

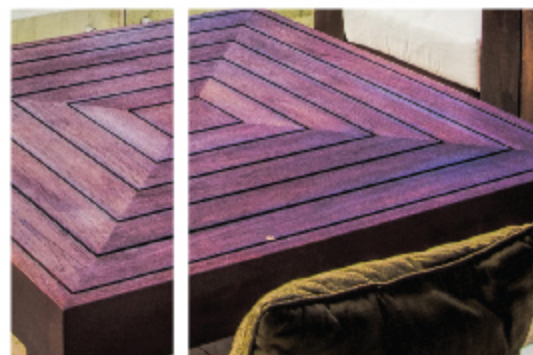


July 21, 2017

2018 NAA

# Student Housing Conference

Education Advisory Board



**NAA**

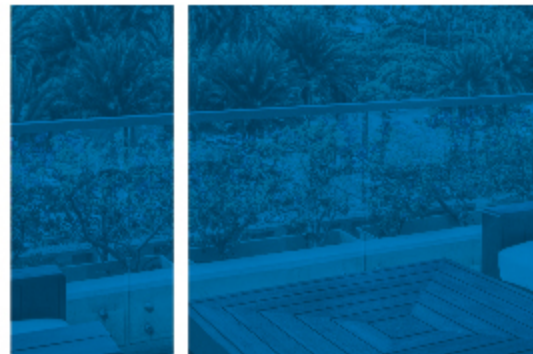
NATIONAL APARTMENT ASSOCIATION

STUDENT HOUSING  
CONFERENCE & EXPOSITION

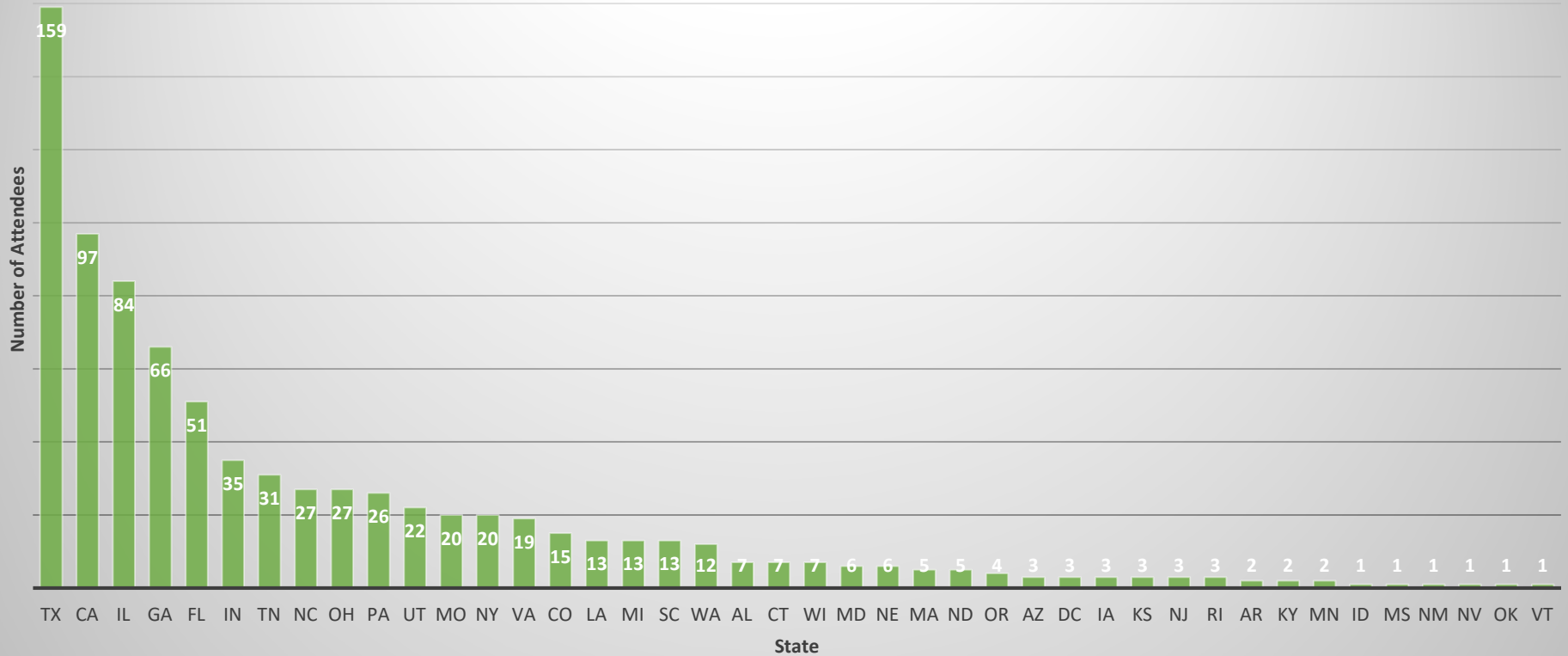




# Our Client: The Audience

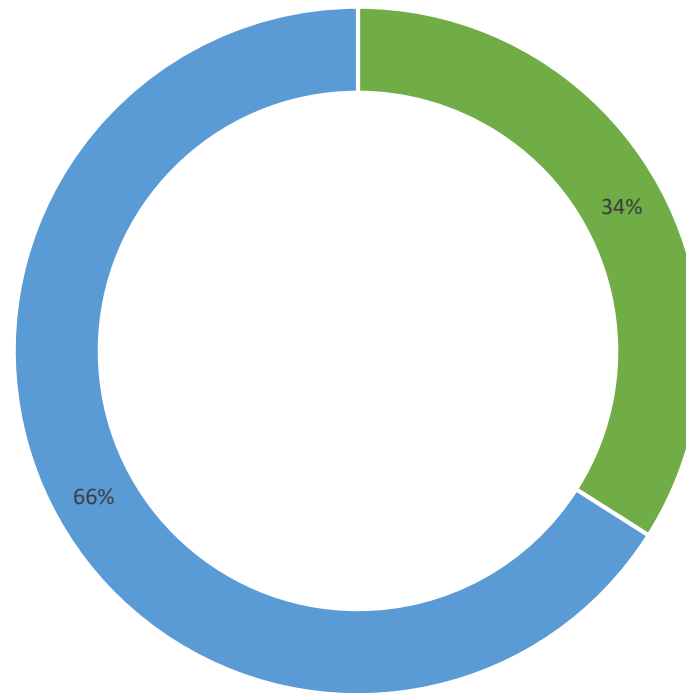


