

**For Immediate Release May 2002**

## **First On-Line Real Estate Convention/Exposition Is A Smashing (And Crashing) Success! (The Victoria Secret Of Real Estate!)**

The Real Estate CyberSpace Society recently produced and presented the first National Real Estate On-line Convention and Exposition. The event proved to be a smashing (or as one wag put it--"a crashing") success! According to John Peckham, Executive Director, 20,783 real estate professionals attended from 36 Countries! They made 93,738 Booth Visits and contacted exhibitors for more information 33,478 times. They listened to 32 of the industries top speakers and leaders and visited 82 vendors in 184 booths.

Reminiscent of the moment over a million people tried to access the Victoria Secret on-line fashion show last year, Peckham said, "Sure we had our glitches too! On the Convention opening day REcyber.com crashed briefly from the overwhelming crush of attendees all trying to get into the live Jim Young talk at 1:00PM! Even our optimistic staff could not have predicted such a crowd! To alleviate this situation we restructured the technology for Michael Russer's talk on Thursday and everything went without a hitch!"

Although the main convention and speaking events will not be available to the public until next years event, the Exposition featuring all 184 booths will remain open until the new lineup of vendors open at next years On-Line Convention. Real Estate professionals wishing to see the latest performance enhancing products and services can visit the Exposition at: [www.REcyber.com](http://www.REcyber.com)

Society members can continue to listen to all Convention briefings and print out the handouts at Real Estate CyberSpace Radio at [www.REcyber.com](http://www.REcyber.com) and the Society invites the real estate community and the public to visit and listen to a selection of the briefings there.

"We think that we introduced a lot of folks to both live and archived "sound on the Internet" and the biggest complaint we had was about "no sound" or "no visuals" and that came mostly from those who were either not familiar with MS Windows Media Player or Real Player Audio. Other than that, an occasional slow down and one additional brief crash because of the crowds, most attendees were pleased and showed it with their almost embarrassingly complimentary comments."

After the 5 day 2002 National Real Estate On-Line Convention and Exposition adjourned, the Real Estate Cyberspace Society staff released the following statistics:

11% of the attendees purchased a product or service at the expo. 31% intend to purchase a product or service they saw there and 75% are going to look into buying a product or

service they saw at the convention. 37% of attendees indicated they are going to tell a friend about a product or service they found at the convention.

Overall satisfaction was high with a 93% satisfaction level (67% either extremely satisfied or very satisfied with the on-line convention overall). The remaining 7% were probably affected with the few glitches you might expect with any first of a kind event of these proportions.

Peckham said "Overall we were extremely pleased with the this first of a kind event. The high degree of satisfaction from the attendees, the exhibitors and the speakers convinced us to schedule the second annual event on April 17-21, 2003." The Society also announced that it will offer its patent pending On-Line Convention/Exposition process to real estate organizations wishing to extend the reach of their conventional conventions and events.

"They can call us the Victoria Secret of Real Estate all they want! The Society is proud to be leading the industry into a new and exciting conventioning world!", Peckham concluded.

The 2003 event registration for attendees and vendors is available at [www.REcyber.com/preconvention/](http://www.REcyber.com/preconvention/)

The Real Estate CyberSpace Society, with membership in 26 countries, provides its 4,000+ members in more than 100 Chapters with tools and services for maximizing their real estate professionalism and effectiveness, plus a networking connection for professionals from all real estate specialties. Over 100 real estate briefings are broadcast at the Society's "Real Estate CyberSpace Radio": [www.REcyber.com/masters/audio.html](http://www.REcyber.com/masters/audio.html) The Society invites the real estate community and the public to visit and listen to a selection of audio there.

Information regarding membership in the Real Estate CyberSpace Society is available from Society headquarters by calling 617-559-0000, at [www.REcyber.com](http://www.REcyber.com) or by e-mail at [admin@REcyber.com](mailto:admin@REcyber.com).

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**The Real Estate CyberSpace Society**, with membership in 26 countries, provides its 4,000 members in 100 Chapters with tools and services for maximizing their real estate professionalism and effectiveness, plus a networking connection for professionals from all real estate specialties. Peckham announced that over 90 similar interviews are broadcast at the Society's "Real Estate CyberSpace Radio": [www.REcyber.com/masters/audio.html](http://www.REcyber.com/masters/audio.html) The Society invites the real estate community and the public to visit and listen to a wide selection of audio briefings there.

Information regarding the full interviews in this release of *The Real Estate CyberSpace Alert* or membership in the Real Estate CyberSpace Society is available from Society

headquarters by calling 617-559-0000, at [www.REcyber.com](http://www.REcyber.com) or by e-mail at [admin@REcyber.com](mailto:admin@REcyber.com).