

CHAPTER MARKETING PLAYBOOK

April 2026

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APRIL'S PLAYBOOK

This month's issue is packed with tools to help you educate, connect, and promote with confidence. Explore new course bundles, AI-driven learning, and everything you need for the 2026 Spring Forum. You'll also find exciting new updates on Site To Do Business, Foundation initiatives, and refreshed marketing resources to support your outreach.

April is full of resources and information, curated just for you to promote and pass along to your members with ease.

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EDUCATION

NEW COURSE BUNDLES

In Q1 of 2026, The CCIM Institute launched new course bundles designed to offer greater flexibility and a clear pathway to earning education credits, as well as The CCIM Designation. These bundled programs provide structured guidance within a defined timeframe, helping candidates stay on track while enjoying meaningful savings when enrolling as a package. We encourage you to reshare our social media videos and posts to your channels to educate your members more on these new bundles. There are also articles below for a deeper dive into what each bundle includes.

Learn more about the NEW CI 101 & CI 102 Bundle [here](#).

Learn more about The Designation Bundle [here](#).

FEATURED COURSES

Implementing AI in CRE: Transforming CRE with AI. Innovate, Optimize, Lead. - with Michael Hironimus, CCIM
The CCIM Institute is endorsing Implementing AI in Commercial Real Estate with Michael Hironimus, CCIM, a hands-on six-session program built for brokers, developers, investors, and asset managers ready to work smarter, faster, and at scale.

Through six focused modules, students will move from understanding the basics to building automations and AI tools that support your deals. Live sessions and guided exercises ensure you leave with real outputs you can use right away. Students will create smarter workflows for investment analysis, marketing, and operations. Start using AI to move your business forward. Register [here](#).



EDUCATION INSIGHTS

[From Core Concepts to Career Momentum: Start Your Commercial Real Estate Journey](#)

[The CCIM Designation: A Clear Path to Career Excellence, Now All-In-One](#)

[What's New for CCIM Learners in 2026: Expanded Benefits and a New Learning Experience](#)

[Course-Correcting for Today's CRE Landscape](#)

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THE CCIM INSTITUTE SPRINGFORUM 2026

Everything You Need to Know Before You Go

Get ready for an unforgettable 2026 Spring Forum in Philadelphia, where five days of nonstop networking, dealmaking, and industry insights bring commercial real estate professionals together from around the world. From high-energy events like the new Deal Pitch Competition and NEW Tech Reveal to immersive panels, tours, and signature experiences, there's something designed to elevate every aspect of your business. Whether you're looking to spark new opportunities, expand your network, or stay ahead of market trends, this event is built to deliver real momentum. Don't miss your chance to be part of it—[read the full blog](#) to see everything waiting for you in Philly!

Register now [here](#) and view all the Spring Forum details on our website [here](#).

Find the **2026 Spring Forum brand toolkit** to support registration and let others know you are attending in the Dropbox [here](#).

SPRING FORUM HIGHLIGHTS

[Know Before You Go](#)

[Spring Forum Agenda](#)

[Panelists and Speakers](#)

[Exhibitors and Sponsors](#)

[Submit Your Best Deal Pitch for the NEW Deal Pitch Competition](#)

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NETWORKING

DEALMAKERS AWARD

The Dealmakers Award celebrates outstanding achievements by CCIM Designees across five key commercial real estate sectors: Industrial, Office, Specialty, Retail, and Multifamily.

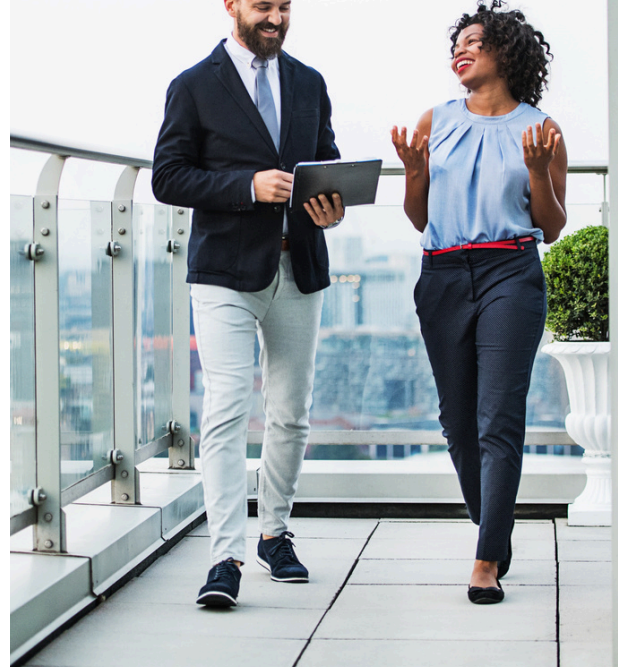
This program recognizes professionals who drive results, showcase innovative strategies, and make a measurable impact in their local, regional, and national markets.

