

SESSION TITLE

Titles should concisely (maximum 10 words) describe the content and relevance of your presentation. They should be composed so that an attendee can quickly run their eye down a list of offerings to make selections. Remember, a good title does several things:

1. It predicts content.
2. It catches the reader's interest.
3. It reflects the tone or slant of the presentation.
4. It contains keywords that will make it easy to access by a computer search.

Session Title Examples:

- Unraveling the Hidden Costs and Usage of Utilities
- Integrating Marketing, Revenue Management and Customer Analytics
- Top Ten Areas for Managing Expenses
- Incremental and Ancillary Revenue Strategies
- New Companies and Services that Add Asset Value
- Alternative Debt Financing Options
- New Methods in Operational Benchmarking
- Getting to Zero: The Implications of a Case Study in Reducing Net Energy
- Usage to Zero
- Revenue Management Best Practices
- Focusing on Water and Waste
- The Untapped Potential in Basic CRM Practices
- Data Analytics Strategies - Where and When Big Data Matters
- NOI-Enhancing Green Strategies in Rehabs and New Development
- Cutting Edge Amenities in New Developments: Gold or Pixie Dust?