# Attendees by State



# Gender

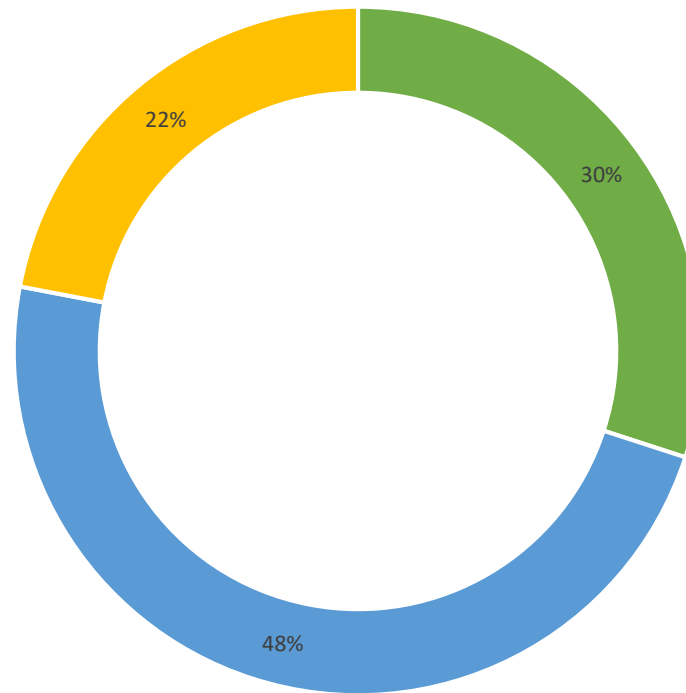
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■ Male ■ Female

# First Time/Repeat Attendance

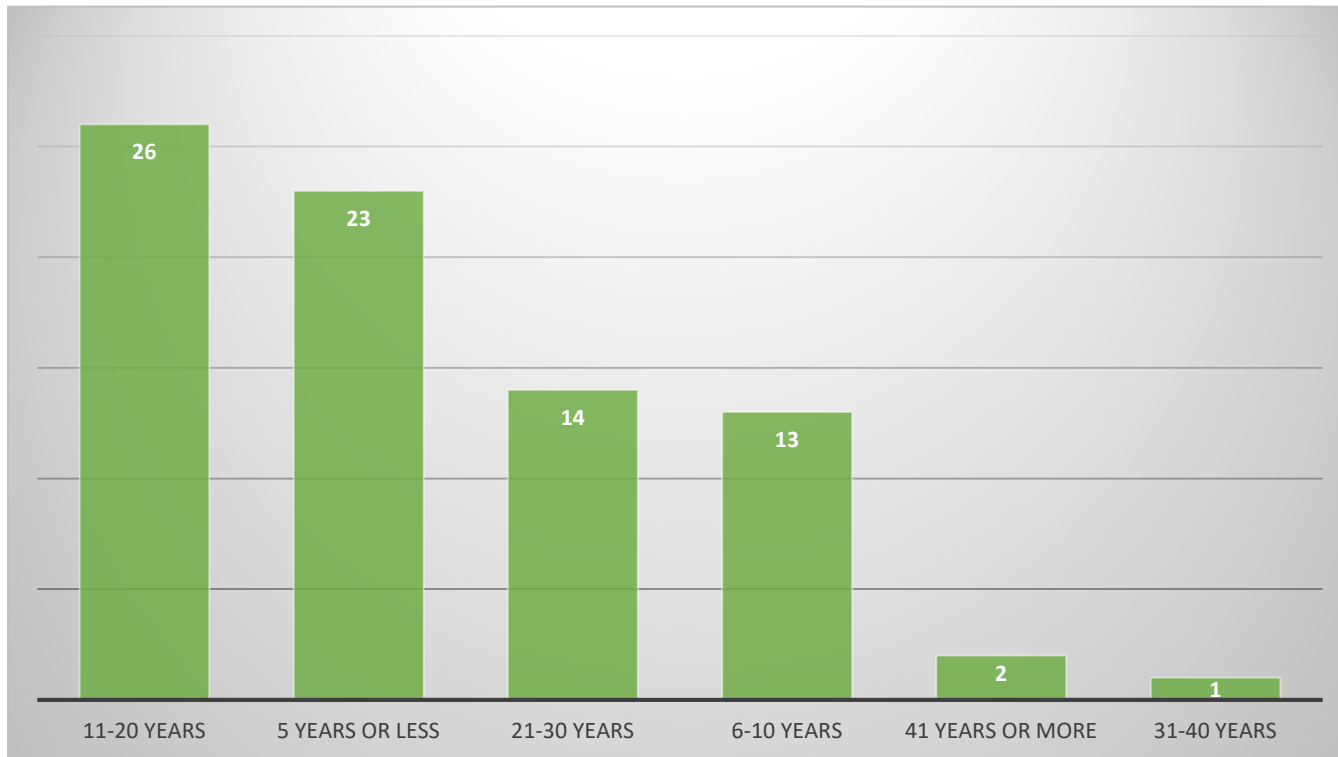
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■ Three Times    ■ This is my first time    ■ Two Times

