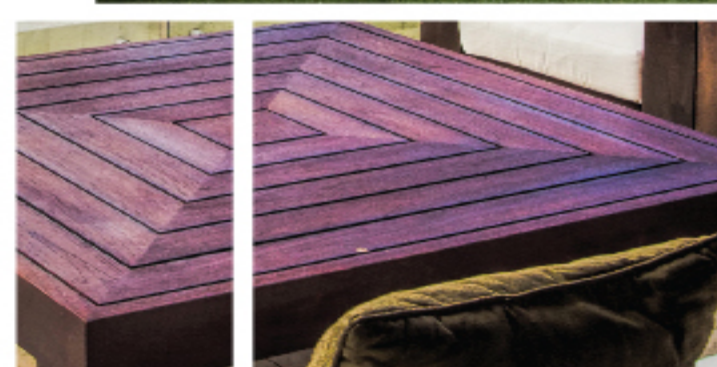




Apartmentalize



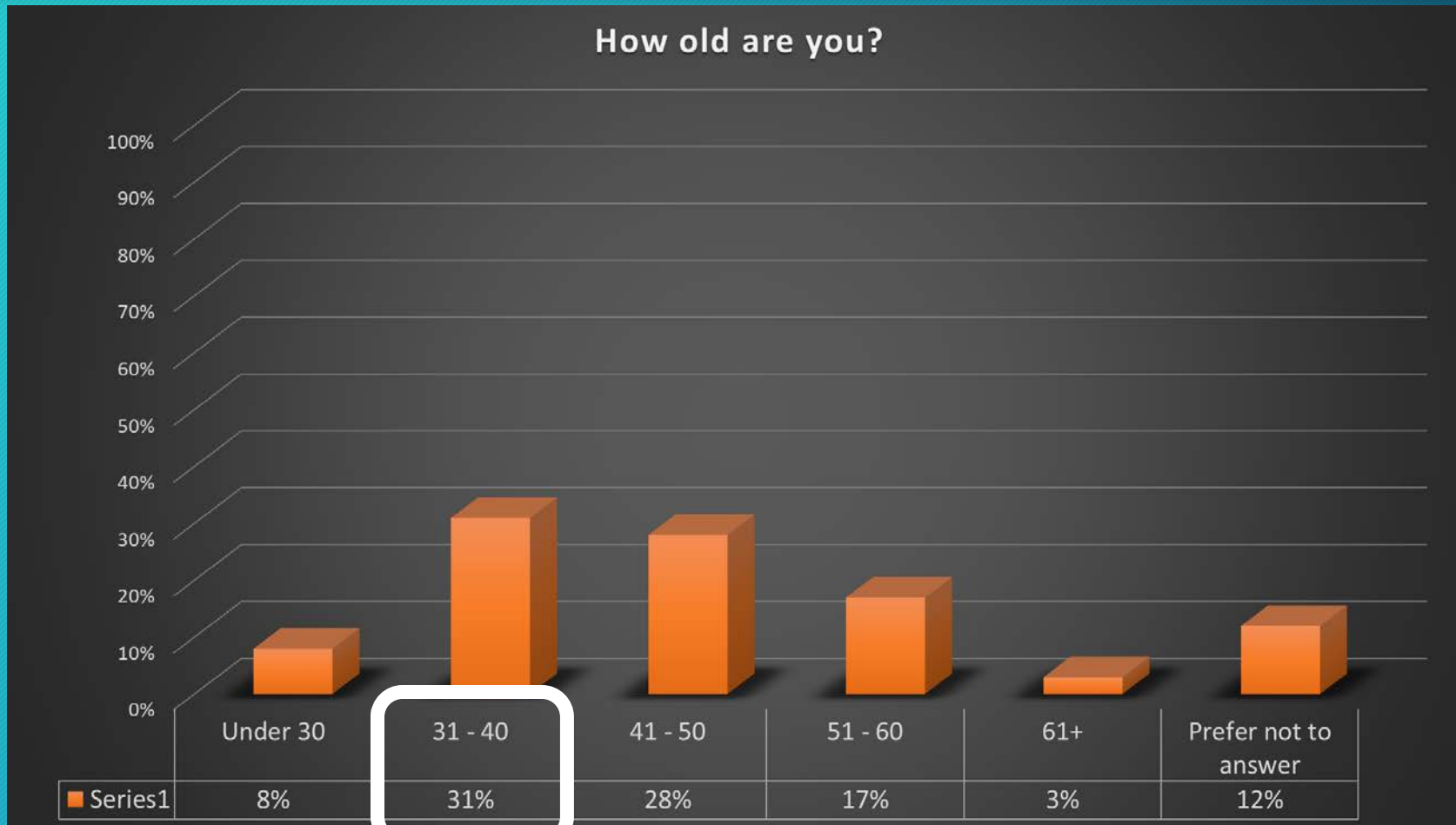
