

SESSION DESCRIPTION

Please provide a session description (think “marketing statement”) that defines your presentation in 100 words or less. This will be used by the EAB to evaluate your proposal. If selected, this description will be used to market your session.

Tip: Focus on the reader. Make a promise and address the WIIFM (What’s In It For Me?) benefits of the presentation. Choose the right words to accurately describe the session, pull readers in and get them to commit to attending the session.

Session Description Examples

Navigating through Disability Minefields

Fair Housing liability is a moving target (especially when it is based on disability, the No. 1 fair housing issue) and if you don't know where the minefields are, you may end up paying the price. Those mines keep changing; new ones are being set out and old ones are resurfacing. Today, your vulnerability also involves the hot topics emerging throughout the country. We will help you understand those issues and, wherever possible, provide tools for dealing with them. We'll cover such hazards as medical marijuana, second- and third-hand smoke, misuse of ADA parking spaces, regulatory changes and hoarding.

Truth or Dare: Responding to Online Reviews

Ratings and reviews are important to every multi-family housing enterprise that has an online presence. You have spent countless hours developing your brand, your story and the customer experience, but have you considered how you will manage your reputation? Join us for first-hand advice on how to manage negative comments and effectively solicit positive reviews while creating a foundation for genuine customer relationships. Our attorney will also discuss legal pitfalls with regard to responding to negative reviews and legal actions that can be taken with regard to reputation management.

Lease It Like A Lease-Up

Why are the newest communities your real competition? It's NOT because they have all the new shiny brick and mortar! We see this in the world of retail where Gucci competes with H&M. It's because they, like lease-ups, are aggressive and are willing to jump into the newest marketing trends. As our economy is making a strong comeback and renting has become a lifestyle choice, you need to pump up your marketing and leasing efforts to outsell trendy new communities. Stop acting like a tired old community using the same stale marketing techniques and lease it like a lease-up!

Mobile-First Marketing: Small Screen, Big Results

With the majority of the population equipped with a smartphone, mobile has quickly become the preferred lifestyle. For today's resident, a smartphone is their lifeline. It's personal, always accessible, and shaping how and what they buy. In this session, one simple truth will crystallize: Mobile is shifting how marketers approach everything from website design and social media to email marketing and traditional channels like print ads. Leave this session prepared to face these challenges and opportunities head-on and implement a smart, data-driven strategy that converts today's prospective mobile renter into a new resident.