Missouri REALTORS®

Joint Consumer Engagement and Communications Output Group Meeting
2026 Fall Business Conference
September 22, 2026 | 1:15-2:15pm
Hilton St. Louis at the Ballpark

Consumer Engagement Output Group:
Vice Chair: Tami Smith
Staff Liaison: Olivia Koenig

Communications Output Group:
Vice Chair: Aundre Gray
Staff Liaison: Kate Stevens

Welcome and Opening Remarks

- Introduce Chairs, Vice Chairs, and Staff Liaisons
- Consumer Engagement Purpose: To develop and implement consumer advertising, awareness, and outreach campaigns in support of the REALTOR® brand. Be the "Voice of Real Estate" by delivering information to promote the value of the REALTOR® brand; Enhance consumer outreach through market research and industry resources. Including, but not limited to, Right by you Campaign Assets, Market Statistics Graphic and Videos, REALTOR® Relief Foundation Grants, and More.
- Communications Purpose: To serve in an advisory capacity to the State Association staff in order to assist in meeting the State Association's overall communication and marketing objectives.
- We seek to cultivate a culture of belonging where everyone can participate to the full extent of their talents and abilities for their personal success and for the success of Missouri REALTORS®.
- Stay connected between meetings with our community on The Landing.
- We strive for our group to meet the 100% RPAC Challenge! Learn more about your investment at the RPAC table in the exhibit area.

Discussion Topics

- Output Group Updates – Tami & Aundre
- NAR *Right by you* Campaign Update – Cara Harmon
- Canva and Cookies Workshop – Aundre & Kate
- Canva Templates – Kate

Adjourn

Mission: Missouri REALTORS® advance the real estate profession by safeguarding private property rights, providing essential resources, and leading with advocacy and professionalism.

Anti-Trust Policy: All persons affiliated with the real estate industry need to be mindful of the constraints of the anti-trust laws. There shall be no discussions of agreements or concerted actions that may restrain competition. This prohibition includes the exchange of information concerning individual REALTOR® commissions, market practice, or any other competitive aspect of an individual REALTORS® operation. Each Missouri REALTORS® Executive Committee member, Board of Directors' member, or meeting participant is obligated to speak up immediately for the purpose of preventing any discussion falling outside the bounds indicated.

Automated tools that capture, record, take notes, or otherwise process meeting content are not permitted during this or any Missouri REALTORS® meeting, to encourage open discussion, respect the privacy of participants, and maintain confidentiality where required. By attending or participating in this meeting, attendees agree to these terms.