Our Client: The Audience



Gender

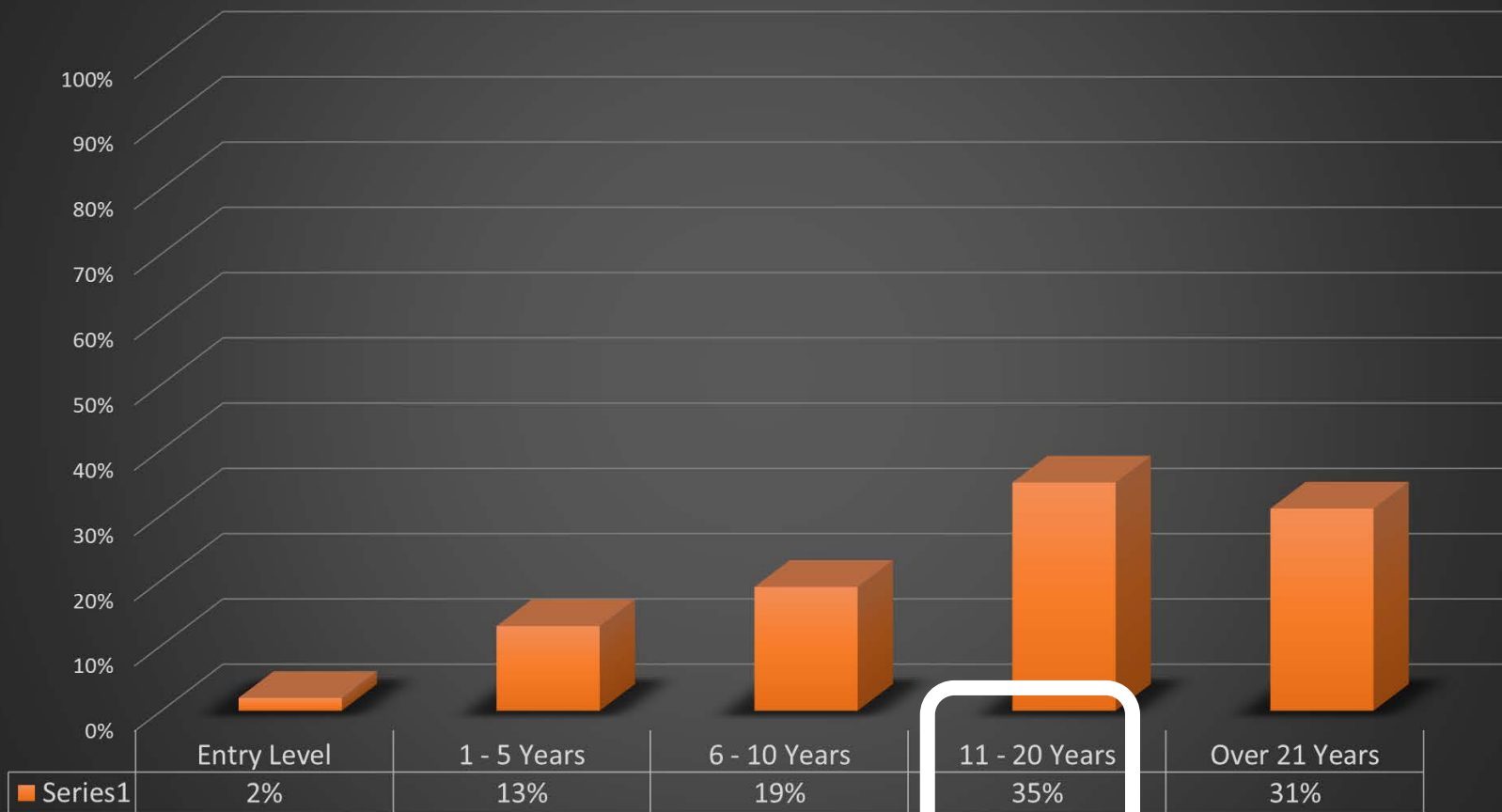


Age



