

# CCIM Chapter Marketing FAQ

## Why does the Chapter Resources page look different?

CCIM Institute is proud to launch the Chapter Marketing Support Program. Designed to provide strategic and tactical guidance, the Chapter Marketing Support Program will offer chapters access to updated marketing resources, custom branding, graphic design, and more. Because of this launch, CCIM staff have reconfigured the layout of the Chapter Resources page to better organize the available resources.

For an overview of the Chapter Resources page, you can view the Chapter Resources Walk-Through Webinar found at [www.ccimconnect.com/viewdocument/marketing-webinars](http://www.ccimconnect.com/viewdocument/marketing-webinars).

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## Who is Silva Brand?

Silva Brand is a leading branding agency focused on the commercial real estate industry. The Silva Brand team, made up of Tom Silva and George Vavaroutsos, have been brought on by CCIM Institute to help support your chapter with marketing, branding, and strategic planning. They will be your go-to experts for chapter marketing related questions.

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## When do I begin to work with Silva Brand?

In order to give all chapters enough time to work one-on-one with Silva Brand, the Chapter Marketing Support Program is being held regionally every quarter. This allows Silva Brand enough time to focus on a smaller group of chapters during each phase of the program.

In the mean time, all chapters have access to weekly office hours with Silva Brand. During this hour, chapters can meet virtually with Tom and George to get any chapter marketing advice. Office hours scheduling and location can be found on [www.ccim.com/chapter-resources](http://www.ccim.com/chapter-resources)

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## What if I need further customization to a brochure or flyer?

If your chapter requires additional customization to a marketing piece, you can submit your request through one of the following forms:

- Custom course flyer requests: [www.ccim.com/custom-course-flyer](http://www.ccim.com/custom-course-flyer)
- Chapter membership brochure requests: [www.ccim.com/chapter-membership-brochure](http://www.ccim.com/chapter-membership-brochure)
- Chapter sponsorship brochure requests: [www.ccim.com/chapter-sponsor-brochure](http://www.ccim.com/chapter-sponsor-brochure)

All other requests can be sent directly to Juliane Wilson, Chapter Marketing Coordinator, at [jwilson@ccim.com](mailto:jwilson@ccim.com)

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## Where can I professionally print a flyer or brochure?

Through the CCIM Affinity Program, CCIM members receive a discounted rate on printing services with the FedEx Office® Preferred Pricing Program. Learn more at [www.ccim.com/affinity](http://www.ccim.com/affinity). Additional printing instructions can be found in the CCIM Chapter Brand Standards Guide located on [www.ccim.com/chapter-resources](http://www.ccim.com/chapter-resources).

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## Additional questions?

Was your question not answered here? For further inquiries please contact Juliane Wilson, Chapter Marketing Coordinator, at [jwilson@ccim.com](mailto:jwilson@ccim.com).