

Other Events in the DFW Area

There are no major conflicting events going on in the DFW area for the week of August 31st-September 4th. However, there are several local events that may be of interest to attendees if they wish to go out after the day-long activities. CCIM can encourage attendees to relax and enjoy the city while attending the week-long event.

- The Texas Rangers are playing the Toronto Blue Jays Monday through Wednesday at the Rangers Ball Park at 7:05pm every day.
- The Moody Blues are playing at the Myerson Symphony Center Wednesday night and Thursday night at 8:00pm.
- The Rebel Alliance Jazz Ensemble, made of Dallas's greatest jazz musicians, is playing at the Pearl on Tuesday night from 7:00pm-10:00pm.
- On Wednesday night there is Jazz in the Atrium by Ms. Sandra Kaye at the Dallas Museum of Art at 6:00pm.
- Wine tasting is on Wednesday all-day and Thursday night. The wine tasting on Wednesday is at Mercy Wine Bar and the wine tasting on Thursday night is at State Street Spirits from 6:00pm to 9:00pm.

Here is the [full listing](#) of all events in the DFW Area.

Strategies

- Illustrate how CCIM's Commercial Real Estate Week 2009 is a great opportunity to further your career and develop successful strategies for today's real estate market while benefitting a good cause, the CCIM Education Foundation.
- Target local and regional media in order to garner attention from targeted audiences.
- Ensure that flyers and other promotional materials get placed and distributed throughout the Metroplex in relevant locations.

Tactics

- Press Release outlining the timeline of the CCIM's Commercial Real Estate Week 2009 weeklong events and the benefits these events hold for its attendees. The press release will be released...
- Media alert to promote the mention of the Commercial Real Estate Week in local calendars and articles. The media alert will be released TBA
- Sample Outlets: Dallas Morning News, Dallas Observer, Fort Worth Star Telegram, Lake Highlands Advocate, Plan Star Courier, Frisco Examiner