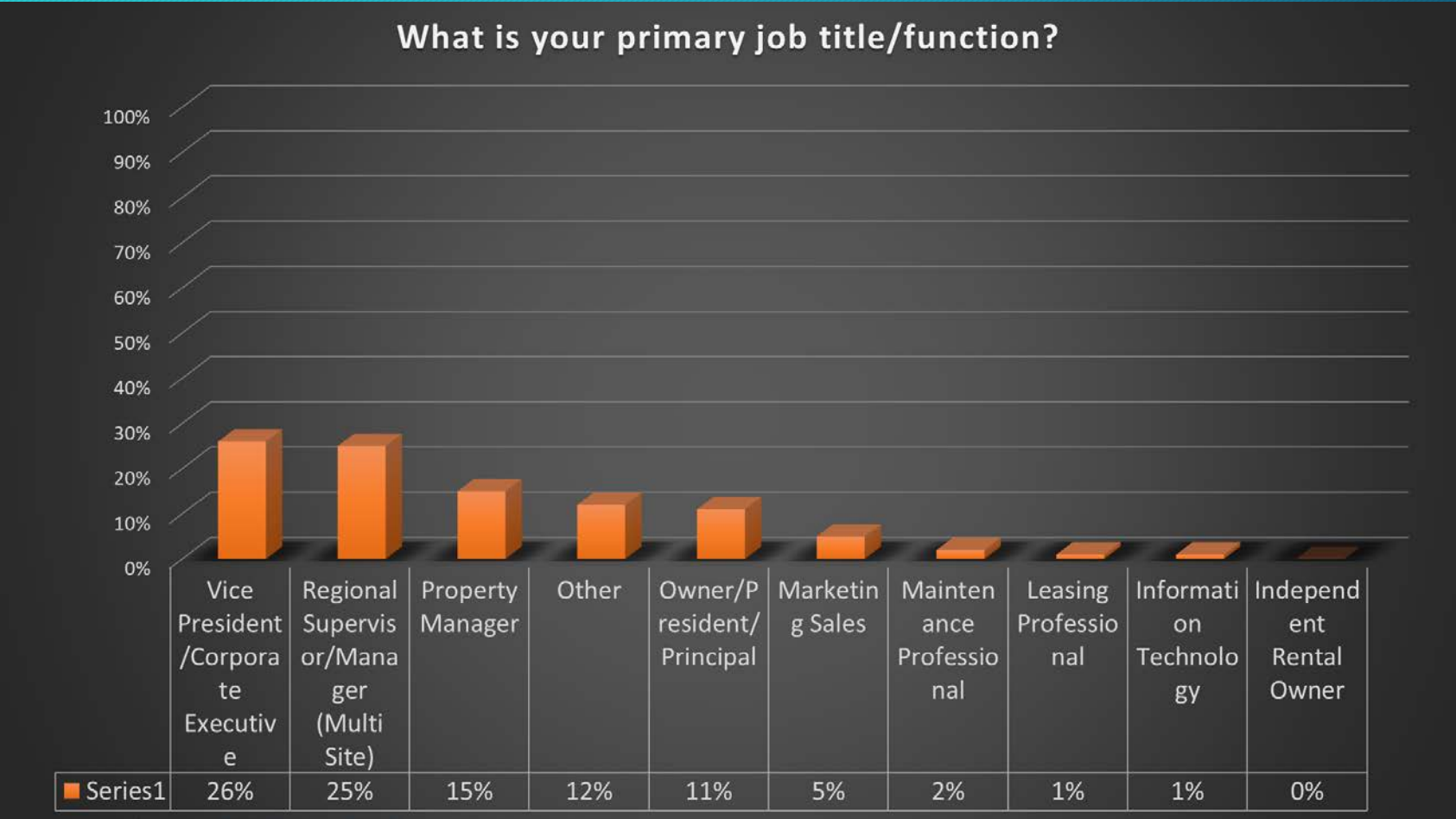
Years of Experience

Please indicate which best describes your experience