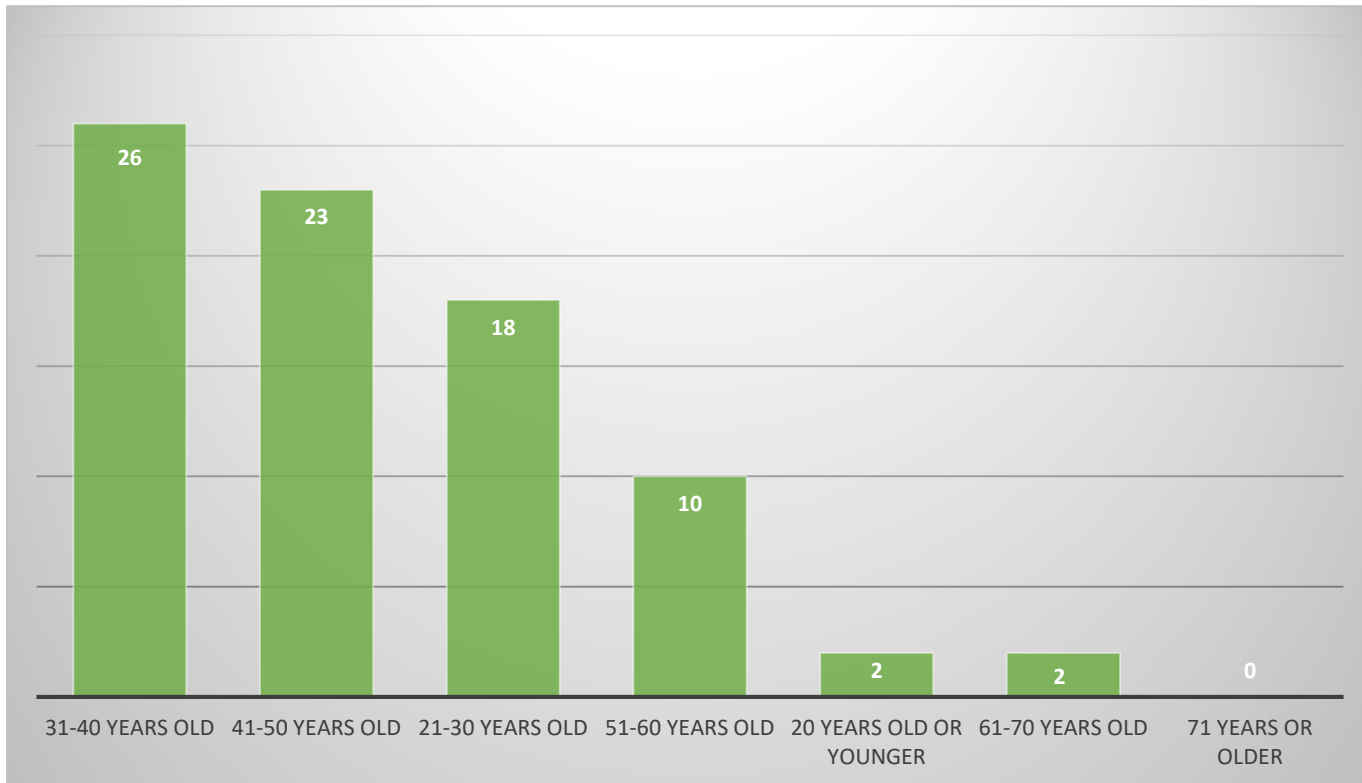
# Years of Experience

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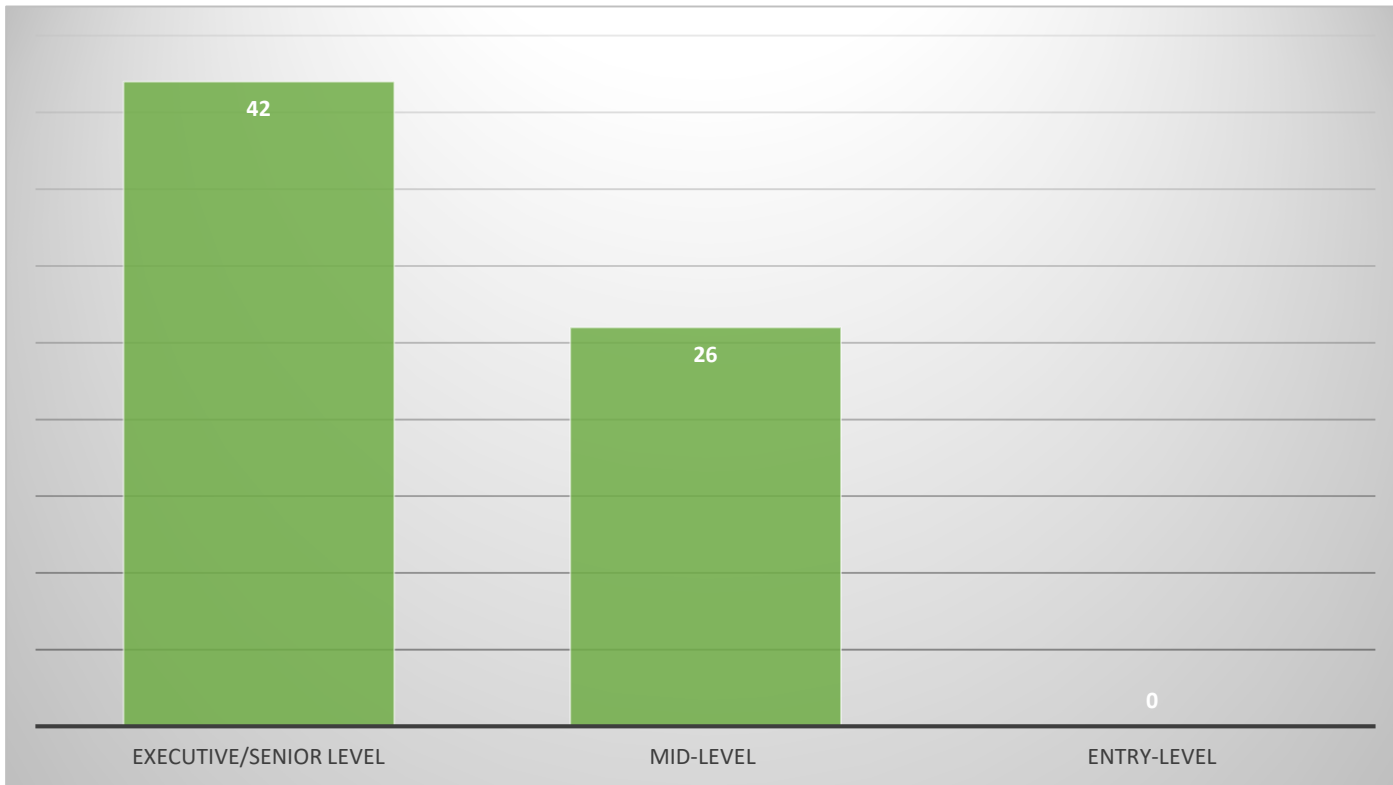
# Age

