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NETWORK

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2017 NAA Student Housing Conference & Exposition

February 14-15, 2017

Hyatt Regency, Chicago



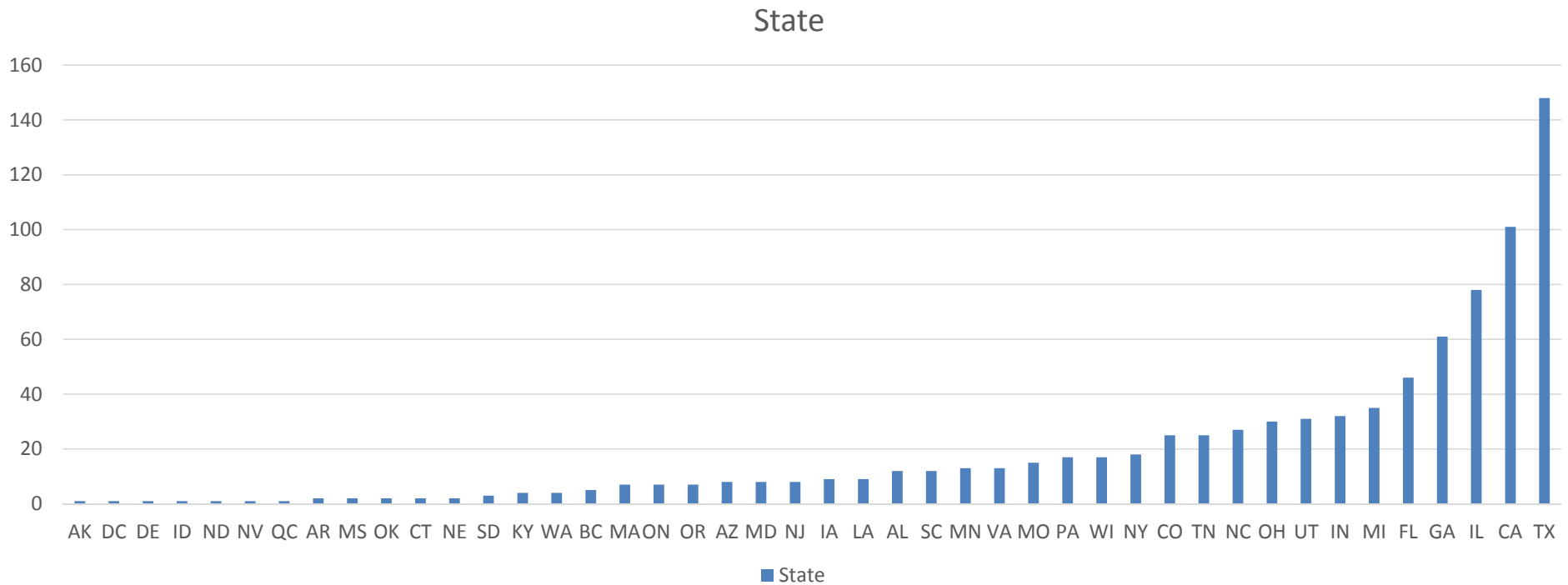
Our Client: The Audience



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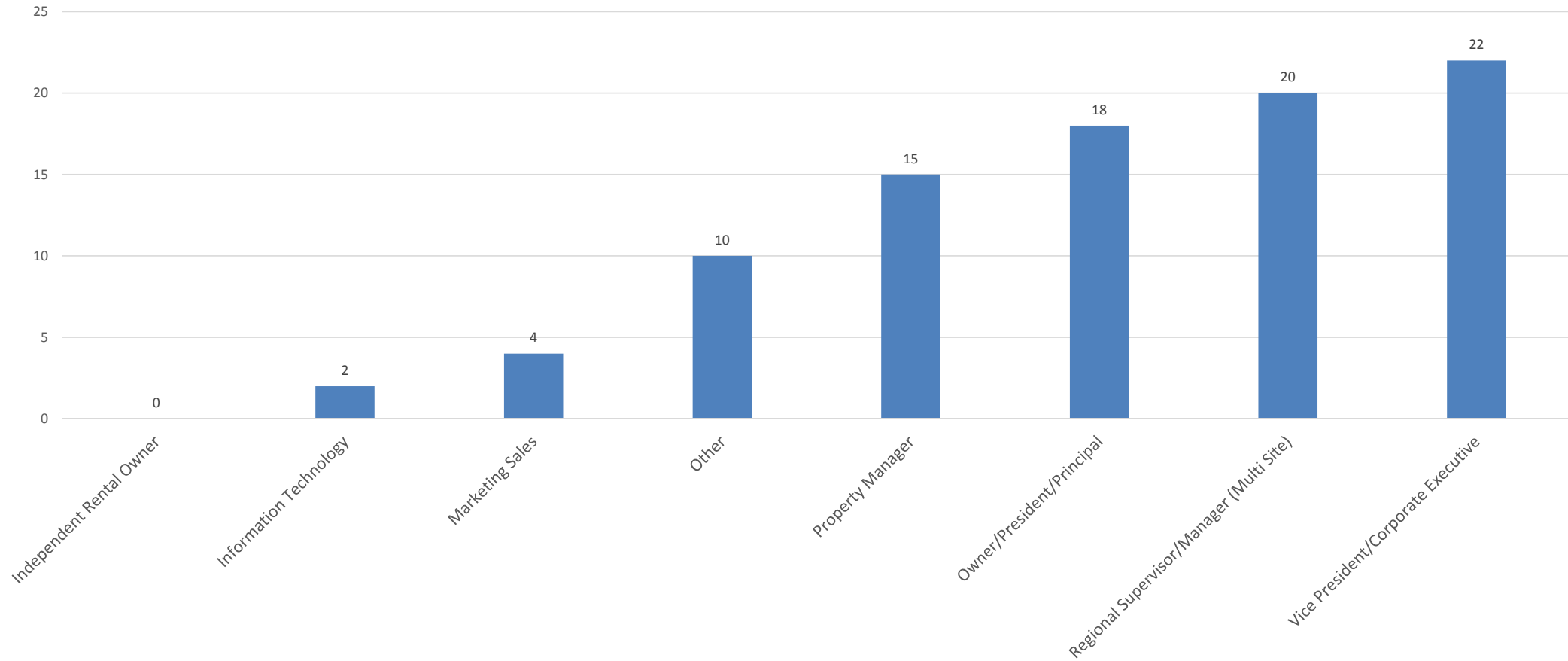
Number of Attendees by State



