



OVERALL EVENT SCHEDULE

DAY 1: Tuesday, April 16, 2024

| Start Time | End Time | Room | Event | Description |
|------------|----------|---------------|---------------------------------------|--|
| 7:00am | 4:30pm | Gatlin Foyer | HannaCon Check-in | Collect your welcome packet and start your day with our hassle-free check-in process. |
| 8:00am | 4:00pm | Gatlin A/B | Olympic Village and Greenius Bar Open | Explore Olympic Village, featuring more than 50 exhibitors. Have a question? Visit the Greenius Bar experts to get the technical support you need. |
| 8:00am | 4:00pm | Meeting Rooms | Breakout Sessions | Dive deeper into industry trends and innovation with our engaging and interactive breakout sessions. |
| 8:00am | 8:50am | Sandlake | Meet the Experts | Connect one-on-one with industry experts on important topics. |
| 9:00am | 4:00pm | Butler | Bop Shop Open | Show your Team Hanna pride with new swag from the Bop Shop. |
| 11:00am | 1:00pm | Gatlin A/B | Lunch Break, Demo Stage Open | Recharge and network over lunch. Check out live demos of new innovations and exciting technologies. Enter to win a car! |
| 4:00pm | 6:00pm | Gatlin C/D/E | General Session | Experience the pinnacle of knowledge sharing and networking at our conference's dynamic general session event, featuring top industry experts. |
| 6:00pm | 8:00pm | Gatlin A/B | Olympic Village Party | Kick off the conference at our Olympic Village party, the most significant networking event in the real estate industry. |

DAY 2: Wednesday, April 17, 2024

| Start Time | End Time | Room | Event | Description |
|------------|----------|---------------|---------------------------------------|---|
| 7:00am | 4:30pm | Gatlin Foyer | HannaCon Check-in | Reconnect with registration with any questions or concerns. |
| 8:00am | 2:00pm | Gatlin A/B | Olympic Village and Greenius Bar Open | With more than 50 exhibitors to visit, spend more time in Olympic Village. Have a question? Visit the Greenius Bar experts to get the technical support you need. |
| 8:00am | 2:00pm | Meeting Rooms | Breakout Sessions | Our panels of experts will dive into industry trends and innovations to up your professional game. |
| 9:00am | 2:00pm | Butler | Bop Shop Open | Step up your swag with new items from the Bop Shop. |
| 11:00am | 1:00pm | Gatlin A/B | Lunch Break, Demo Stage Open | Refuel and recharge with an extended lunch in the Olympic Village. Take in a few exciting demos of new innovations and exciting technologies. |
| 2:00pm | 4:00pm | Gatlin C/D/E | General Session | Get ready to take your business to a new level with our general session speakers. |
| 6:30pm | 10:30pm | Gatlin C/D/E | 24K Gala Dinner *Paid Event* | 24K magic will be in the air! Raise your glass at this star-studded event. Space is limited. Make sure you are registered to attend this 24 karat gold event. |

Note: Session topics and schedule are subject to change. Please refer to the HannaCon 24 mobile app for the most up-to-date information.



GOING FOR THE GOLD HANNA CON 2024

EDUCATION SCHEDULE: DAY 1

Tuesday, April 16, 2024

| Start Time | End Time | Room | Room | Room | Room | Room | Room | Room | Room | Room | Room | Room | Room | Room | Room |
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| | | Panzacola F-1 | Panzacola F-2 | Panzacola F-3 | Panzacola F-4 | Panzacola G-1 | Panzacola H-1 | Panzacola H-2 | Panzacola H-3 | Panzacola H-4 | Suwannee 11/12 | Sandlake | Sebastian J | Wekiwa 9/10 | Gatlin C/D/E |
| 8:00 AM | 8:50 AM | | | | | | | | | | Debbie Bindeman - Risk Management and E&O Coverage | Meet the Experts | | Leader Session / Peer Group | |
| 9:00 AM | 9:50 AM | Jon Colby - Leader Session | Joe Rand - Buyer Agency After the NAR Settlement: 9-1/2 Compelling Ways to Delight Buyers and Absolutely Thrive in this New Industry | Terry Watson - The Yelp Effect: Pleasing the Empowered Customer | Michael Walker - Overcoming Conflict Today | Agent Panel - You Only Present Once: The Essentials to Winning a Listing Appointment | Dan Elzer - Delivering Value That Beats the Competition in 2024 | Lu Ryan - Working on Your Business with an Expert | Agent Panel - Team Dynamics: Strategies for Success | Zillow/ ShowingTime+ | | | | | |
| 10:00 AM | 10:50 AM | Jon Colby - "Yes, and..." Improving Leadership Through Improv | Jackie Cassara - It's a Small NEW World, After All | Terry Watson - Changing Markets | Michael Walker - Mastering the Art of Commission Negotiations | Market Conditions from your Market Presidents: Dennis Cestra Jr., Alicia Kosec & Pat Riley | Dan Elzer - 10 Ways to Generate Business Without Spending a Dime | Agent Panel - 5 Ways to Generate More Listings | Agent Panel - Waterfront Views: Selling Luxury Homes on the Water | Dan Desko - Cybersecurity and Who to Trust | | | | | |

