

# PROGRAMME

THUR.  
**29**  
JUNE

- 09:30 OVERVIEW TO THE INTERNATIONAL BUYERS MARKET**  
Meet international agents and discover their real estate markets.  
Session in English, no translation.
- 10:00 COMMERCIAL AND MARKETING MASTER CLASS**  
**Monetise the customer experience with BELÉN GONZÁLEZ.**  
Attendees with Inmociónáte Experience Commercial and Marketing.  
Session in Spanish, with English translation.
- 10:00 MANAGEMENT MASTER CLASS**  
**Order and emotion to sell more, with MARTA AGUILAR.**  
Attendees with Inmociónáte Experience Gestión. Session in Spanish, no translation.
- 11:00 Inmociónáte 23 MARKET PLACE OPENING**  
Opening of the exhibitors' area with all the Inmociónáte 23 sponsors.  
Free attendance with a Visitor's pass.
- 11:30 MARKET PLACE OPENING CEREMONY**  
With the President of NAR and RRC.
- 12:30 MLS IN THE WORLD**  
Attend the **European and American MLS Meeting with JAVIER SAN JOSÉ**  
Free attendance with VISITOR pass, outside the Inmociónáte programme.
- 15:30 START Inmociónáte 23**  
Opening of the plenary hall doors and welcome show.
- 16:00 PRESENTATION of Inmociónáte 23**  
with **Francis Fernández** (CEO of SIRA).
- 16:05 WELCOME SPEECH. Roberto Colomer** (President of the European Mortgage Federation and CEO of the UCI Group) will welcome us to the event.
- 16:20 OPPORTUNITIES FOR THE NEW HOUSING LAW**  
**Javier Martín** (Director General of Housing and Land) will talk about the Housing Act.

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- 16:30** **7 REAL ESTATE ILLNESSES.** **Pedro Trueba** (Founder of Trueba de Torres, visiting exclusively from Mexico) will share his knowledge on how to cure ourselves of the modern estate agent's typical ailments.
- 17:10** **REALTOR®, MORE THAN A REAL ESTATE AGENT.** **KENNY PARCELL** (NAR President) will share how to stand out in a complex market; a high-value session to decipher some of the keys to the relevance of our profession.
- 17:25** **PROPOSALS FOR LEADERSHIP IN THE REAL ESTATE SECTOR.** **Gerard Duelo** (President of CGCOAPI, Founder FNAPI and CNAEI). Keys to achieving Leadership and Professional Influence.
- 17:45** **COFFEE BREAK.** Sponsored by  **vivegreen**
- 18:30** **LEAD FROM ORDER.** **Marta Aguilar** will give us the keys to a different, orderly and efficient leadership.
- 19:00** **REAL ESTATE NETWORKS PANEL.** **Pere Maymi** (SIRA Head of Instructors) interviews the leaders of the main real estate networks in Spain. With Lorena Zenklussen from Comprarcasa, Leonardo Cromstedt from KW, Javier Sierra from Remax and Ricardo Sousa from C21.
- 19:30** **LEADING HEALTHY CHANGE.** **Laura Rojas-Marcos** (PhD in Clinical and Health Psychology) will share her knowledge on adapting to change and managing uncertainty.
- 20:15** **THURSDAY CLOSING SESSION.** **Francis Fernández** (CEO of SIRA) will bid us farewell until the next day.
- 20:30** **WELCOME PARTY.** Sponsored by **fotocasa Pro** on the conference centre terrace. De fotocasa, habitadla y milanuncios

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**08:30 AM OPENING OF DOORS**

Opening of the plenary hall doors.

**08:45 WELCOME SECOND DAY**

We'll start a new day in Inmoción 23.

**09:00 ARTIFICIAL INTELLIGENCE AND REAL ESTATE.** **Santiago Ibáñez** (CEO and founding partner of Bictop and professor at MIT) will introduce us to the world of AI for real estate.

**09:15 ARTIFICIAL INTELLIGENCE PANEL.** **Santiago Ibáñez** will head a panel with Pablo Álvarez-Cascos from Idealista, Juan Carlos Rivera from Fotocasa and Braulio Moreno from Mobilia, sector experts in artificial intelligence.