in the industry

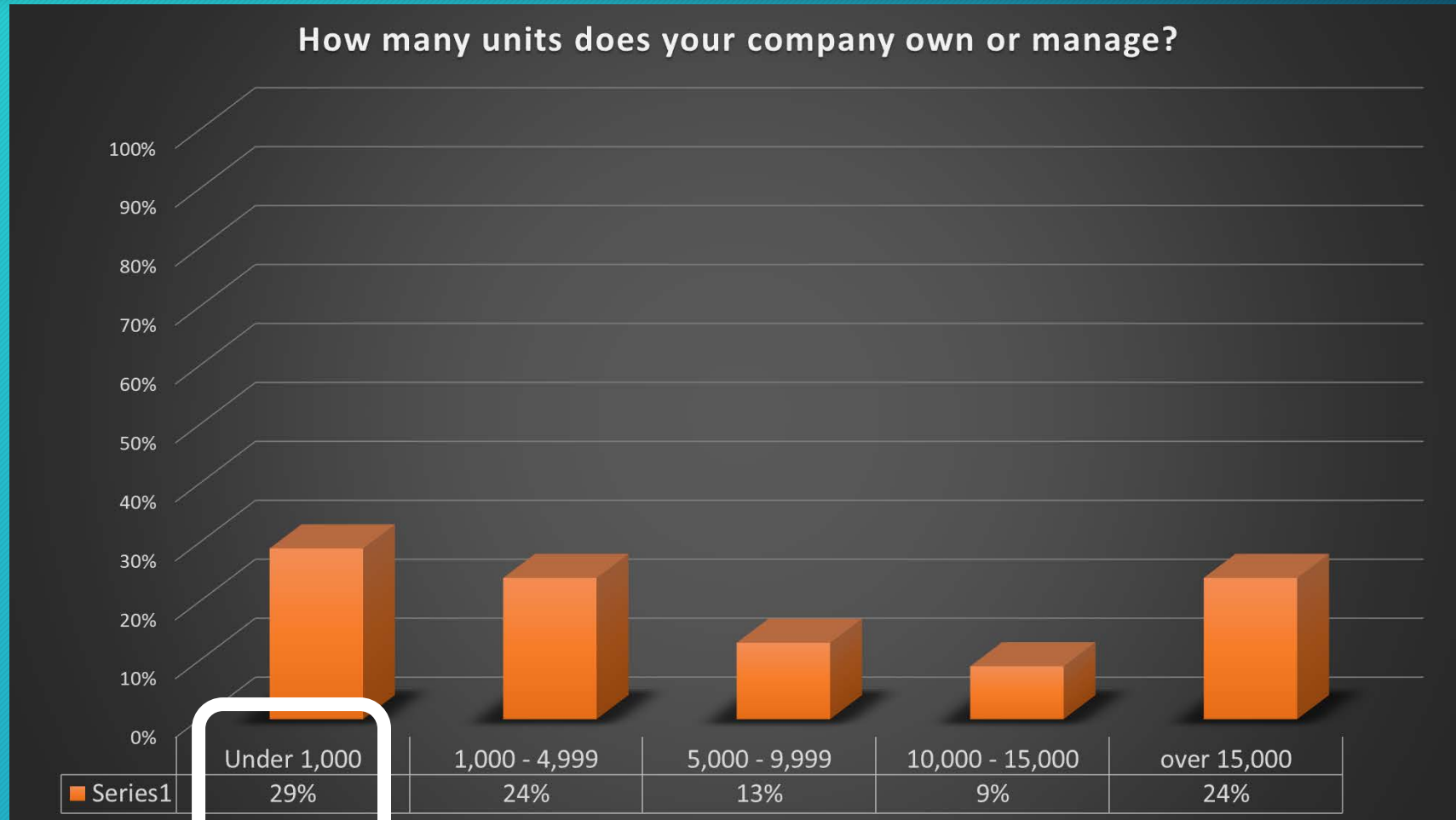


Primary Job Function

