

# NAIOP

COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

SoCAL CHAPTER

**Chapter Merit Award Category: Special Event**

**Chapter Name: NAIOP SoCal**

**Chapter Size: Large**

## **Executive Summary:**

For our 2016 Kick-Off, we wanted to do something entirely different and “out of the box.” We had done a movie-themed event at a local theater before; however, we learned of a unique opportunity that allowed us to raise the bar one step further. We were approached by a member regarding a documentary on the Ford Mustang that was being rolled out nation-wide in celebration of the iconic car’s 50<sup>th</sup> anniversary. Through his connections with the Ford family, he was able to offer us the opportunity to hold the Orange County premiere as a Chapter event – as well as deliver a representative from the Ford family to introduce the film and provide both vintage and state-of-the-art Mustangs for display.

The challenge? It’s a great idea, but how do we bring in the real estate component? The answer: Bring in someone who can speak to the real estate needs and services of the automotive industry and explain its impact on economic growth and real estate expansion in Southern California. With that hurdle cleared, we had a program and a message – more than a car documentary, “A Faster Horse” taught us about perseverance, overcoming challenges and motivation.

## **Noteworthy Points:**

Every year, it is a challenge to develop a program that will both educate and excite our members – as the first program of the year, it sets the tone for the rest of the year so it has to be great! We were lucky to be presented with an opportunity to do just that – but how to take a subject that isn’t really germane to our industry and turn it into something that will resonate with the attendees was the challenge. Through research and outside-of-the-box thinking, we were able to deliver an event that was one of the best of the year and was talked about for weeks afterward.

Key elements to its success were:

- Using a new and exciting venue that was a landmark in and of itself.
- Having the support of a sponsor who was committed to the project and provided the means to allow us to offset the cost of the event and lower registration fees for our members.
- Being able to hold a movie premiere as a Chapter event and bringing in all of those elements through a red carpet entrance, backdrops and vintage cars on display.
- Expanding the normal audience beyond industry colleagues, making it a true family experience.
- Providing an inspirational message along with industry information, as well as a great atmosphere for networking.

The experience and lessons learned from “A Faster Horse” are applicable to all individuals and industries, including our own. Combining it with information on the economic growth and real estate expansion of the automotive industry in Southern California made this one of our best programs!