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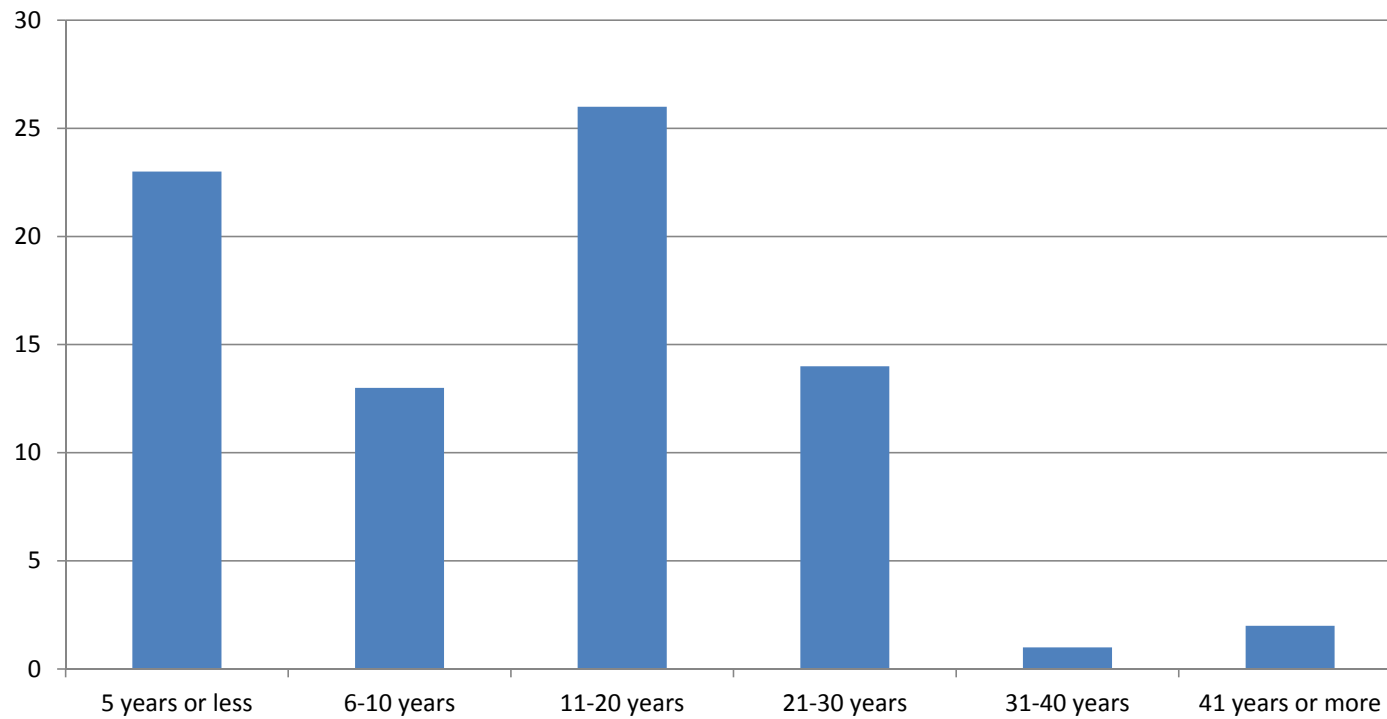
Position