By highlighting these accomplishments, the award elevates the visibility of CCIM Designees and the value they bring to the commercial real estate industry.

Apply through your local chapter and earn recognition among the industry's best. The winners of each category will be announced at the 2026 Fall Forum.

Learn more [here](#).

2026 Submission Deadline to chapters is **May 30**.



NETWORKING TUTORIALS

[How to Host a Successful Webinar](#)

[How to Access Your CCIM Profile](#)

TECHNOLOGY

A NEW ERA FOR SITE TO DO BUSINESS

Site To Do Business is evolving with a new name, a refreshed brand, and a fully modernized platform experience, all designed to better serve today's commercial real estate professionals. While the look is changing, the mission remains the same: delivering powerful location intelligence and data-driven insights.

Be among the first to experience what's next at the official unveiling on April 20 at the Spring Forum, where you'll get an inside look at new features, enhancements, and the future of the platform. Learn more about the unveiling [here](#).

THE STDB LEARNING CENTER

Use real-life use cases from commercial real estate professionals and tools from STDB to stay ahead of industry trends. [Schedule a demo](#) and start learning with [Tech Tips tutorials](#).

TECHNOLOGY INSIGHTS

[STDB Webinar Recap: How ParGo AI Helps CRE Professionals Find Opportunity Faster](#)

[Industry Insight: How Technology and Strategy are Shaping CRE in 2026](#)

[STDB's CRE Performance Index Adds 12-Month Forecasting](#)

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THE CCIM INSTITUTE

Foundation

Creating Opportunities in Commercial Real Estate

CCIM'S GOT TALENT

AT THE 2026 SPRING FORUM

Bring Your Talent to Support The CCIM Institute Foundation!

Join The CCIM Institute Foundation for CCIM's Got Talent, an exciting evening featuring a live band, karaoke performances, and networking with commercial real estate professionals. Whether you're taking the stage or cheering from the crowd, your participation helps support the Foundation's mission and scholarship programs, including Opportunity, Named Education, and Veteran Scholarships. Register for the event [here](#).

Sign up to perform [here](#).

The CCIM's Got Talent Online Auction is Officially Live!

This is your opportunity to be part of something meaningful during The CCIM Institute Spring Forum. Every bid goes beyond the item itself, directly supporting The CCIM Institute Foundation's mission to expand access to education, scholarships, and career advancement in commercial real estate.

Explore a curated selection of exclusive items and once-in-a-lifetime opportunities, including a Philadelphia Flyers VIP game experience, a luxury getaway in La Jolla, and a NASCAR Racing Experience for two.

Early participation helps build momentum and maximize the impact of this initiative. Join us in creating opportunities for the next generation of industry leaders.

Start bidding now [here](#).



FOUNDATION INSIGHTS

[From Air Force Pilot to CCIM: A Veteran's Journey of Purpose and Possibility](#)



Find newly updated marketing kits to support member, chapter, and CCIM Institute initiatives:

Brand Kits

We've updated chapter brand kits in Canva for each chapter. You will find all available logos in the brand kit section of your folder, as well as new profile picture graphics for your chapter's social media channels. Please choose one of the four options and **update your chapter profile pictures on all channels before attending Spring Forum.**

Up-to-date branding is essential for Spring Forum.

Any Pin imagery before 2023 is outdated and cannot be shared on the Institutes channels.

Choose Excellence

Drive visibility with the national Choose Excellence campaign—packed with ready-to-use emails, social posts, and customizable assets designed to spotlight the unique value of CCIMs in today's market. These materials save you time while reinforcing your credibility, helping you connect with clients and prospects through consistent, high-quality messaging.

You can find chapter and member assets at myccim.com [here](#) or you can download them from the Dropbox [here](#).

Spring Forum Brand Kit

Get hyped! Spring Forum will be here before we know it. We've created a brand kit that chapters and members can use to let their network know they are attending the Spring Forum in Philadelphia this month, and to encourage others to register. You will find social media graphics, email headers to share with your members in the Dropbox [here](#).

Marketing Masterclass

Join the CCIM Marketing, Sales, and Communications team as they guide you through growth opportunities by sharing their marketing expertise and show you how you can elevate your own marketing skills [here](#).

Canva Tutorials

Refresh on how to get started in Canva, create a social media graphic, and even create short videos in our Canva tutorials with our marketing team [here](#).

THE CCIM INSTITUTE

EVENT SCHEDULE

April - May, 2026



WHERE IN THE WORLD IS THE CCIM INSTITUTE?

APRIL
19-22

2026 SPRING FORUM

Loews Philadelphia Hotel / Philadelphia, PA

APRIL
22-24

RE/MAX COMMERCIAL SYMPOSIUM

Seattle, WA

MAY
18-20

ICSC LAS VEGAS

Las Vegas Convention Center / Las Vegas, NV