

CHAPTER MARKETING PLAYBOOK

August 2026

IN THIS ISSUE

EDUCATION

- Course Bundles
- JWL Leadership Program

NETWORKING

- 2026 Fall Forum
- **NEW** Market Makers
- 2027 Chapter Officer Training

TECHNOLOGY

- 50% off Pargo AI
- Upcoming Webinars
- BOD Applications

THE CCIM INSTITUTE FOUNDATION

- BOD Applications
- Monthly Giving

ADDITIONAL RESOURCES

- Brand Toolkits
- Marketing and Canva Tutorials
- Trade Shows



AUGUST'S PLAYBOOK

This issue highlights featured and upcoming education courses, important program applications, 2026 Fall Forum registration, and resources to help members stay on the Path to The Pin. Admins will also find updates on Market Makers, Intellisite enhancements, 50% off Pargo AI, upcoming technology webinars, and opportunities to serve on The CCIM Institute Foundation and CCIM Technologies Board of Directors.

To support your chapter's outreach, we encourage you to use the links, marketing resources, updated social media assets on Canva, and brand kit materials to create social media and email content. Use this playbook throughout the month to keep your members informed, engaged, and connected to the latest opportunities available through The CCIM Institute.

CHAPTER MARKETING PLAYBOOK

August 2026

EDUCATION

MORE WAYS TO SAVE

NEW COURSE BUNDLES

The path to The CCIM Designation is unique, and The CCIM Institute offers multiple bundled pathways to help candidates reach that goal in a way that fits their professional objectives, schedules, and budgets.

Bundled options give candidates the flexibility to accelerate their progress, focus on specific areas of expertise, or choose a learning path that fits their goals. Each bundle provides a streamlined approach to earning The CCIM Designation while maximizing the value of their educational investment. Candidates gain practical knowledge and skills they can apply immediately in commercial real estate. No matter which pathway they choose, each option is designed to support steady progress toward the Designation.

Current bundled options:

- CI 101 & CCIM Membership
- CI 101 & CI 102 Bundle
- The Bundled Designation Program

Explore the bundle options [here](#).

JWL LEADERSHIP PROGRAM

Applications are now open for the 2027 JWL Leadership Program, designed to help CCIM Designees strengthen their leadership skills and prepare for future leadership roles. Through four in-person sessions, participants will gain practical leadership insights, build meaningful connections with fellow CCIMs, and grow their confidence.

Applications and scholarship submissions are **due Oct. 23, 2026**. Apply now [here](#).



EDUCATION INSIGHTS

[The CCIM Institute and Fordham University Partner to Expand Commercial Real Estate Education in New York City](#)

[Evolving Education](#)

[Expanding Opportunity in the Caribbean](#)



EDUCATION CONT.

EXPANDING COMMERCIAL REAL ESTATE EDUCATION IN NEW YORK CITY

The CCIM Institute's partnerships continue to expand - this time with [Fordham University](#) in New York City!

Beginning in September, commercial real estate professionals can pursue The CCIM Designation at Fordham's Lincoln Center Campus in the heart of Manhattan.

Registration for CCIM courses at Fordham University is now open at www.ccim.com.

Learn more about the partnership [here](#).

EDUCATION CONNECTION: UPCOMING COURSE HIGHLIGHTS

Education Connection makes it easy to find upcoming CCIM courses and specialty training that will keep commercial real estate professionals moving forward.

See the upcoming courses [here](#).

FEATURED COURSES:

Our featured courses are all under \$300 and designed to help commercial real estate professionals build new skills, stay competitive, and grow their career.

See the upcoming courses [here](#).

CHAPTER MARKETING PLAYBOOK

August 2026

2026 FALL FORUM LOS ANGELES

Join commercial real estate professionals from across the globe October 4-8 at the 2026 CCIM Fall Forum for an engaging experience filled with dealmaking, networking, leadership development, technology, and new business opportunities!

Discover fresh perspectives from industry leaders as they share insights on the trends, challenges, and opportunities shaping the future of commercial real estate. Build valuable connections in the Dealmaking & Networking Lounge, where meaningful conversations and new business relationships happen throughout the event. Attendees gain practical strategies during daily panel discussions featuring leaders from Bank of America, BKREA, CBRE, Chick-fil-A, and Colliers. Be inspired by keynote speakers Rick Caruso, Founder and Executive Chairman of Caruso, and Joshua Seth, who will explore *The Psychology of Connection: Human Skills AI Can't Replace*.

Whether attendees are looking to grow their network, gain actionable insights, or uncover their next opportunity, the 2026 CCIM Fall Forum is the place to be!

Event Highlights

- Oct. 4: Welcome Reception
- Oct. 5: Town Hall
- Oct. 5: CCIM Awards Dinner
- Oct. 6: Pinning Ceremony/Chapter Dinners
- Oct. 7 Institute Board of Directors meeting
- Oct. 7: 2027 Chapter Officer Training
- Oct. 7: Inauguration Gala for 2027 Global President, Andie Edmonds, CCIM

Register for the 2026 Fall Forum [here](#).

THE CCIM INSTITUTE
Advancing the Commercial Real Estate Profession



PAST FORUM EXPERIENCE

[Spring Forum 2026](#)

[Fall Forum 2025](#)

[Spring Forum 2025](#)

CHAPTER MARKETING PLAYBOOK

August 2026



NETWORKING

MARKET MAKERS

The CCIM Institute recently launched **Market Makers**, a new way to feature CCIMs in CCIM Connections. **Formally known as the Deal Makers**, this highlights the deals and decisions that shape today's commercial real estate landscape. This refreshed feature will spotlight significant transactions led by CCIM Designees and demonstrate the strategic thinking behind successful deals. The true impact of these transactions extends beyond volume and value. Each deal represents investment in communities, business growth, and the continued influence of CCIMs helping shape the commercial real estate landscape.