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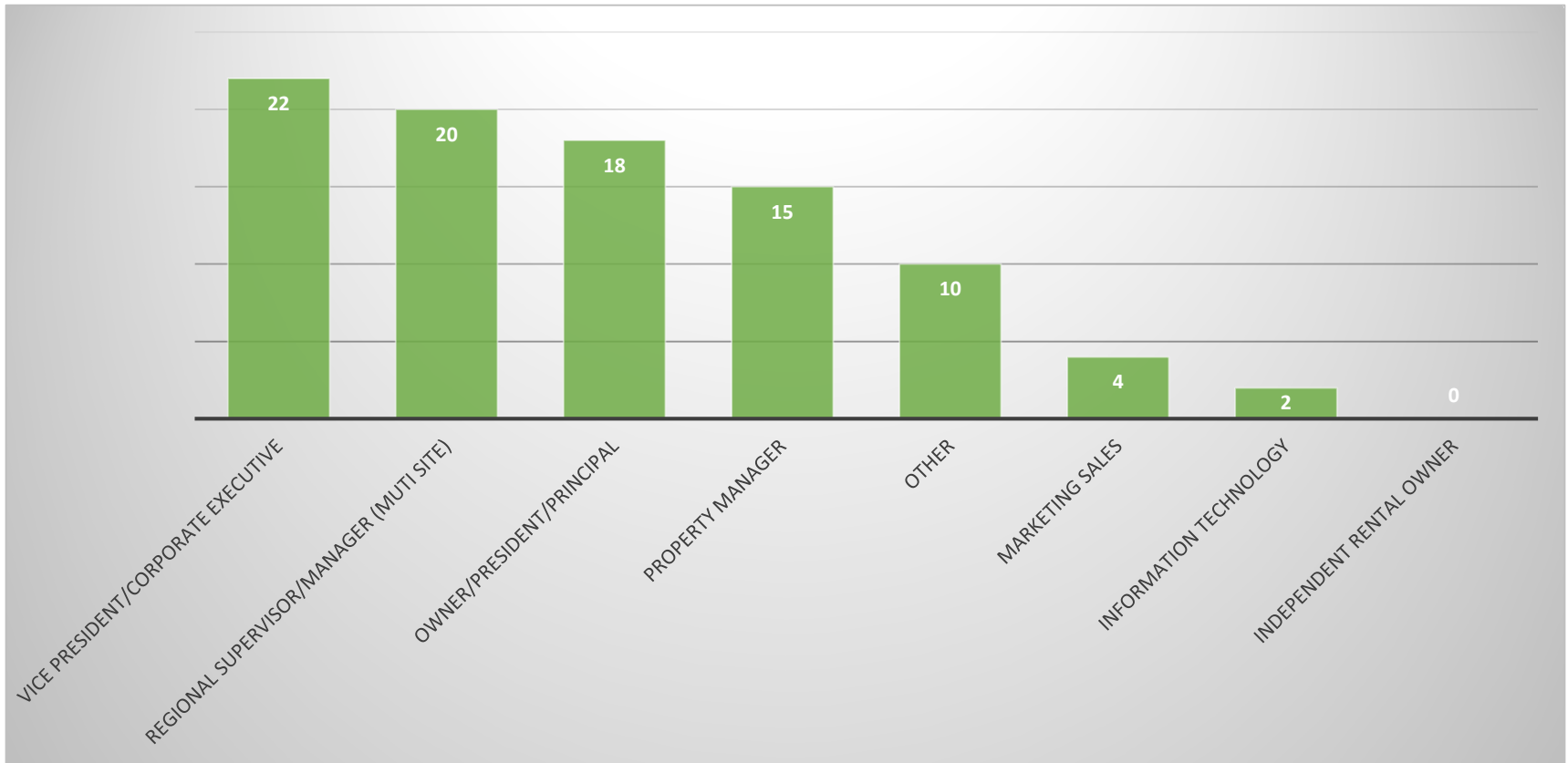
# Position Level