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| 11:00 AM | 12:00 PM | Jon Colby - "Improv(e) Your Communication" | | | | | | | | | | | EXCLUSIVE TO HANNA TRAVEL RECIPIENTS - Lunch & Learn with REDX - Targeted Social Media Prospecting: A Better Paid Ad Strategy | | |
| 12:00 PM | 1:00 PM | | | | | | | | | | | | | | |
| 1:00 PM | 1:50 PM | Dennis & Teresa Walsh - The Smell of Sawdust: Leverage the Massive Demand for New Homes and Remodeling for Greater Sales Success | Agent Panel - Navigating Market Shifts with Confidence and Agility | Lisa Larson - The Future is Now: AI Applications in Real Estate | Michael Walker - Negotiation Today | Homes.com | Dan Elzer - Delivering Value That Beats the Competition in 2024 | Agent Panel - Transforming Connections to Gold! Unleash the Power of Your Network | Agent Panel - Expert Strategies for Selling Luxury Homes | Jim Litten - Exploring Market Conditions | | | | | |
| 2:00 PM | 2:50 PM | Agent Panel - Going Global: Utilizing the Hanna Network to Become an International Agent with Relocation Horizons | Agent Panel - How to Harness AI for Business Success | Terry Watson - Evolve or Evaporate | Michael Walker - Negotiation Baseline | Market Conditions from Your Market Presidents: Gary Scott, Donna Kreps, Shawn Adams, Whitney LaCosta | Dan Elzer - 10 Ways to Generate Business Without Spending a Dime | Agent Panel - Loan Officer and Agent Power Duos | Agent Panel - Scroll-Stopping Social Media Success | Zillow/ ShowingTime+ | Annie Hanna Engel and Eric Soller - Let's Get Real: The Evolution of the Industry | | | | |

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| 3:00 PM | 3:50 PM | Lisa Larson - The Future is Now: AI Applications in Real Estate | Agent Panel - The Blueprint: Crafting an Effective Social Media Campaign | Terry Watson - We've Got This (Negotiations) | RealGrader | Market Conditions from Your Market Presidents: Brenda Reid, Matt Rand, LP Finn | Agent Panel - Listing 365: Secure a Listing Every Day of the Year | Agent Panel - Show off and Show Out! Showcase Your Value in Today's Market | Agent Panel - Rising Stars: Agents in the Fast Lane | Lu Ryan - Working on Your Business with an Expert | | | | | | |
| 4:00 PM | 6:00 PM | | | | | | | | | | | | | | | GENERAL SESSION - KEYNOTE SPEAKER: MIKE ERUZIONE |

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GOING FOR THE GOLD HANNACon 2024

EDUCATION SCHEDULE: DAY 2

Wednesday, April 17, 2024

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| 8:00 AM | 8:50 AM | Realtor.com | Terry Watson - The Yelp Effect: Pleasing the Empowered Customer | Michael Walker - Overcoming Conflict Today | Jared James - How to Leverage Social Media for Real Followers That Turn into Actual Clients | Kate Reisinger - Understanding Luxury and Affluent Consumers | Marki Lemons - AI Productivity Boost: 13 Ways to Use AI & ChatGPT in Real Estate | Agent Panel - Open House Mastery: Blending Artistry with Science | Joe Rand - Buyer Agency After the NAR Settlement: 9-1/2 Compelling Ways to Delight Buyers and Absolutely Thrive in this New Industry | Dennis & Teresa Walsh - The Smell of Sawdust: Leverage the Massive Demand for New Homes and Remodeling for Greater Sales Success | Jon Colby - Essential Services Session | | | | |
| 9:00 AM | 9:50 AM | Jon Colby - "Yes, and..." Improving Leadership Through Improv | Terry Watson - Changing Markets | Michael Walker - Mastering the Art of Commission Negotiations | Jared James - Mastering the 4 Pillars of Focus to Help You Dominate Through the Changing Market | Fidelity National Title | Marki Lemons - AI - Building an Ethical AI-Driven Real Estate Industry | Agent Panel - Rising Stars: The Path to Production | Agent Panel - Unveiling your Impact Through Your Value | Zillow/ ShowingTime+ | Let's Get Real: The Evolution of the Industry featuring Annie Hanna Engel and Eric Soller | | | | |
| 10:00 AM | 10:50 AM | Jon Colby - "Improv(e) Your Communication" | Terry Watson - Evolve or Evaporate | Michael Walker - Negotiation Today | Jared James - How to Leverage Social Media for Real Followers That Turn into Actual Clients | Pat Riley - Let's Not Have to Repot! | Marki Lemons - 6 Figures in 12 months: AI Real Estate Planning | Stronger Together: Making an Impact in Your Community with the Children's Free Care Fund | Agent Panel - Don't You Forget About Me: How to Stay in Touch with Your Customers and Clients | Zillow/ ShowingTime+ | Debbie Bindeman - Risk Management and E&O Coverage | | | | |