Submit deals [here](#).

Download the social media graphic [here](#).

Every Market Makers feature is also considered for our **Biggest Deal spotlight in CCIM Digital Connections**.

2027 CHAPTER OFFICER TRAINING

The 2027 Chapter Officer Training (COT) series is underway! If you missed the first online session, you can [watch the recording](#) and access it anytime on the [Chapter Resources Page](#).

Join us for the next virtual session on **Thursday, Aug. 13, from 2–3 p.m. CT (3–4 p.m. ET)** and explore the [full training schedule](#) and registration links for additional sessions taking place this month. All 2027 chapter leaders and administrators are encouraged to participate in every session, including **the in-person training at the 2026 CCIM Fall Forum** to learn, connect, and prepare for a successful year!

NETWORKING INSIGHTS

[Join The CCIM Institute at the FIABCI International Trade Mission](#)

[Market Makers: June](#)

CHAPTER MARKETING PLAYBOOK

August 2026



TECHNOLOGY

Save 50% on Pargo AI, exclusive for CCIM Designees and candidates

For a limited time, **CCIM Designees and candidates can save 50% on one month of a ParGo Lite or Pro license with code: CCIM50.** Discover a faster way to research properties, analyze opportunities, and connect with owners from a single platform.

Offer **expires on August 9.** Redeem the discount [here](#).

BOARD OF DIRECTORS APPLICATIONS

CCIM Technologies is seeking engaged leaders to help guide the future of commercial real estate technology. Applications are now open for the CCIM Technologies Board of Directors and Officer positions (Vice President and Treasurer).

If you're passionate about commercial real estate technology and want to help shape the tools and resources that empower CRE professionals, we encourage you to apply. Board applicants must be CCIM Institute members or active users of Intellisite, the CCIM Technologies platform. Officer candidates must be CCIM Designees with experience using CCIM Technologies and its business tools. Learn more and submit your application for the Board of Directors or Officer positions today.

2027 CCIM Technologies Board Interest Form [here](#).

2027 CCIM Technologies Officer Interest Form [here](#).



TECHNOLOGY INSIGHTS

[What's new in ArcGIS Online](#)

CHAPTER MARKETING PLAYBOOK

August 2026



TECHNOLOGY CONT.

DISCOVER THE POWER OF INTELLISITE

Intellistie, formerly known as Site to Do Business, features a suite of tools designed to help commercial real estate professionals make smarter decisions, uncover market opportunities, and stay ahead in a competitive commercial real estate landscape.

Start exploring Intellisite and unlock the full value of the CCIM membership benefits [here](#).

ARCGIS UPDATES

The June 2026 ArcGIS Online release brings a faster, smoother, and more intuitive experience for Intellisite users. Discover enhanced dashboard performance, improved map interactions, smarter content management, updated reports, and new tools for creating richer, data-driven stories. Check out the overview to see the latest features in action and learn how they can help CCIMs work more efficiently in Intellisite.

Explore the new updates [here](#).

Read what's new [here](#).

UPCOMING WEBINARS

Pargo AI: Explore. Analyze. Connect; Eric Pollard, founder and CEO of ParGo AI

Thursday, September 3, 1:00 p.m. CT



CHAPTER MARKETING PLAYBOOK

August 2026

THE CCIM INSTITUTE

Foundation

Creating Opportunities in Commercial Real Estate

BOARD OF DIRECTORS APPLICATIONS

Help Shape the Future of Commercial Real Estate

The CCIM Institute Foundation is seeking dedicated leaders to help advance the mission through education, scholarships, and research. Applications are now open for the Foundation Board of Directors and Foundation Officer positions (Vice President and Treasurer-Elect).

If you're passionate about giving back to the industry and helping create opportunities for the next generation of commercial real estate professionals, we encourage you to apply. The application deadline is **August 17, 2026**.

Learn more and submit your application for the Board of Directors or Foundation Officer positions [here](#).

FOUNDATION INSIGHTS

[The Ripple Effect of Giving](#)

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

THE CCIM INSTITUTE

Foundation

Creating Opportunities in Commercial Real Estate

Make an Impact Month After Month

Your recurring gift to The CCIM Institute Foundation helps us *plan, grow, and award more scholarships.*



Click the Banner to Donate

THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession

THE CCIM INSTITUTE

MARKETING RESOURCES

August 2026



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

Brand Image

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.**

Any Pin imagery before 2023 is outdated and cannot be shared on the Institute's channels.

Marketing Brand Kits

Download social media graphics and email headers to create content for your chapter's digital channels. These help support campaigns and initiatives through The CCIM Institute.

Find shareable assets for 2027 Chapter Officer Training, Dealmakers Award, Course Bundles, Canva Tutorials, and more. Explore assets 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

July - Sept, 2026



WHERE IN THE WORLD IS THE CCIM INSTITUTE?

AUG 30 -
SEPT 1

ICSC ORLANDO

Orlando, FL

SEPT
14 - 16

NAHREP ANNUAL CONVENTION

Las Vegas, NV

OCT
4 - 8

2026 FALL FORUM

Los Angeles, CA