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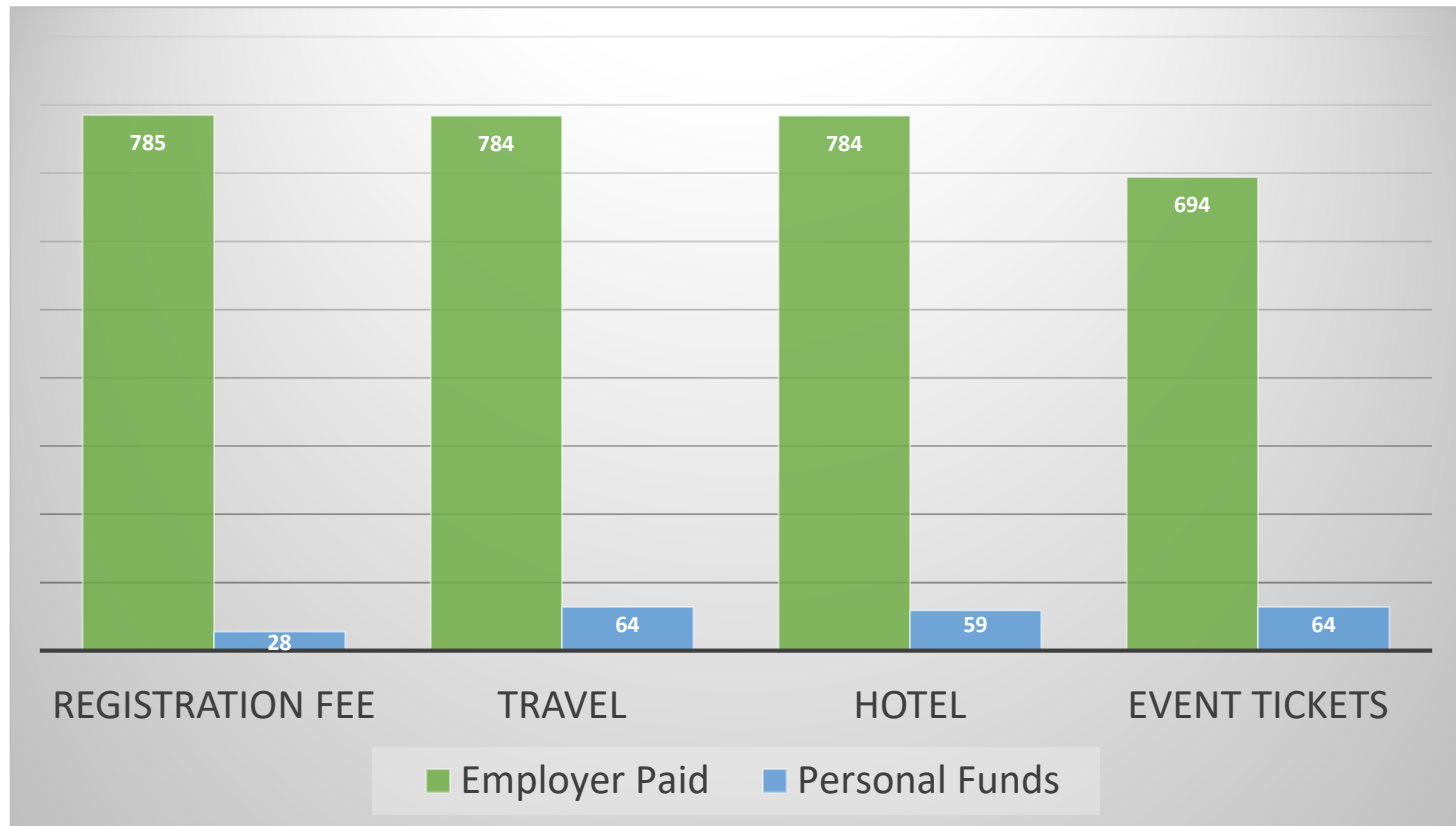




