

Deciding what to wear to an industry event can sometimes present challenges. The NC CCIM State Conference Style Guide can help ease your mind with these suggestions.

This is the perfect time to highlight your personal brand. Your personal brand is how you promote yourself.

## **Thursday, September 15**

### **Registration**

#### **STDB**

Check in with your Chapter Administrator to receive all your ***What The Tech?*** swag and get ready to learn more about STDB with Carol Campbell of CCIM Technologies.

Suggested attire:

***Business Casual***-less formal than traditional business wear yet it still gives the professional businesslike impression. This style typically consists of slacks or khakis, dress or skirt; dress shirt or blouse or polo shirt.

### **Professional Headshots**

Take your brand to the next level with professional headshots. A must have for all commercial real estate practitioners, have your headshots updated by the NC CCIM Photographer Rick Crank of Rick Crank Photography

Suggested attire:

***Business Professional***-traditional business wear that displays your professional personal brand. This style typically consists of suits, slacks, blazer, dress or skirt; dress shirt (tie optional) or blouse.

### **Welcome Cocktail Reception**

#### **Dinner & NC CCIM Chapter Awards Presentations**

Welcome to Wilmington! Unwind and mingle while enjoying a NC CCIM Signature Cocktail, great drinks and amazing networking opportunities.

Stay with us for Dinner and the NC CCIM Chapter Awards Presentation. We will recognize some of our Chapter's most outstanding members and don't forget to bring your dancing shoes!

Suggested attire:

***Cocktail Attire***-a balance between formal and casual and elegant and comfortable. This style typically consists of blazer, casual suit, little black dress (LBD) or chic jumpsuit

## Friday, September 16

**Networking Breakfast**  
**Chapter Membership Meeting and Elections**  
**Conference Speakers**  
**Lunch**

Prepare for an educational day full of knowledge from our dynamic lineup of speakers.

Suggested attire:

**Business Casual**-less formal than traditional business wear yet it still gives the professional businesslike impression. This style typically consists of slacks or khakis, dress or skirt; dress shirt or blouse or polo shirt.