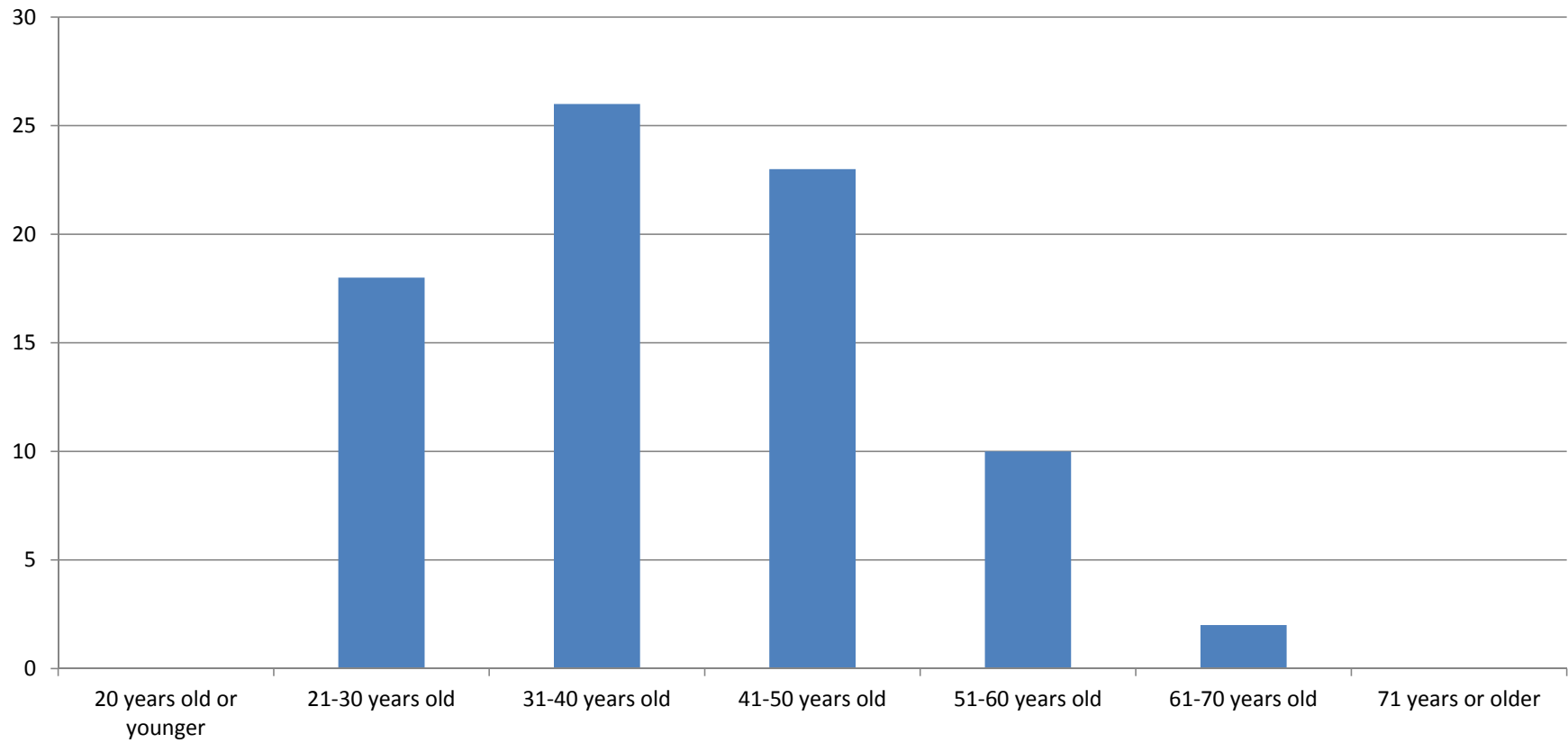
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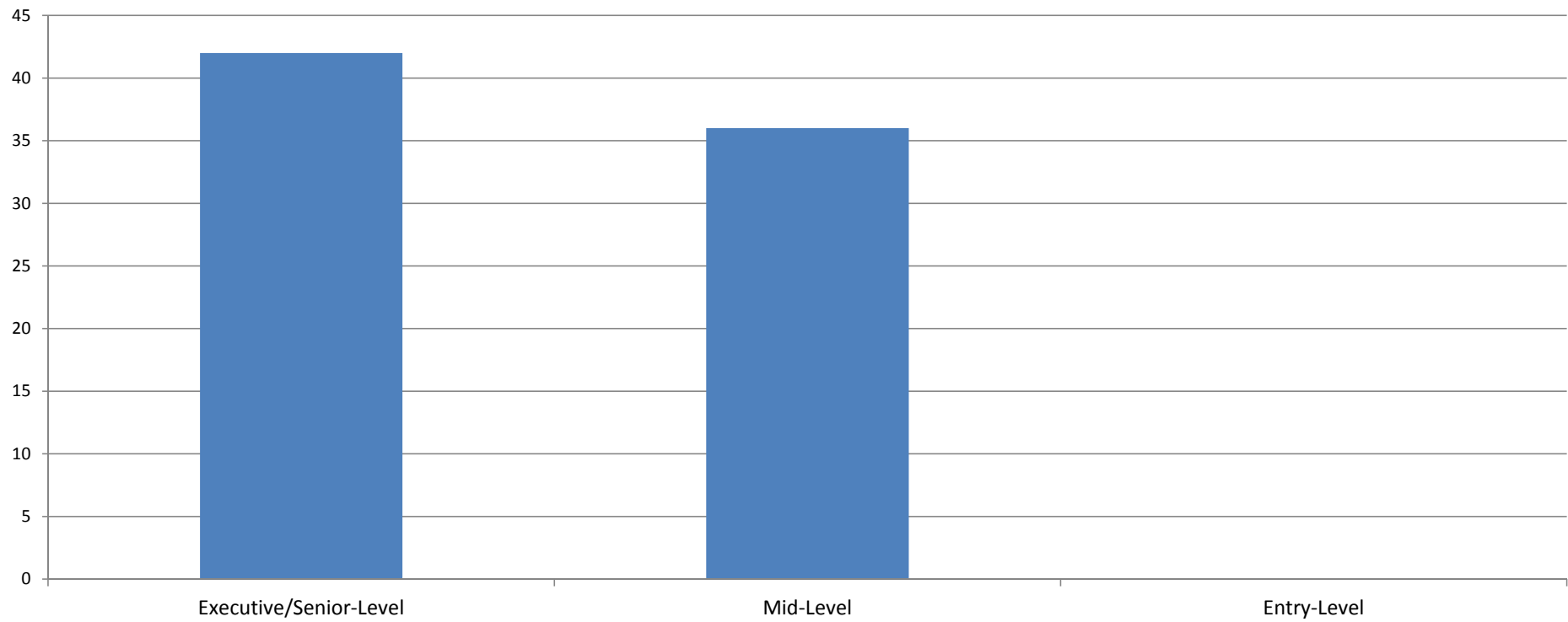
Years of Experience (2015)



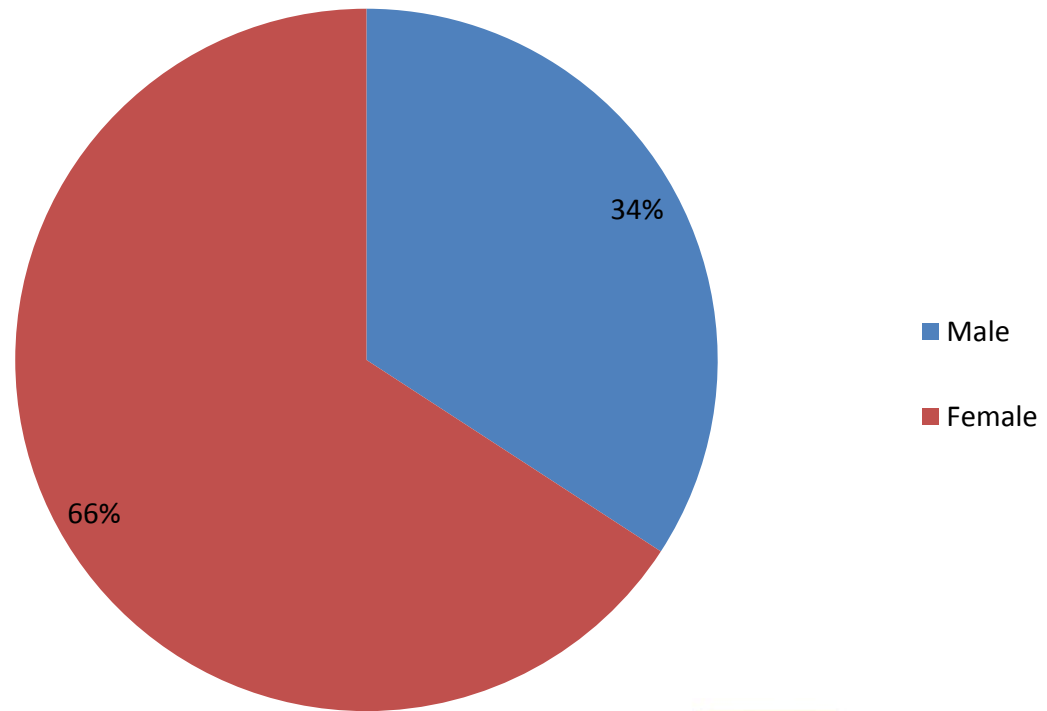
Age (2015)



