

FACT SHEET Conference Live 2015 and NAR Annual Mobile App



Conference Live 2015

Experience the 2015 REALTORS® Conference & Expo from wherever you are in the world through [Conference Live](#).

[Conference Live](#) is a virtual window into the REALTORS® Conference & Expo experience. This free NAR resource takes viewers behind-the-scenes of the event in San Diego. Watch Chief Economist Lawrence Yun's residential economic forum, catch interviews with expert speakers, and view exhibitor demonstrations. Plus, follow along with the experiences of more than 30 Featured Attendees – REALTORS® and board staff from across North America, who will share their personal experiences and reflections during the four days of the event.

This year's Conference Live site is sponsored by realtor.com® (Booth #311).

Spread the word about Conference Live, which will be active November 13-16, 2015.

What is Conference Live?

- A "virtual window" into the REALTORS® Conference & Expo experience: [REALTOR.org/ConferenceLive](#).
- Includes attendee-generated content from more than 30 Featured Attendees, such as blog posts, session reviews, photos and videos.
- Features NAR-generated content, such as speaker interviews, exhibitor demonstrations and behind-the-scenes commentary.
- The site is active all four days of the conference, November 13-16, 2015; all content remains up and available as a resource throughout the year.
- Last year's site drew 15,000 visitors and 51,000 page views in November 2014.

What's Happening This Year?

- Recordings of Chief Economist Lawrence Yun's residential economic forum and NAR360.
- Featured Attendee lineup of more than 30 participants from across North America.
- Coverage of special 2015 activities such as the REALTORS® Got Talent competition and NAR's Annual Online Silent Auction, benefiting the REALTORS® Relief Foundation.

Planned Promotions/Marketing Channels

- Association-wide, integrated plan to reach all members via email, free channels (including Weekly Report, Social Media, REALTOR.org, INS, newsletters, etc.).
- Event-specific marketing channels (onsite signage, printed guides, the official event mobile app).
- Social networking, including Facebook ads and promotion by the Featured Attendees on their personal social media pages and websites.
- Members who sign up to receive Conference Live updates by email will be entered into a sweepstakes for a chance to win a free trip to the 2015 REALTORS® Conference & Expo.

Program Timeline

- The 2015 Conference Live website is available **now** at [REALTOR.org/ConferenceLive](#).
- The site will be active primarily November 13-16, 2015, and is a free resource for real estate professionals, regardless of whether they are able to attend the event.
- After the event, the site will remain up as a resource for real estate professionals through 2016.

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NAR Annual Mobile App

“NAR Annual,” the official event mobile app for the 2015 REALTORS® Conference & Expo, is [now available for download](#). The app is the easiest way to navigate the event and includes access to session schedules, meeting locations, exhibitor listings and other information in San Diego.

This year’s app was submitted as an upgrade to the 2014 version. So if the app is already downloaded to your mobile device, just update it before launching.

Instructions for new downloads:

- For iOS devices and Android phones: Visit the App Store or Google Play, and search for “NAR Annual”
- For all other phone types: While on your smartphone, point your mobile browser to m.core-apps.com/narannual. You will be redirected to the proper download for your device.

App features include:

- Last minute updates like meeting room changes and special alerts.
- Sync your online Event Planner into the app, or create a custom schedule right in the app by hitting the “star” image next to sessions and meetings you plan to attend.
- Use the “Quick List” feature to plot the best way to see exhibitors. First select your favorite exhibitors under the “Exhibitors” icon, and then hit “Quick List” and the app will map out most efficient route to see them all.
- Access your registration bar code to scan at registration to quickly print out your badge and special event tickets.
- See who else is attending the event (this is an opt-in feature and not all attendees may be represented).

Read more about these features here: <http://www.realtor.org/convention.nsf/pages/techtools?opendocument>

This year’s mobile app is brought to you by Core-Apps and sponsored by ERA Real Estate (Booth #611).

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