



## 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](#).

**Planning:**

- 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 – 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 – 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 Program’s 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.