Position Level (2015)



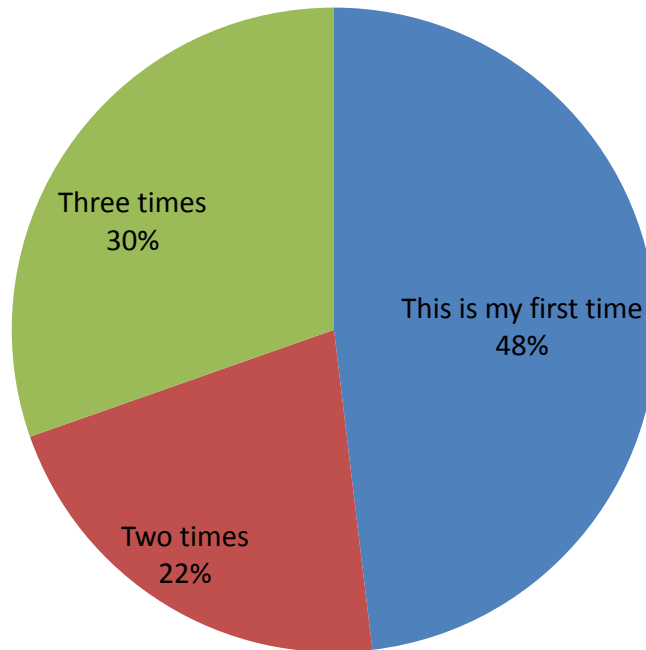
Gender



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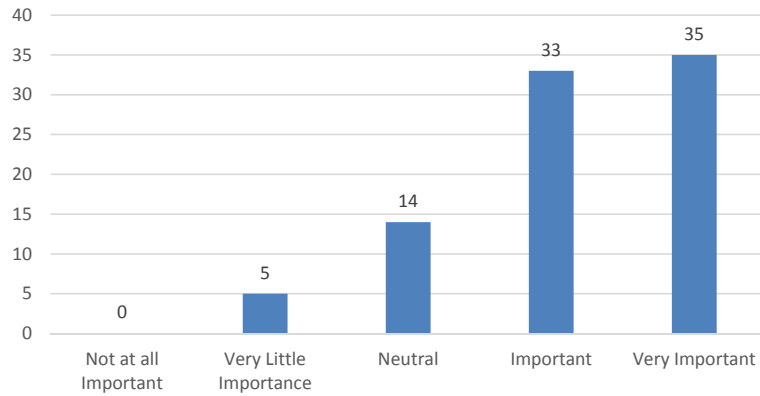


How many NAA Student Housing Conference & Expositions have you attended in the past 3 years? (2015)

