

Lincoln Park Builders Of Chicago: Real Estate Forum

Event Marketing

Case Study

Taylor Johnson works with many real estate companies and industry organizations to plan and host celebratory, educational and networking events of all sizes throughout Chicago. For example, since 2012, TJ has orchestrated the annual Real Estate Forum for the Lincoln Park Builders (LPB) Club of Chicago, the city's oldest and most prestigious private real estate club. The LPB Real Estate Forum is considered by many to be the top networking event in the Chicago real estate industry.

Over the years, TJ has been tasked with raising the profile of LPB's Real Estate Forum by increasing attendance, sponsorships and media coverage. With a blend of targeted online marketing - via social media, email blasts and promotions in our TJ Talk newsletter - media outreach and good old word-of-mouth, we have been able to accomplish all three, consistently setting new records for the event in attendance and revenue.

In fall 2019, TJ's event planning sold out Theater on the Lake – a Lincoln Park venue we helped select in 2018 for its prime lakefront location and distinctive architectural details – for LPB's 31st annual Real Estate Forum, drawing a crowd of more than 1,000 top developers, investors, lenders, brokers and other industry professionals, as well as media. Not only did TJ spend months working with the venue and the organization's officers on marketing, site logistics, food and beverage, and more, but we streamlined all event logistics and registration and also coordinated a lively panel discussion with prominent real estate executives. The successful panel discussion resulted in press coverage in the Chicago Tribune, Multi-Housing News, Chicago Agent

and Bisnow Chicago on the latest trends in commercial real estate development.

As a result of TJ's efforts, the 2019 Forum was the most well-attended in the event's history. TJ is also proud that we helped LPB meet its goal of taking the Forum "green" in 2019, with 100% compostable tableware and subsequent composting of table scraps.