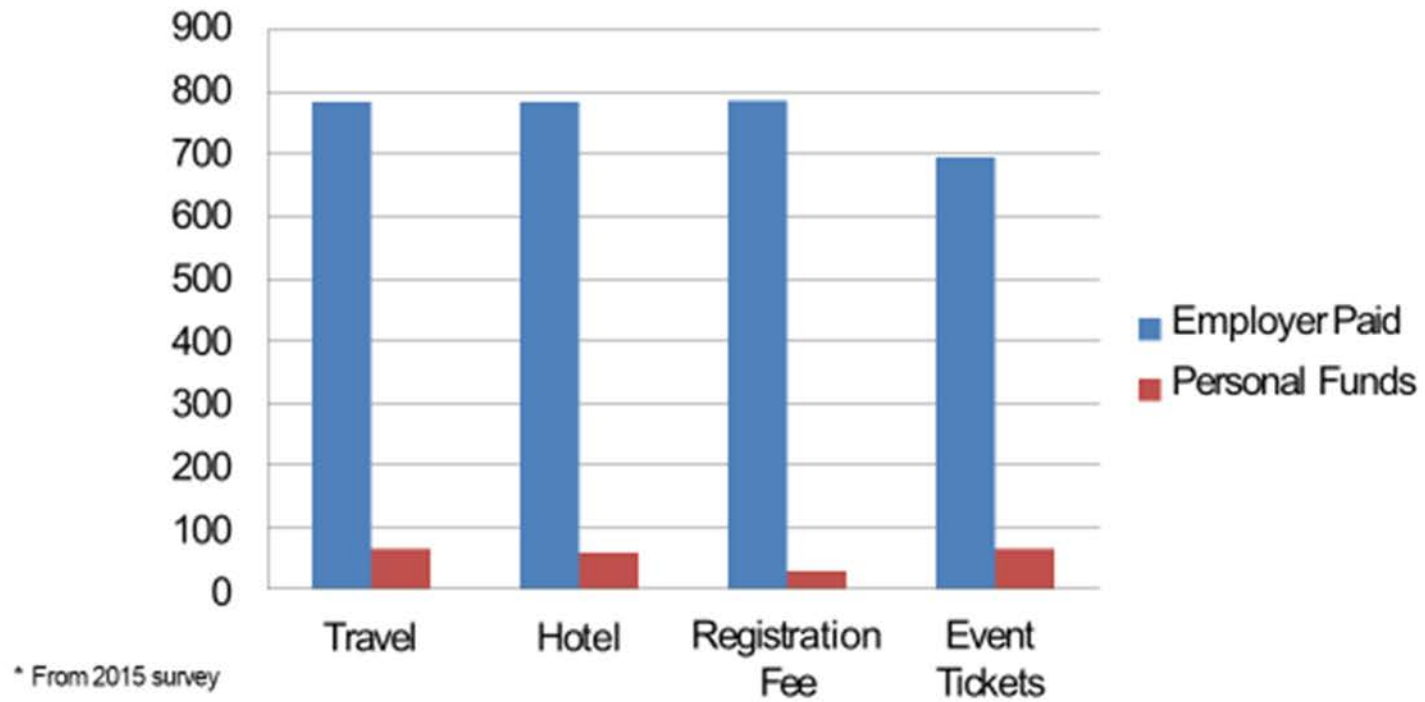
Top titles are VP/Corporate Exec and Regional Supervisor/Manager (Multi Site)



