

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

OKLAHOMA CHAPTER

Chapter Merit Award Category: Special Event

Chapter Name: Oklahoma

Chapter Size: Small

Executive Summary:

In an effort to increase female participation and chapter membership, new initiative to start a Women in CRE networking luncheon. Currently draws over 75 paid attendees bimonthly, with sponsorship growing to 2 sponsors per event.

Noteworthy Points:

- Megan Chinowth plus 5 volunteers organize the bi-monthly programs including inviting speakers, event staffing, and creating marketing materials.
- The social viral marketing aspect has caught on as we have over 75 PAID attendees in attendance monthly, for this event that started in 2023. NAIOP members get discounted entry.
- Tie into NAIOP Oklahoma and National branding with QR codes; link to membership sign ups and local NAIOP events. Presence on LinkedIn and chapter Facebook/Instagram page and stories.
- Sponsorship interest has been strong and in 2024 we will move to 2 sponsors per luncheon. (2023 started with NAIOP Chapter Support Funds, then took on 1 sponsor per luncheon)
- Luncheon tickets are 35\$ per attendee, covers costs of the lunch at the Summit Club in Downtown Tulsa. NAIOP Chapter Support Funds helped with venue rental costs and marketing.