# Position

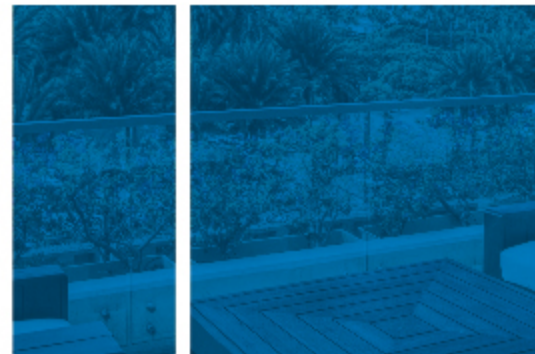


# Funding Source



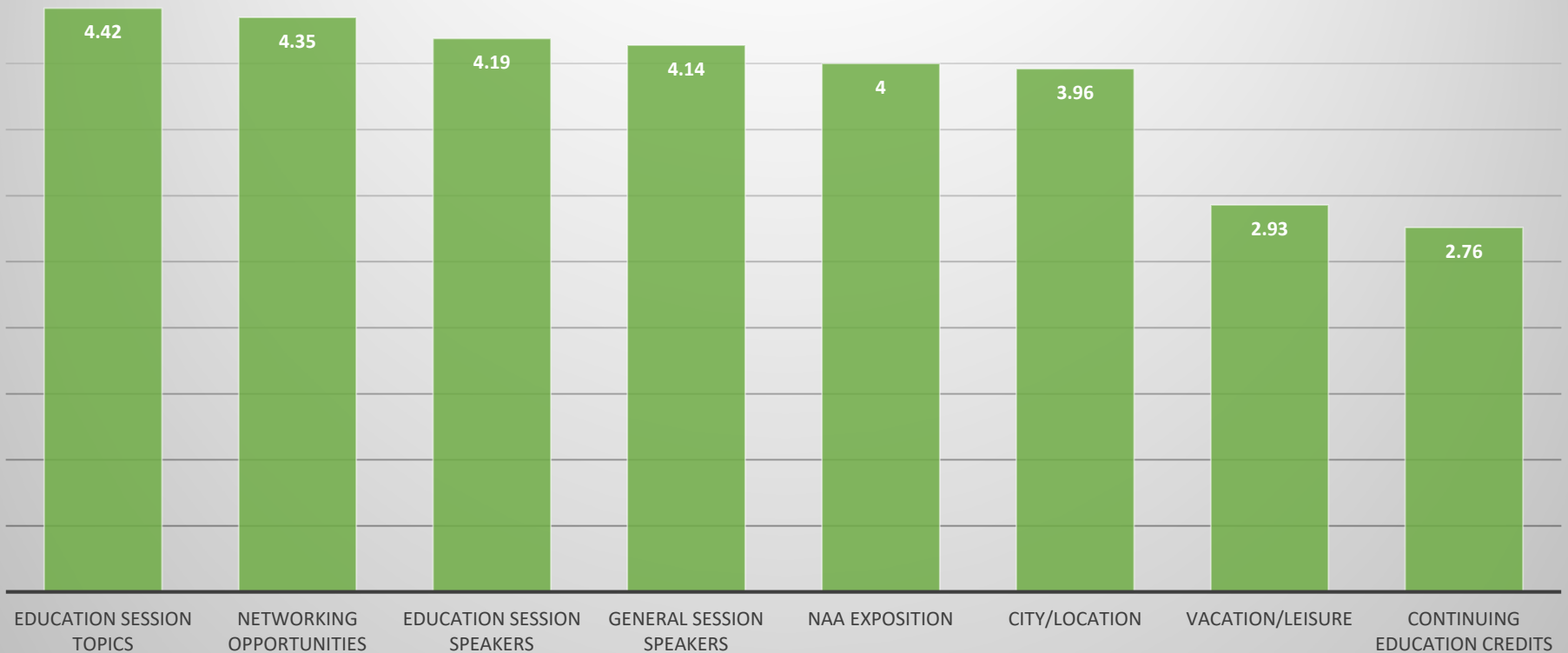


# Post-Conference Survey Recap



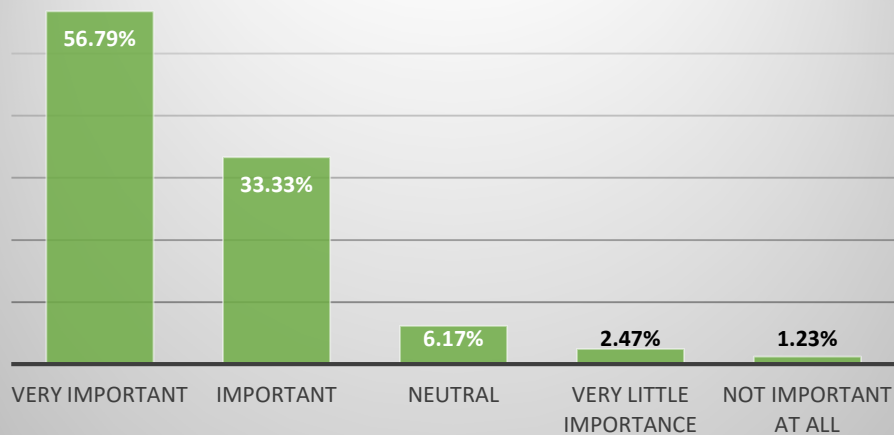
# Motivating Factors to Attend

How important are the following when deciding to attend the 2017 NAA Student Housing Conference & Exposition?