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| 11:00 AM | 12:00 PM | | | | | | | | | | | | EXCLUSIVE TO EARLY BIRD REGISTRANTS - Lunch & Learn with REDX - Targeted Social Media Prospecting: A Better Paid Ad Strategy | | |
| 12:00 PM | 1:00 PM | | | | | | | | | | | | | | |
| 1:00 PM | 1:50 PM | QuantumDigital | Terry Watson - We've Got This (Negotiations) | Michael Walker - Negotiation Baseline | Jared James - Mastering the 4 Pillars of Focus to Help You Dominate Through the Changing Market | Joe Rand - Buyer Agency After the NAR Settlement: 9-1/2 Compelling Ways to Delight Buyers and Absolutely Thrive in this New Industry | Agent Panel - Social Strategies That Work for Audience Engagement | Agent Panel - Time and Energy Management: Insights for Productivity and Fulfillment | Agent Panel - Personal Marketing: Your Best Year Ever | Frontdoor/HSA: Unlock the Opportunity | | | | | |
| 2:00 PM | 4:00 PM | | | | | | | | | | | | | | GENERAL SESSION - HEADLINE SPEAKER: BRIAN BUFFINI |

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RECOMMENDED TRACKS

Full session descriptions are available on the HannaCon 24 mobile app!

| Speaker | Session Topic | Track: Hot Industry Topics | Track: Top Producer | Track: New to the Business | Track: Marketing & Technology | Track: Luxury | Track: Managers/Leaders | Track: Vendor Presentation |
|---------------------------------|---|----------------------------|---------------------|----------------------------|-------------------------------|---------------|-------------------------|----------------------------|
| Annie Hanna Engel & Eric Soller | Let's Get Real: The Evolution of the Industry | x | x | x | | | | |
| Brian Buffini | General Session - Headline Speech (Day 2) | x | x | x | | | | |
| Dan Desko | Cybersecurity and Who to Trust | x | | | x | | | |
| Dan Elzer | 10 Ways to Generate Business Without Spending a Dime | | | x | x | | | |
| Dan Elzer | Delivering Value That Beats the Competition in 2024 | x | | | | | | |
| Debbie Bindeman | Risk Management and E&O Coverage | x | | | | | | |
| Dennis & Teresa Walsh | The Smell of Sawdust: Leverage the Massive Demand for New Homes and Remodeling for Greater Sales Success | | x | x | | | | |
| Fidelity National Title | Fidelity National Title | | x | x | | | | x |
| Frontdoor/HSA | Frontdoor/HSA: Unlock the Opportunity | | x | x | | | | x |
| Homes.com | Homes.com | | x | x | | | | x |
| Jackie Cassara | It's a <small>Small</small> NEW World, After All | x | x | x | | | | |
| Jared James | How to Leverage Social Media for Real Followers That Turn into Actual Clients | | x | x | x | | | |
| Jared James | Mastering the 4 Pillars of Focus to Help You Dominate Through the Changing Market | x | x | | | | | |
| Jim Litten | Exploring Market Conditions | | x | x | | | | |
| Joe Rand | Buyer Agency After the NAR Settlement: 9-1/2 Compelling Ways to Delight Buyers and Absolutely Thrive in this New Industry | x | x | x | | | | |
| Jon Colby | "Yes, and...": Improving Leadership Through Improv | | | | | | x | |
| Jon Colby | Essential Services Session | | | | | | | |
| Jon Colby | Improv(e) Your Communication | x | | x | | | | |
| Jon Colby | Leader Session | | | | | | x | |
| Kate Reisinger | Understanding Luxury and Affluent Consumers | | x | | | x | | |
| Lisa Larson | The Future is Now: AI Applications in Real Estate | x | | | x | | | |
| Lu Ryan | Working on Your Business with an Expert | | | x | x | | | |
| Marki Lemons | 6 Figures in 12 Months: AI Real Estate Planning | x | x | x | x | | | |
| Marki Lemons | Building an Ethical AI Driven Real Estate Industry | x | x | x | x | | | |
| Marki Lemons | Productivity Boost: 13 Ways to Use AI & ChatGPT in Real Estate | x | x | x | x | | | |