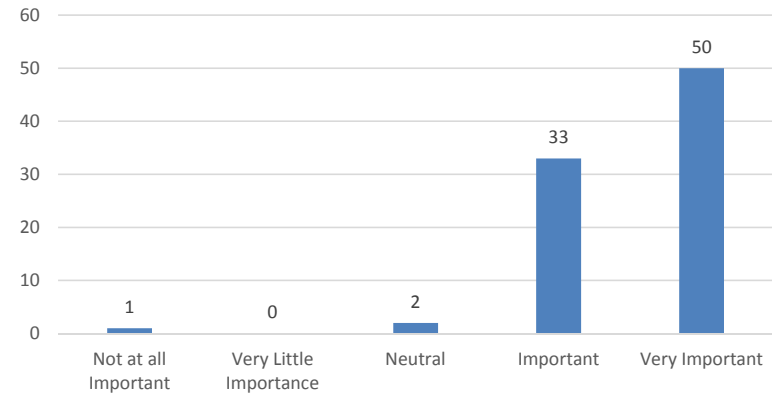


Motivating Factors for Attending

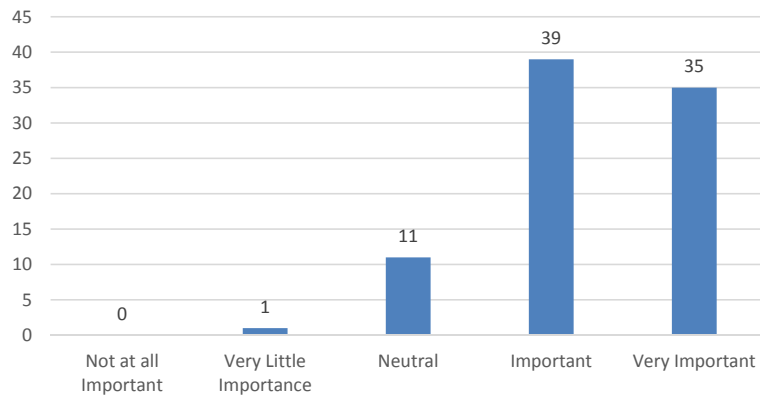
Importance of City/Location



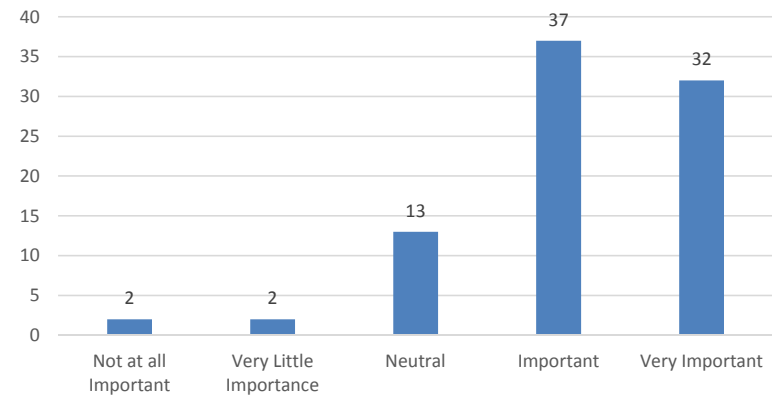
Importance of Education Session Topics



Importance of Education Session Speakers

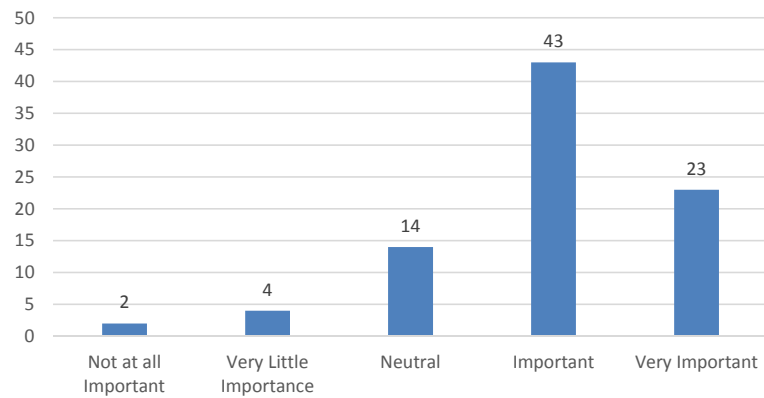


Importance of Networking Opportunities

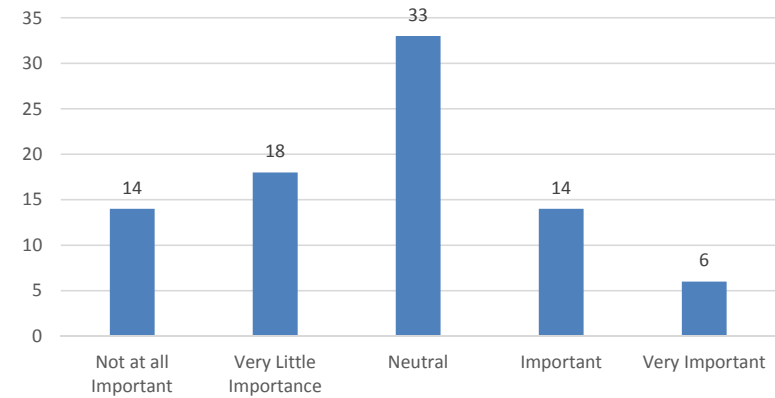


Motivating Factors for Attending

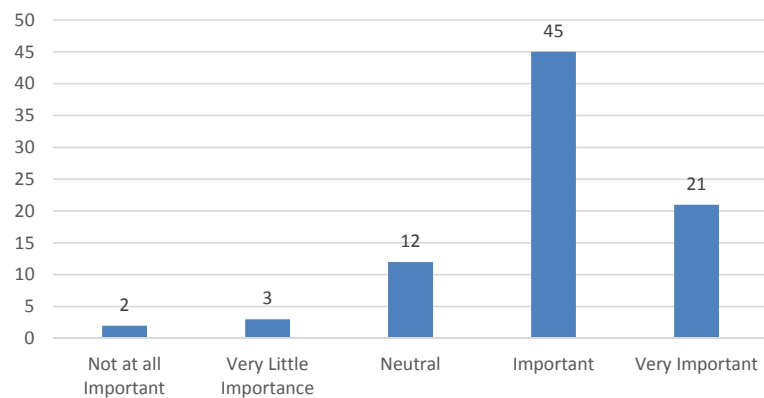
Importance of the NAA Exposition



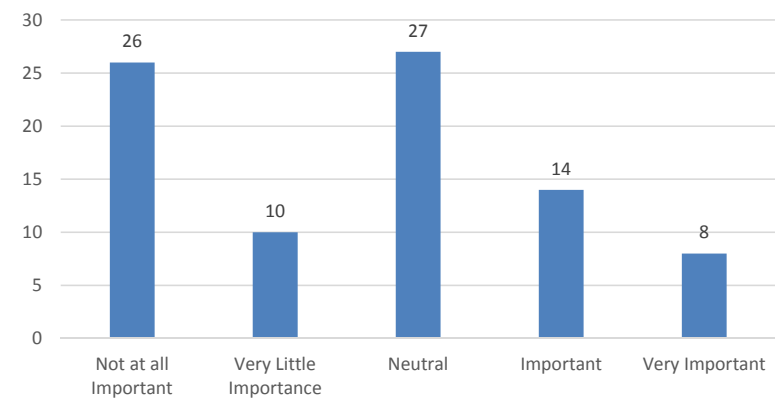
Importance of Attending for Vacation/Leisure