**09:35 CRS A SPECIALIST REAL ESTATE AGENT IN THE RESIDENTIAL MARKET**  
**Holli Woodward** will present the finalists of the Inmosolidarios 23 competition and we'll vote for the best solidarity project carried out by our colleagues.

**09:50 inm♥solidarios.** **Roberto Colomer** will present the finalists of the Inmosolidarios 23 competition and we'll vote for the best solidarity project carried out by our colleagues.

**10:40 INTEREST RATES AND OTHER VARIABLES**

**Philippe Laporte** (UCI Deputy CEO for Finance) will talk about the challenges facing the sector in the coming months, and the economic environment's impact on Real Estate.

**11:00 IS IT WORTH BEING INFLUENCERS IN REAL ESTATE?** **Giselle Ugarte** who comes from NYC, is a recognised social media consultant for REALTORS® in the USA and will talk about if it is a good idea to be an influencer in the real estate world.

**11:20 COFFEE BREAK.** Have a coffee and a bite to eat sponsored by  **vivegreen**

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**12:00 BREAKOUT SESSIONS** s simultaneously in three rooms. Choose between Workshops, lectures, panels... short, dynamic, and practical presentations.

## **BREAKOUT SESSION 1** Led by **IGNACIO DE DIEGO**

**12:00 José Ángel Goyeneche.** Goyeneche. Boost your real estate agency through metrics and KPI's.

**12:25 Carlos Portela.** From 0 to 100 evolution from professional to company.

**12:50 Julián Sáez.** The two real estate agency models.

**13:15 Alberto García Zafra / Félix Pompei.** Generate business with your investor clients.

**13:40 Nello D'Angelo.** Leadership in the 21st century.

## **BREAKOUT SESSION 2** Conducted by **DYLAN LEWORTHY**

**12:00 Ana Seydi.** Mindfulness for a REALTOR®

**12:20 Daniel Rosales.** Do we know what we are going to earn next month?

**12:40 Alberto Murcia.** How to work with professional investors

**13:00 Gonzalo Mejías.** 7 Things that successful real estate agents do differently.

**13:20 Curro Santacreu.** Speak like a leader.

**13:40 Peter West.** Your community as the basis for your growth.

## **BREAKOUT SESSION 3** Hosted by **TONI EXPOSITO**

**12:00 Rocío González.** Digital Mastery. Unleash Leadership in your Market through a Clear Strategy.

**12:25 Alejandro Pérez.** Discover the Power of ChatGPT.

**12:50 Sandra Larraz.** "Once upon a time... an elite team".

**13:15 Leo Roca.** Buyer's... The great unknown. They too need you.

**13:40 Rocío Montalvo.** Events for home owners.




**14:00 LUNCH.** Experience the Inmociónate 23 lunch your way, choosing between **themed tables, themed rooms or the Networking Buffet.** We'll also celebrate the Lunch for **CRS, LUXURY and new SIRA/Realtor® members.** (Capacity limited to new appointees).

# PROGRAMA

VIERNES

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JUNIO

- 15:30 DOORS OPEN.** See you again in the plenary hall for the last afternoon of *inmociónate 23*.
- 16:00 PREMIOS DE MARKETING**  **José Manuel Fernández** (Deputy General Manager of UCI) will present the finalists of the Marketing Awards competition and will assess the sector's best marketing initiative.
- 17:00 INFLUENCERS PANEL.** **Fernando García Erviti** e **Fernando García** will interview outstanding professionals who shine on social media.
- 17:30 SHORT VIDEOS FOR SUCCESS.** **Glenda Baker**, has come all the way from Atlanta to tell us how short videos are powerful tool in Real Estate are.
- 17:50 5 WAYS TO ANNOY YOUR TEAM.** **Carlos González** will show us everything we must avoid doing unless we want our team to be unhappy.
- 18:15 COFFEE BREAK.** Once again,  **vivegreen** will give us food and drink to get us ready for the last part of the event.
- 19:00 PIANO, IDEAS AND GROWTH.** **Sergio Feferovich** (PhD in music from Johns Hopkins University) is going to show us music in a different way, closing on a high note.
- 19:50 FAREWELL INMOCIÓNATE 23.** **Francis Fernández** (CEO of SIRA) and the *inmociónate 23* team will say goodbye until next year.
- 21:45 GALA DINNER**  
 invites us to a dinner and a show that you can't miss, the best finishing touch to two intense days at the Azucarera.