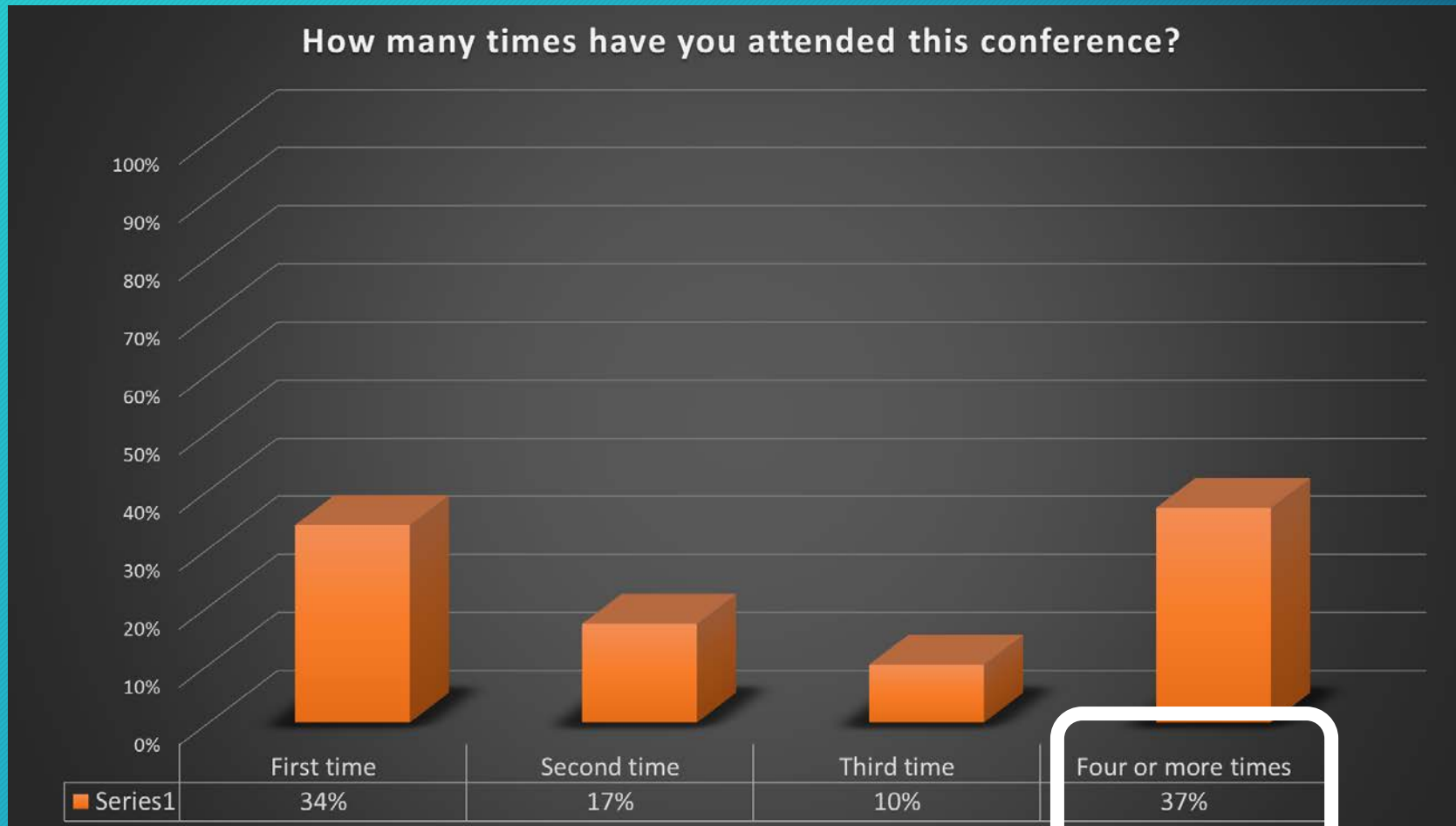
How many units owned/managed?



