00AM - 11:15AM | Morning Break

11:15AM - 11:50AM | It is our business: Know what to do when intimate partner violence presents in a client or colleague

Dr. Katreena Scott, PhD C. Psych.

**Professor and Academic Director, Centre for Research and Education on Violence Against Women and Children, Western University
Tier I Canada Research Chair in Ending Child Abuse and Domestic Violence**

Our beloved Royal LePage® Shelter Foundation supports local shelters protecting women and children from domestic violence, and it makes contributions to national violence prevention programs. This session represents one of those investments, and while it is being offered to a wider audience, we have secured a session for the benefit of NSC delegates. This is our way to thank you for your support of the Shelter Foundation. And, if you are not yet a supporter, you will witness one of the reasons your contributions are important.

One of the easiest ways to support the Shelter Foundation is through the Commission Donor Program, for as little as \$25/end. Sign up at giveshelter.ca.

For context for this session, the mid 2010's marked a turning point in Canada. After two decades of declining or stable rates of domestic homicide and police-reported intimate partner violence, we are now in a period of year-over-year increase. It doesn't have to be this way. Join us as we open doors, foster conversations, and empower each other to create a safer future for all..

Key learning objectives:

1. Recognize signs: Learn about the prevalence of intimate partner violence and how to identify warning signs and risk factors for escalation.
2. Power of everyday relationships: Explore the value of engaging the power of everyday relationships to increase safety.
3. Supporting Change: Equip yourself with the skills to support those in abusive situations or those using abusive behaviours by acquiring the necessary knowledge to provide support and make informed referrals.



Wednesday, September 25 | BMO Centre at Stampede Park



Royal LePage®
SHELTER FOUNDATION™ Shelter Lunch, Live Auction & Awards
12:00PM - 1:30PM | Champions Ballroom

Join us for the legendary Shelter Lunch, featuring a Live Auction sure to pique your interest with its eclectic assortment of must have, luxe items. Enjoy camaraderie with new friends, as you watch the jam packed action as excursions (holiday anyone?) and “didn’t know I need THAT, but I do” items are sold to the highest bidder – all for our much beloved Royal LePage Shelter Foundation. This is also an occasion to be inspired and to salute individual RLP’ers with awards recognizing their commitment to Shelter Foundation. There’s so much to celebrate, that you won’t want to miss a second of this important event!

1:30PM - 2:00PM | Wrap Up & 2025 National Sales Conference Location Announced

Phil Soper, President & CEO, Royal LePage

Educational Breakout Sessions

2:00PM - 2:45PM | Percheron Rooms (3rd floor)

Make sure you arrive on time to secure a seat, space is limited.

Session descriptions and presenter bios can be found in the detailed breakout schedules that can be found online at royallepageevents.ca.

Percheron A

Raining Referrals: Uncommon Loyalty and the Power of Generosity

Presenters: Vonny Fast, Cutco Closing Gift Representative

Percheron B

Moneyball for Realtors: Maximizing your ROI

Presenter: Michael Froese, Royal LePage Prime Real Estate

Percheron C

The Social Selling System for Realtors

Presenter: Andrew Fogliato, Founder, Just Sell Homes

Percheron D

Speed Networking

Hosted by Anne-Elise Cugliari Allegritti, Director, Communications, Royal LePage

Percheron F

Simple Insights for Extraordinary Success

Presenter: Chris Dunlop, Owner & Broker Royal LePage Estate Realty

Percheron H

Maximizing Internet Lead Conversion: The Strategic Value of Smart Campaigns

Presenter: Lesley Whittle, Learning Consultant & Curriculum Lead, Learning Services, Royal LePage Canada

Percheron I

A Team Leader’s Perspective: Real Estate Business Leadership in Challenging Markets

Presenter: Adil Dinani, Founder & Principal, Dinani Group, Royal LePage West Real Estate Services



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Percheron A

The Changing Brokerage Landscape | Broker/Owner & Managers Session

Presenters: Mark Frenette, Director, Business Development - Ontario/Atlantic & Jim Morris, Director, Business Development - Western Canada

Percheron B

Let's Talk Trek! Challenge for Shelter Q&A

Presenter: Carly Neill, Fundraising & Communications Manager, Royal LePage® Shelter Foundation™

Percheron C

How to leverage TikTok for RE Success

Presenters: Neils Mack, Marketing Manager, Royal LePage Marketing & Ariane McCourt, Bilingual Learning Consultant & Project Lead, Royal LePage Learning Services

Percheron D

Speed Networking

Hosted by Anne-Elise Cugliari Allegritti, Director, Communications, Royal LePage

Percheron F

Working By Referral - How Direct Mail Helps Nurture Client Relationships

Presenter: Jon MacCall, Director, Strategic Partnerships, Jumptools Inc.

Percheron H

Practical AI: Leveraging ChatGPT to Streamline Your Real Estate Business

Presenter: David Piaia, Director Brokerage Technology & Training, Royal LePage Canada

Percheron I

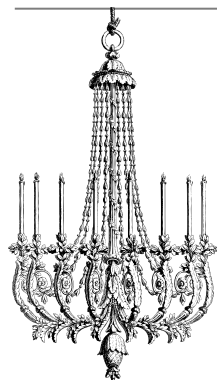
Show Me The Money: Understanding Team Profitability

Presenter: Carolyn Verner, Director, Brokerage Management Services



Explore the Concourse: Connect, Mingle & Enjoy!

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National Awards Celebration

7:00PM - 12:00AM | Champions Ballroom at BMO Centre (3rd floor)

Get ready for a night where we break from tradition and celebrate in style at our most glamorous and dynamic event yet! We've curated an unforgettable evening that promises to entertain, dazzle and delight. If you enjoy a good theme, put on your favourite red carpet attire in red, white or black. Otherwise, come in whatever makes you feel your best!

Work the room in our lounge-style space, where you can connect with friends and colleagues as we celebrate the success of the past year. Our innovative cocktail space is designed to keep the energy flowing as you discover delicious food stations while mingling and mixing with your fellow RLP attendees. Worried about seating? Don't be! There will be plenty of spots to sit, relax, or perch. And when the night heats up, the dance floor is ready for us to celebrate together!