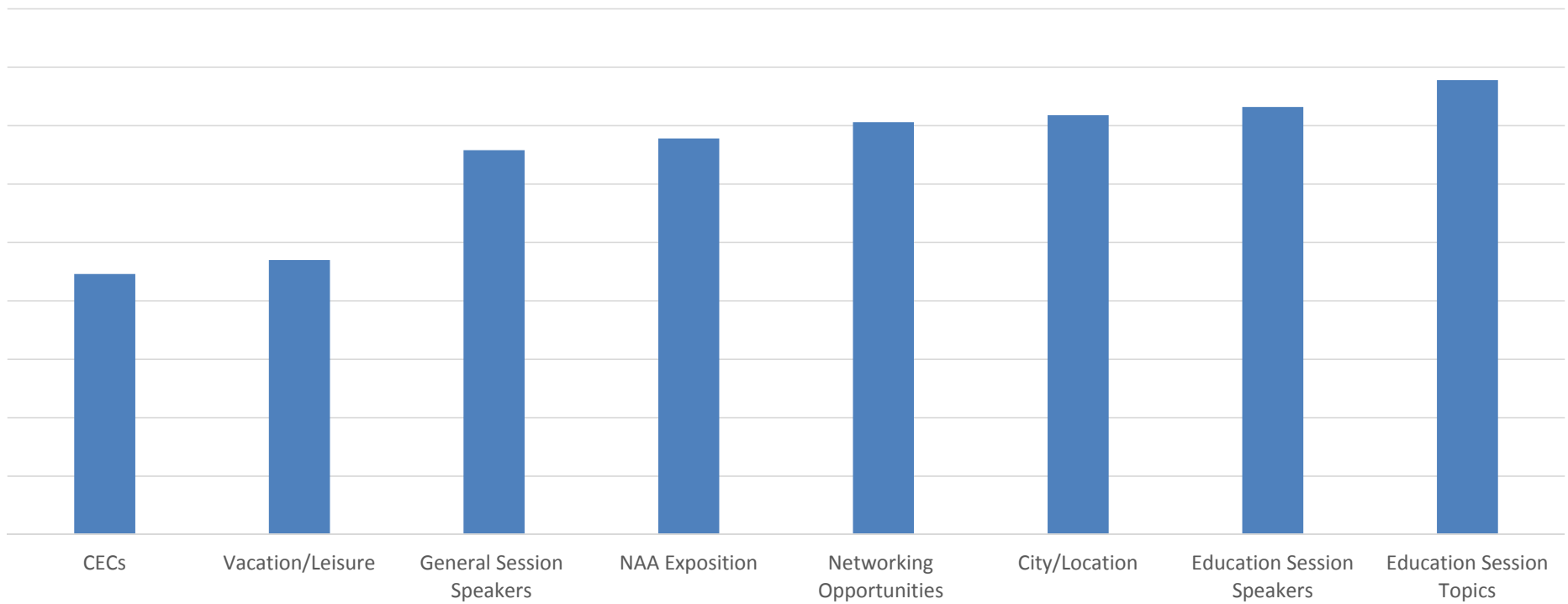
Importance of General Session Speakers



Importance of Continuing Education Credits



Motivating Factors for Attending: Ranked

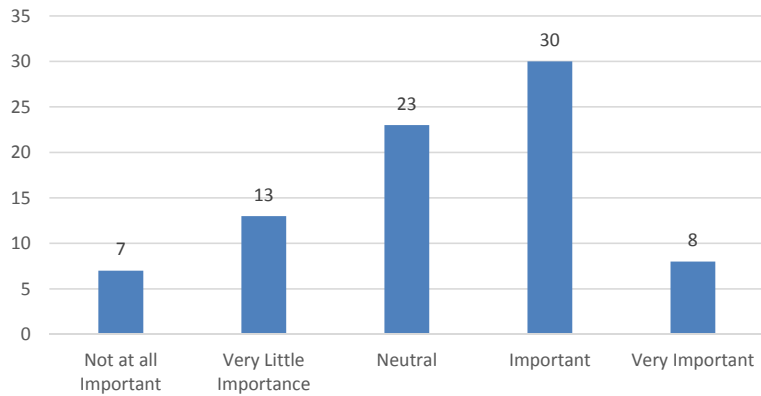


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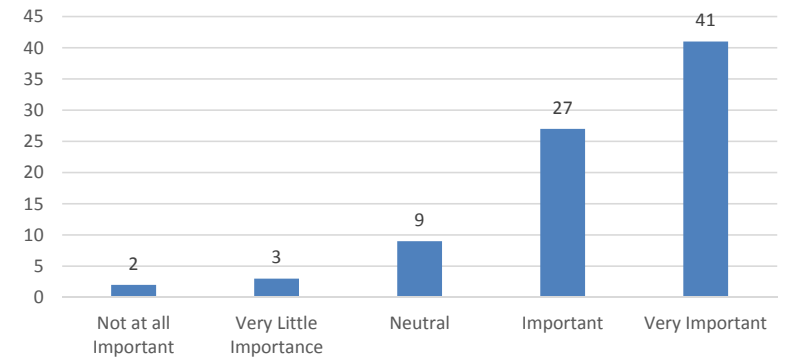


Education Session Topics

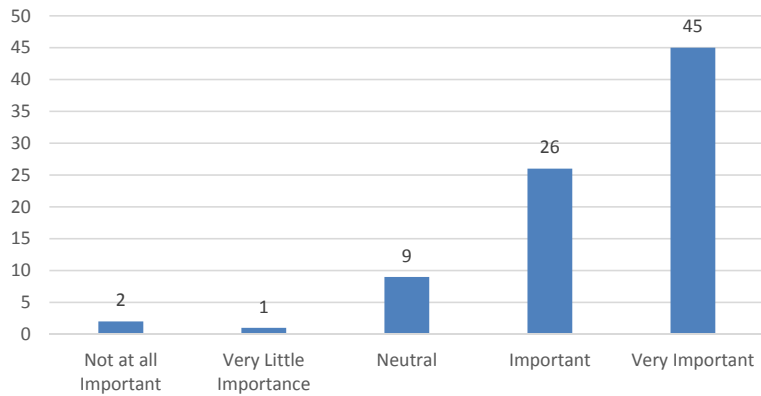
Importance of Human Resources



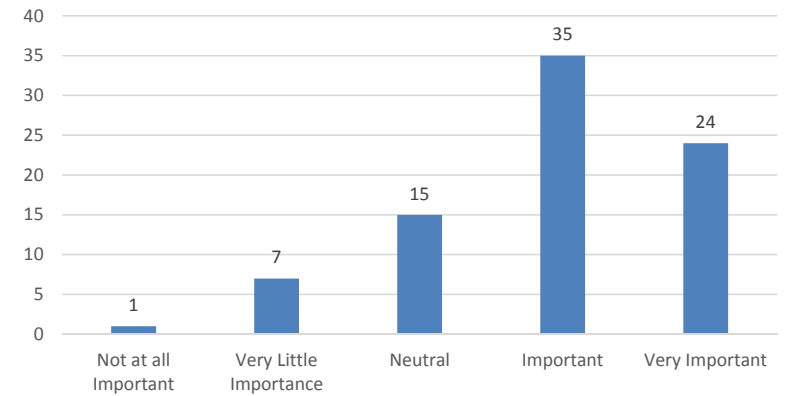
Importance of Leadership/Professional Development