Funding Source*

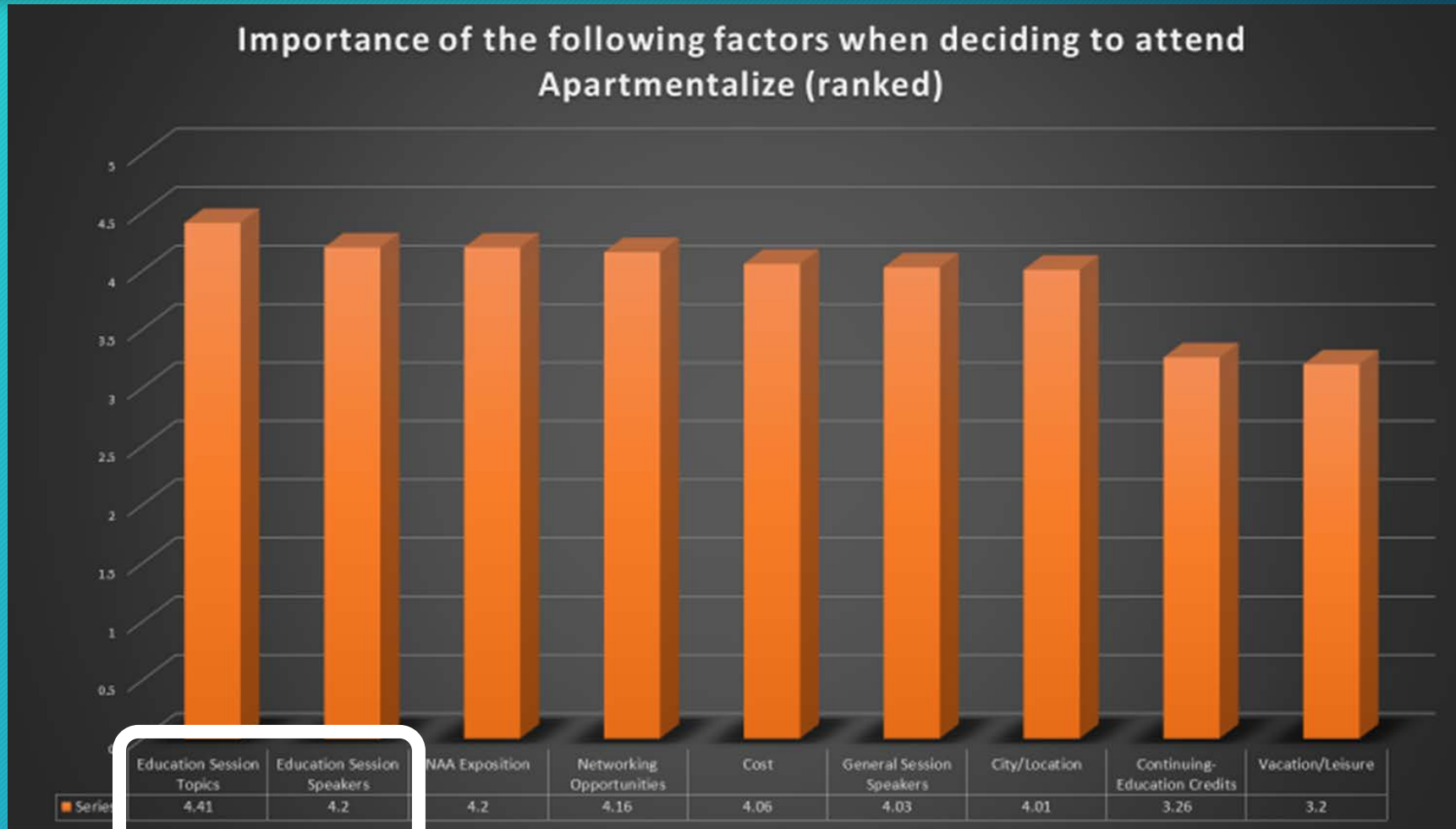


Attendance



The majority of attendees have been to this conference 4 or more times.

Motivating Factors



The two most important factors are Education Session Topics and Education Session Speakers.

Education Session Topics
4.41

Education Session Speakers
4.2

Who is our audience? Meet Christine

Female

Focuses on motivating teams that execute operations

VP or Regional Supervisor

Has attended 4+ times



Her company owns 4,000+ units

41 Years Old

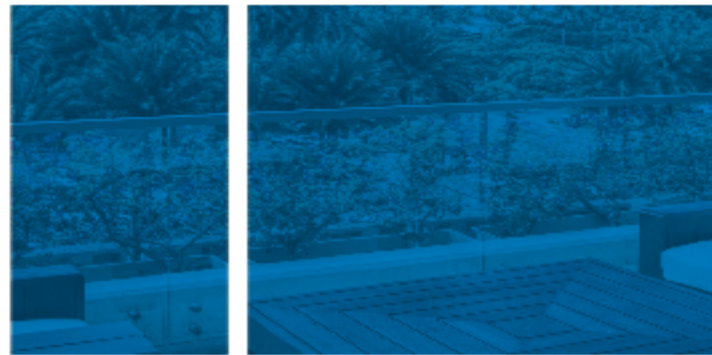
Her company pays her way

15 Years of Experience

Motivated to attend by education!