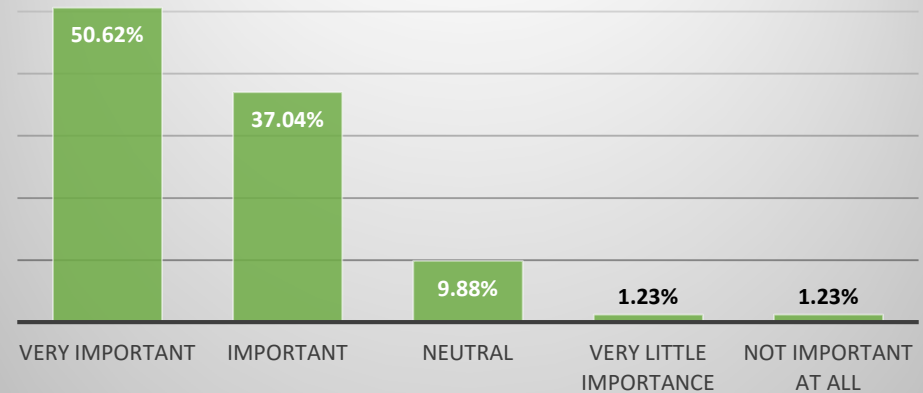


# Importance

## Education Session Topics



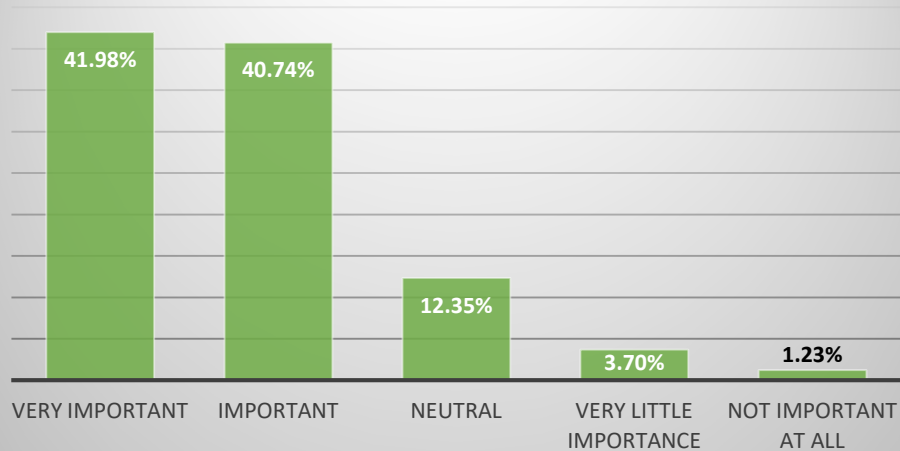
## Networking Opportunities



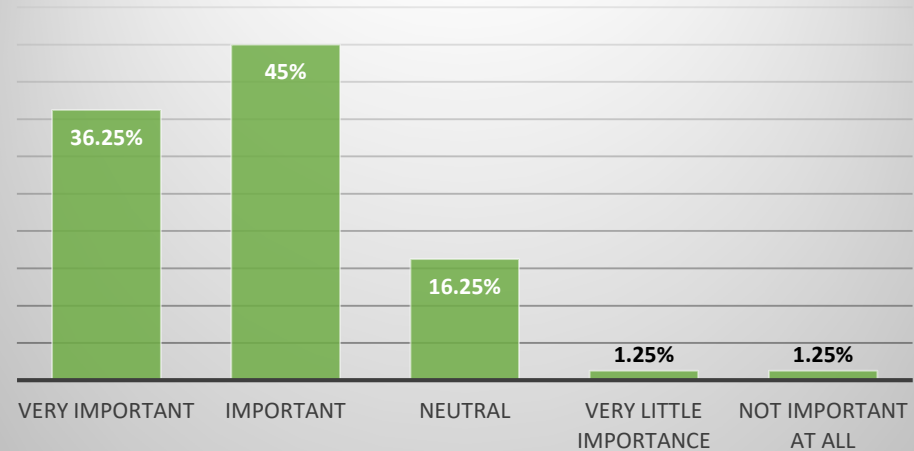


# Importance

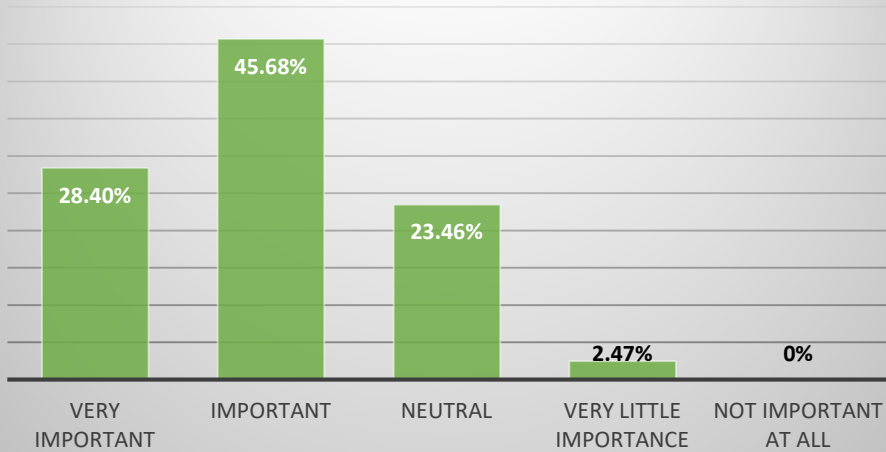
## Education Session Speakers



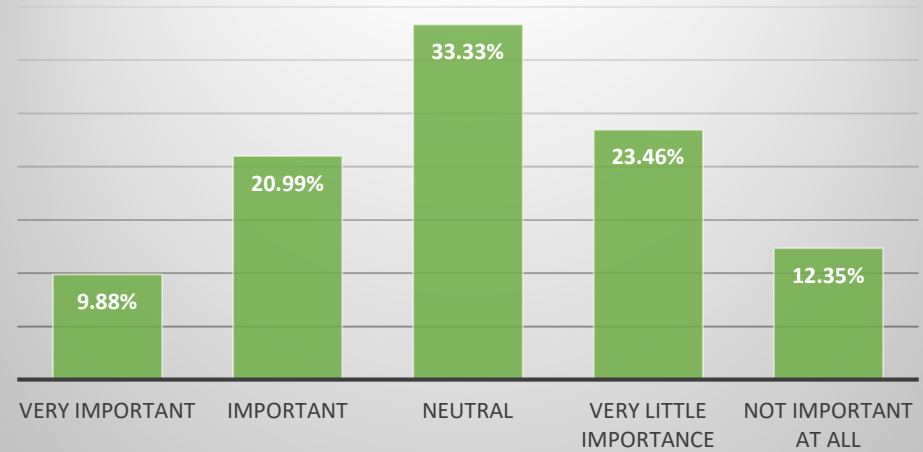
## General Session Speakers



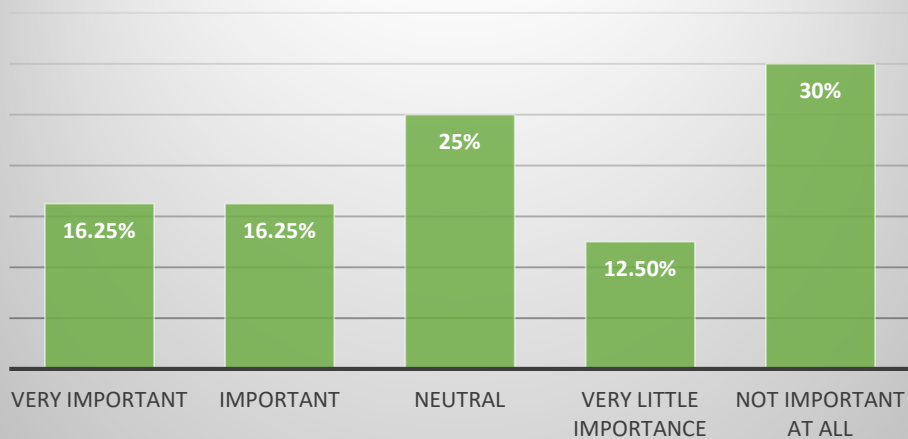
## NAA Exposition



## Vacation/Leisure

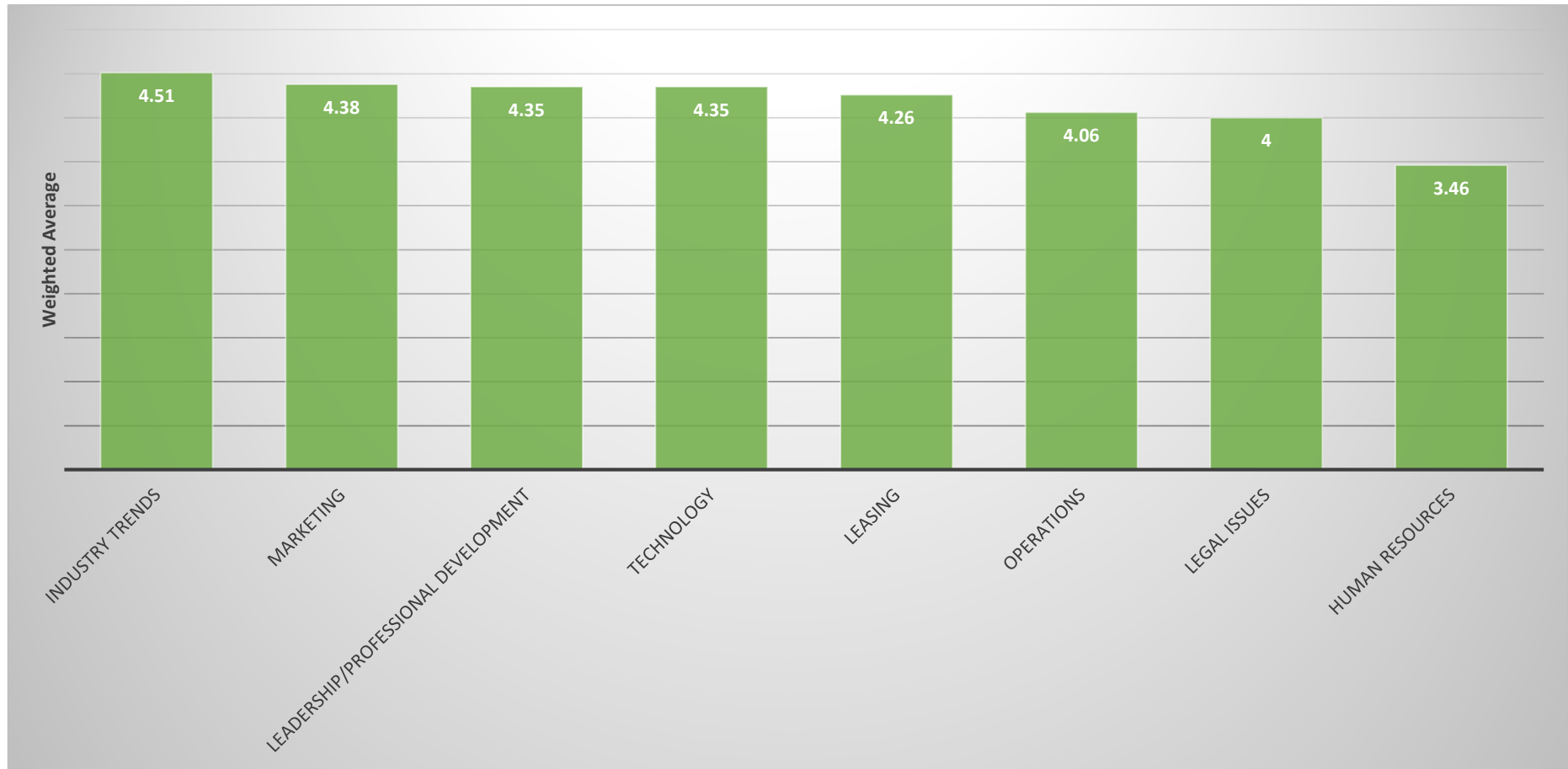


## Continuing Education Credits



# Importance of Topics, Ranked

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# 2017 Program in Review

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- 16 Breakout Sessions
- 3 General Sessions
  - Johnny “Cupcakes” Earle (Brand Loyalty)
  - Chief Marketing Officer Panel
  - Mel Robbins (5 Second Rule)

# 2017 Program by Topic

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- 4 – Operations
- 3 – Industry Trends
- 3 – Marketing
- 2 – Leasing
- 2 – Technology
- 1 – Legal Issues
- 1 – Leadership



# Topics

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- Marketing (social media, online reputation management, etc.)
- Technology
- Leadership/Professional Development
- Leasing
- Operations (Sustainability, Turn Maintenance, etc.)
- Legal Issues (Fair Housing, Utility Regulatory Requirements, Risk Management, ADA, etc.)
- Partnership (with Universities, Parents, etc.)
- Human Resources
- Disaster/Crisis, Emergency Preparedness
- Special Needs Populations (International, LGBTQ, Disabilities, etc.)
- Financial
- Student Housing Trends