



Events: Most Asked Questions

Can the topics and content that Carla presents be customized?

You bet. Carla customizes each Carla Live topic she presents! Every presentation is uniquely developed in conjunction with your meeting planner and corporate leadership. We customize the topic name, as well as the specific content for your particular audience. Tele-conference interviews as well as Pre-Conference written surveys are utilized to develop your Carla Live program. From her personal experience in developing one of the largest regional real estate companies on the West Coast, Carla knows the importance of a speaker who supports your culture, values, and image.

How the topics are customized:

A key element of your Live Event is the completion of Carla's pre-conference survey. This proprietary document allows us to gather vital information about your company or association, so we can work together to assure your important messages are conveyed—and your point of view/corporate culture is communicated and supported through Carla.

How the topics are arranged here:

This website provides you with an overview of topics, but Carla covers many more topics than listed. For in-depth descriptions of all our presentations, complete the inquiry form in this Events website section.

Will we receive a 'substantial' outline for our attendees?

Yes of course, you will receive a 'master' outline via e-mail. They are generally between 6 and 16 pages! You will receive either a customized PowerPoint Presentation in plenty of time for you to copy it, or a Word document—depending on the presentation. Included in my outlines are ready to use detailed resource systems straight from my books and programs so the attendees can put the ideas to work right away. Our outlines are really 'working handbooks' in themselves, which serve as long term operational/practice guides for your attendees. The keynote is the only presentation that does not include a hard copy outline, due to the nature of the presentation.

Can we get clock hours for the topic?

Depending on the topic and your state approval requirements, it may be possible to get clock hour approval. Carla Cross owns a multi-state approved real estate school based in Washington State (Cross Institute). She is very familiar with the requirements of Departments of Licensing.

Want to know how Carla can help you get more bang for the buck? Read on.....



How Can we Get more 'Bang for the Buck'?

With budgets tight, Carla has added these services to help you get even more benefits from your event. Learning is a process, and these special 'add-ons' (no cost to you) stretch the benefits immensely. Carla will

1. *Schedule both an agent and a broker session.* Carla knows budgets are tight right now. So, she offers a special 'package' for those who want both an agent and a broker session: She will provide both for a reduced fee, as long as she can fly out that day. Call Carla and discuss. She is a management expert, and knows that we need to provide the 'inside story' to managers and owners to put her concepts to work.
2. *Provide a free promotional webinar or tele-conference* to promote the event. Carla will provide a 15-30 minute webinar or tele-conference, included in the event investment, to get your members excited and informed. This special 'add-on' is at no cost to you, and will provide an extra member benefit. (Plus, get more attendance!)
3. *Provide a free after-conference tele-conference or video 'hints'* to help attendees put Carla's ideas to work. This way, your attendees get real lasting value—and remember that you provided this special event for them!

Do you need something that's not listed here? Just give Carla a call.

425-392-6914

Email: Carla@carlacross.com

Or, complete the inquiry form on her website.

She'll do everything possible to make your event absolutely memorable—and profitable for you.