2018 Performance

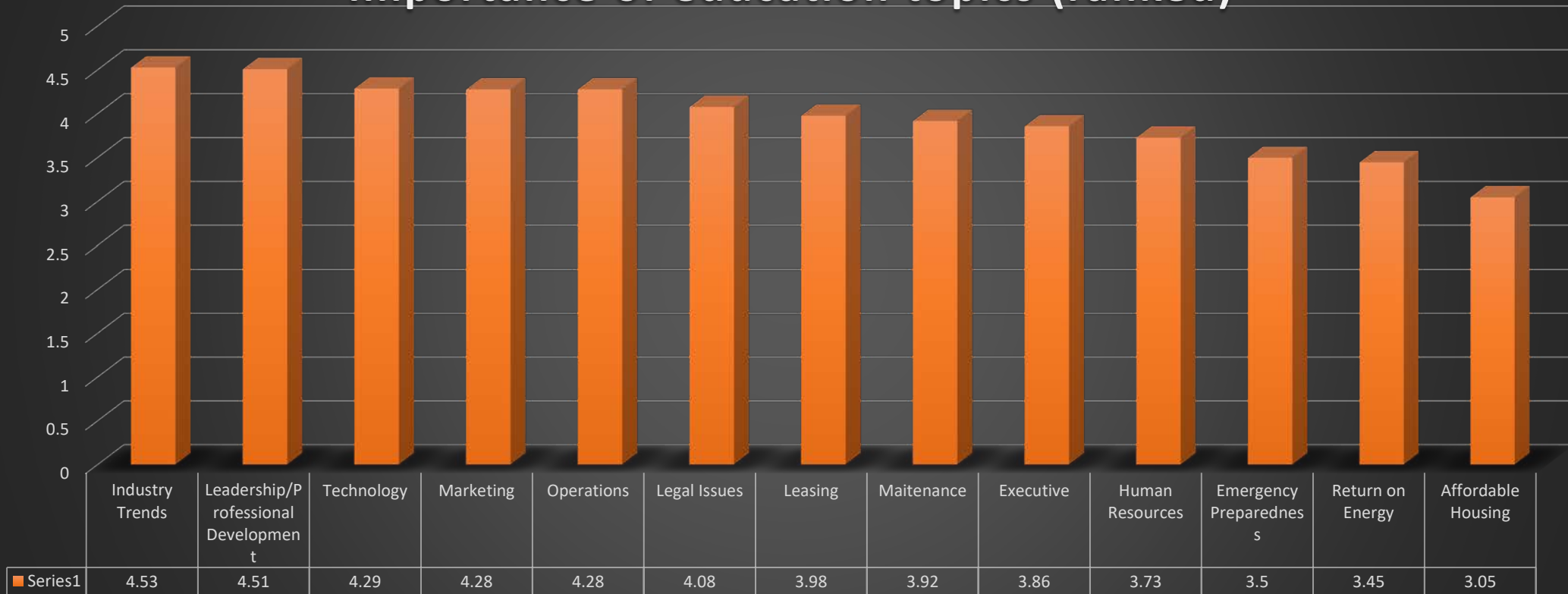


2018 Program by Topic

- Industry Trends (8)
- Leadership/Professional Development (8)
- Marketing (7)
- Operations (7)
- Leasing (6)
- Maintenance (5)
- Technology (4)
- Affordable Housing (4)
- Executive (3)
- Emergency Preparedness (3)
- IRO (3)
- Legal Issues/Fair Housing (3)
- ROE (3)
- Supplier Skills (3)
- Military Housing (2)
- Human Resources (2)

Importance of education session topics

Importance of education topics (ranked)



Suggestions for new topics/speakers

- More advanced/quality information
- More takeaways
- More data - not just personal experience
- AI
- Organization tips and tricks for workers who wear many hats
- Legal Panels
- Session for association affiliates
- Leadership and motivational speakers
- Fair Housing
- Ethics
- Emotional support/comfort animals
- More executive level
- More active shooter/emergency prep

Suggestions for new topics/speakers

- Less panel discussions
- Work-life balance
- Content that isn't solely focused on Class A properties
- Marketing and online reputation
- Training
- Technology
- More maintenance and different topics within maintenance
- Social responsibility
- Management-related game changers
- Legal issues
- General session speakers should be more relevant to our industry
- More IRO
- Label sessions as beginner, intermediate, or advanced
- Titles didn't match content

Suggestions for new topics/speakers

- It's the same speakers every year that recycle the same content
- More energetic, knowledgeable speakers
- More people of color
- Customer service speakers
- Panel of onsite teams - managers, leasing agents, and service teams to answer questions
- Trends of generations
- Economists

Topics/Learning Areas

Affordable Housing

Industry Trends

Maintenance (OPS Mngrs)

Research

Emergency Preparedness

Leadership

Marketing

Return on Energy

Executive

Leasing

Military Housing

Supplier Skills

Human Resources

Legal Issues

Operations

Technology

Independent Rental Owners

Maintenance (Supervisors)

Career Development

Unique Populations