Importance of Leasing

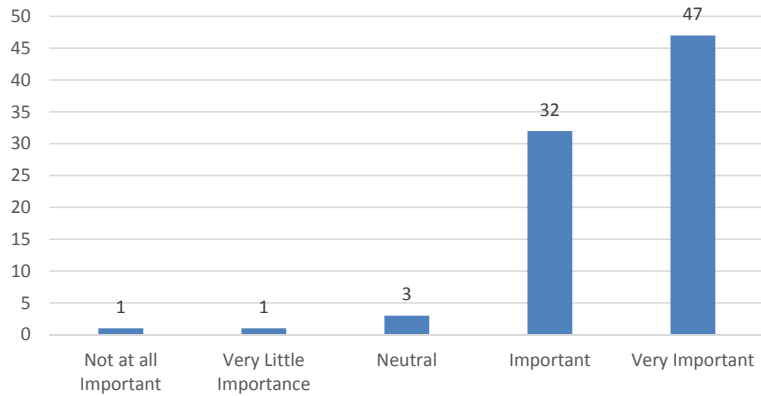


Importance of Legal Issues

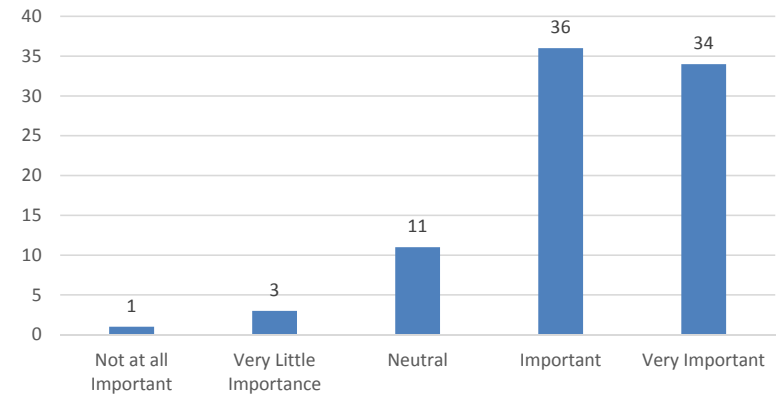


Education Session Topics

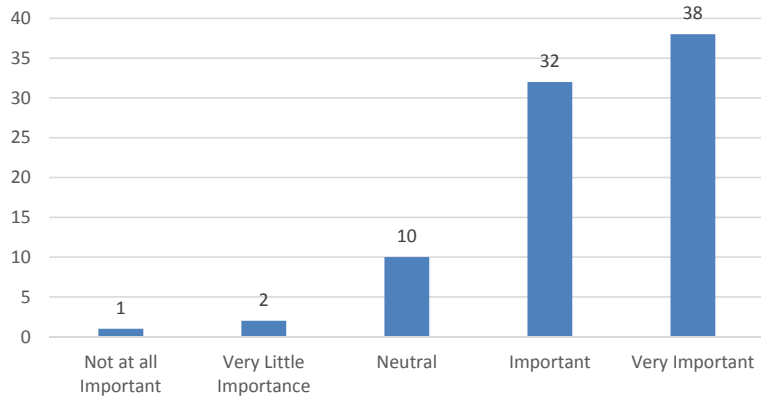
Importance of Marketing



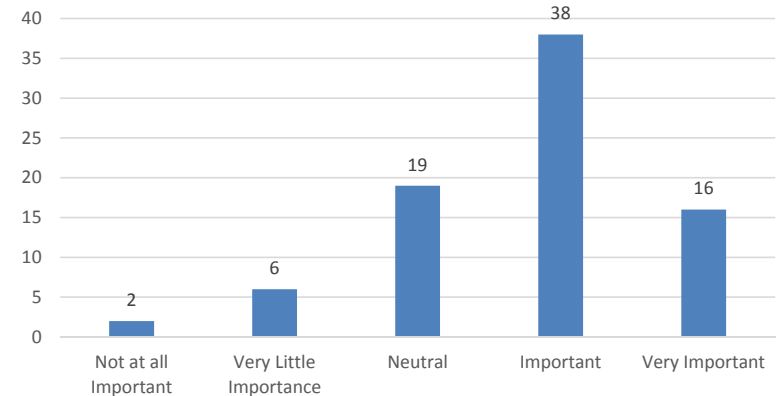
Importance of Operations



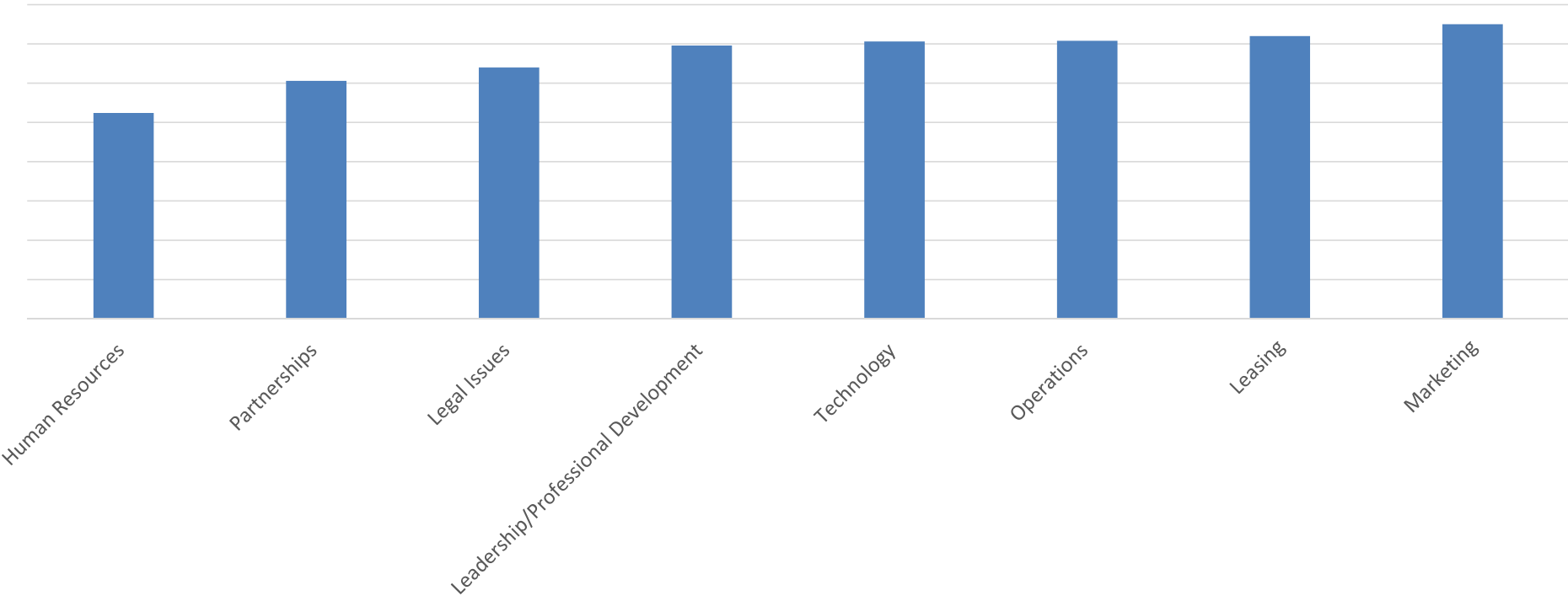
Importance of Technology



Importance of Partnerships



Importance of Education Topics Ranked



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2016 In Review

- 16 Breakout Sessions
- 3 General Sessions

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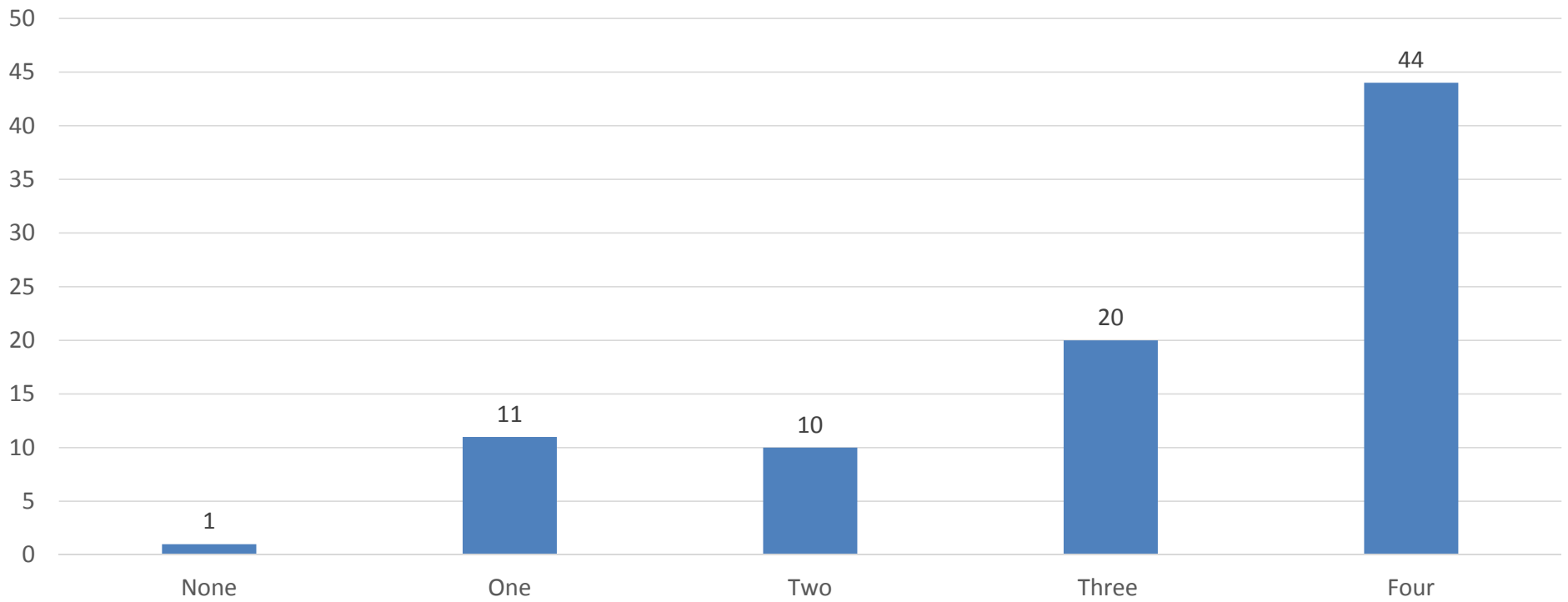
2016 Program by Topic

- 3 - Leasing
- 3 - Marketing
- 3 - Operations
- 1 - Technology
- 1- Legal Issues
- 1- Generational Theory
- 1 – Human Resources
- 1 – Partnership
- 1 – Return on Energy (ROE)
- 1 – Special Needs Populations

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Breakout Session Attendance



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Topics

1. Marketing (Social Media, online reputation management, etc.)
2. Technology
3. Leadership/Professional Development
4. Leasing
5. Operations (Sustainability, Turn, Maintenance, etc.)
6. Legal Issues (Fair Housing, Utility Regulatory Requirements, Risk Management, ADA, etc.)
7. Generational Theory
8. Partnership (with Universities, Parents, etc.)
9. Human Resources
10. Disaster/Crisis/Emergency Preparedness
11. Special Needs Populations (International, LGBT, Disabilities, etc.)
12. Financial