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|---------------------|---|----------------------------|---------------------|----------------------------|-------------------------------|---------------|-------------------------|----------------------------|
| Michael Walker | Mastering the Art of Commission Negotiations | x | | | | | | |
| Michael Walker | Negotiation Baseline | | | x | | | | |
| Michael Walker | Negotiation Today | | x | | | | | |
| Michael Walker | Overcoming Conflict Today | x | | | | | | |
| Mike Eruzione | General Session - Keynote Speech (Day 1) | x | x | x | | | | |
| Pat Riley | Let's not have to repot! | | x | x | | | | |
| QuantumDigital | QuantumDigital | | x | x | | | | x |
| RealGrader | RealGrader | | x | x | | | | x |
| Quan Dinh | Revolutionize Your Selling Strategy with Realtor.com's Listing Toolkit | | x | x | x | | | x |
| Terry Watson | Changing Markets | x | | | | | | |
| Terry Watson | Evolve or Evaporate | x | x | | | | | |
| Terry Watson | The Yelp Effect: Pleasing the Empowered Customer | x | x | x | x | | | |
| Terry Watson | We've Got This (Negotiations) | x | | x | | | | |
| Zillow/ShowingTime+ | Zillow/ShowingTime+ | | x | x | | | | x |
| | Agent Panel - Team Dynamics: Strategies for Success | x | | | | | | |
| | Agent Panel - 5 Ways to Generate More Listings | | x | x | | | | |
| | Agent Panel - You Only Present Once: The Essentials to Winning a Listing Appointment | | x | x | x | | | |
| | Agent Panel - The Billion Dollar Club | | x | | | x | | |
| | Agent Panel - Open House Mastery: Blending Artistry with Science | | | x | | x | | |
| | Agent Panel - Listing 365: Secure a Listing Every Day of the Year | | x | x | | | | |
| | Agent Panel - Waterfront Views: Selling Luxury Homes on the Water | | | | | x | | |
| | Agent Panel - Expert Strategies for Selling Luxury Homes | | x | | | x | | |
| | Agent Panel - Show Off and Show Out! Showcase Your Value in Today's Market | x | | x | | | | |
| | Agent Panel - Unveiling Your Impact Through Your Value | x | | | | | | |
| | Agent Panel - Don't You Forget About Me: How to Stay in Touch with Your Customers and Clients | | | | x | | | |

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| | Agent Panel - Transforming Connections to Gold! Unleash the Power of Your Network | | | | x | | | |
| | Agent Panel - Personal Marketing: Your Best Year Ever | | | x | x | | | |
| | Agent Panel - Navigating Market Shifts with Confidence and Agility | x | x | x | | | | |
| | Agent Panel - Rising Stars: Agents in the Fast Lane | | | x | x | | | |
| | Agent Panel - Rising Stars: The Path to Production | | | x | x | | | |
| | Agent Panel - Scroll-Stopping Social Media Success | | | | x | | | |
| | Agent Panel - The Blueprint: Crafting an Effective Social Media Campaign | | | | x | | | |
| | Agent Panel - Social Strategies That Work for Audience Engagement | | | | x | | | |
| | Agent Panel - How to Harness AI for Business Success | | | | x | | | |
| | Agent Panel - Time and Energy Management: Insights for Productivity and Fulfillment | | | x | | | | |
| | Agent Panel - Going Global: Utilizing the Hanna Network to Become an International Agent with Relocation Horizons | | x | x | | | | |
| | Agent Panel - Loan Officer and Agent Power Duos | | x | x | | | | |
| | Stronger Together: Making an Impact in Your Community with the Children's Free Care Fund | | | x | | | x | |
| | EXCLUSIVE TO MANAGERS/LEADERS - Leader Session / Peer Group | | | | | | x | |
| | Market Conditions from Your Market Presidents | x | x | | | | | |
| | Meet the Experts | x | x | x | x | | | |

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