THE CCIM INSTITUTE

CHAPTER MARKETING PLAYBOOK

September 2026

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- Marketing and Canva Tutorials
- Trade Shows



SEPTEMBER'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, 20% off Pargo AI, Tech Talks at the Fall Forum, and opportunities for monthly giving to The CCIM Institute Foundation.

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.

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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 Bundle
- CI 101 & CI 102 Bundle
- The Designation Program Bundle

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

THE CCIM INSTITUTE
Advancing the Commercial Real Estate Profession



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.

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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 Excellence Awards
- 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 (Secure your chapter table!)

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

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NETWORKING INSIGHTS

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

[Market Makers: June]

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 Tuesday, September 8, at 1 PM CT 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!

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Intellisite

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.

20% OFF PARGO AI FOR CCIM MEMBERS

Get more from Intellisite. CCIM members receive an **exclusive 20% discount on any ParGo AI subscription**. Add AI-powered parcel and property intelligence to your CRE toolkit and turn property data into insights that support smarter, faster decisions.

Save on ParGo AI here.

TECH TALKS AT THE CCIM INSTITUTE FALL FORUM

Get more from your CCIM member benefits at The CCIM Institute Fall Forum with Tech Talks featuring Esri, ParGo AI, Moodys, and Intellisite Power Users. Explore the tools, data, and insights available through Intellisite and learn how they can support your commercial real estate business.

Make the most of your member benefit here.

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TECHNOLOGY INSIGHTS

What's new in ArcGIS Online

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Intellisite

PRODUCT OF THE MONTH

This month, we're spotlighting **Pictometry**, powered by EagleView — one of the powerful tools available to CCIM members. Pictometry gives commercial real estate professionals access to high-resolution aerial imagery captured from multiple angles, helping you see properties, surrounding development, and market conditions with greater clarity.

Log in and put Pictometry to work 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.

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THE CCIM INSTITUTE

Foundation

Creating Opportunities in Commercial Real Estate

THE CCIM INSTITUTE 2025 ANNUAL REPORT

See the impact made possible by The CCIM Institute Foundation's donors, chapters, volunteers, and supporters in the 2025 Annual Report. Explore the scholarships, programs, and fundraising efforts that helped create opportunities and advance careers across commercial real estate.

THE FOUNDATION DONOR RECEPTION AT THE CCIM INSTITUTE FALL FORUM

The CCIM Institute Foundation looks forward to celebrating its generous supporters at a special Donor Reception during the Fall Forum. Join fellow donors and Foundation leaders as we recognize the community whose continued support helps create opportunities for the next generation of CRE professionals. Check your inbox for your personalized invitation and RSVP to attend.

FOUNDATION NEWS

2025 Annual Report

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THE CCIM INSTITUTE
Foundation
Creating Opportunities in Commercial Real Estate

JWL ALUMNI BREAKFAST & LEGACY TRIBUTE

Reconnect with fellow JWL alumni at The CCIM Institute Fall Forum for a special breakfast celebrating the leaders the program has helped shape. The gathering will also honor the lasting legacy of Susan J. Groeneveld, CCIM, and feature guest speaker Greg Lindsay. Check your inbox for your personalized invitation and RSVP to confirm your attendance.

FOUNDATION NEWS

The Ripple Effect of Giving

From Air Force Pilot to CCIM: A Veteran's Journey of Purpose and Possibility



Click the Banner to Donate

THE CCIM INSTITUTE

MARKETING RESOURCES

September 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

Sept - Oct, 2026



WHERE IN THE WORLD IS THE CCIM INSTITUTE?

SEPT
14 - 16

NAHREP ANNUAL CONVENTION

Las Vegas, NV

OCT
4 - 8

2026 FALL FORUM

Los Angeles, CA