

# MULTIFAMILY CONFERENCE AGENDA

TRACKS LEGEND			
AO	ASSET OPTIMIZATION	RE	RENTER ENGAGEMENT
FM	FINANCIAL MANAGEMENT	PM	PROPERTY MANAGEMENT

## MONDAY, JULY 16<sup>TH</sup>

7:15 AM - 8:15 AM — NETWORKING BREAKFAST — LAFITE 4-9 | 8:30 AM - 9:45 AM — KEYNOTE ADDRESS — LATOUR

9:45 AM - 10:45 AM — VISIT THE HALL OF SOLUTIONS — MARGAUX

MONDAY 10:45 AM - 12:00 PM	EXECUTIVE CONFERENCE <small>INVITATION ONLY IN ALSACE</small>	AO PALMER 1 How to Use Revenue Management for Renovations	AO MONTRACHET RealPage® Business Intelligence and Benchmarking: Hands-On	RE LATACHE 2 Consumer Suite General Session	RE RE CHOPIN 3 & 4 (ENCORE) <b>RentPath Expert 25:</b> Meeting Renters Where They Are: Renter-Centric Engagement (10:45 AM)	Updater Expert 25: How Technology Streamlines the Resident Move-in Process (11:30 AM)	PM LAFLEUR <b>Affordable:</b> Industry Update	PM PETRUS Connecting the Dots on Spend Management	PM PALMER 2 Are you “Set Up” for Success? How Your Settings Ensure You’re Getting the Most From Your OneSite® PMS	AO PM LATACHE 1 <b>Student Housing Expert 25:</b> Leveraging the Power of Analytics in Student Housing (10:45 AM)	<b>Student Housing Expert 25:</b> Simplifying Student Housing with OneSite Student (11:30 AM)
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12:00 PM - 1:15 PM — NETWORKING LUNCH — LAFITE 4-9 | 1:15 PM - 2:15 PM — VISIT THE HALL OF SOLUTIONS — MARGAUX

MONDAY 2:15 PM - 3:30 PM	EXECUTIVE CONFERENCE <small>INVITATION ONLY IN ALSACE</small>	AO LATOUR 5 Signal vs Noise: How to Leverage Rent Comps and Market Data	AO LATOUR 6 Revenue Management Roundtable	RE PALMER 1 How to Create an Amazing Prospect Journey with Rich Content	RE PALMER 2 Security Deposit Alternatives: Debunking the Myths	FM LATACHE 2 Budgeting: Scrap the Spreadsheets and Take Back Your Time	PM LAFLEUR At Your Service: How IoT and Mobilizing Your Facilities and Site Teams Drive Resident Satisfaction	PM LATACHE 1 The New Look of Learning	PM MONTRACHET <b>Affordable:</b> Rental Housing Huddle: Q&A with Lanier Hylton, HUD	PM PETRUS User Management Made Simple with the RealPage Unified Platform
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MONDAY 3:45 PM - 5:00 PM	AO LATOUR 1-4 ASSET OPTIMIZATION GENERAL SESSION			RE LATACHE 1 <b>Student Housing:</b> Delivering Amazing Living Experiences for Student Housing	RE MONTRACHET Hands On: How to Attract More Prospects to Your Property Website	PM LAFLEUR RealPage Document Management: The Newest Solution for Corporate Document Storage	PM LATACHE 2 IT Infrastructure, Support and Data Security for Today’s Connected World	PM PETRUS <b>Affordable:</b> OneSite Leasing & Rents: Affordable (HUD): Tracs 2.0.3.A / HOTMA	PM PALMER 2 How to Reduce Risk and Avoid Pitfalls Through Utility Billing Compliance	PM PM PALMER 1 <b>Expert 25:</b> Vendor Credentialing – How to Make Vendor Risk Mitigation Simple (3:45 PM)	<b>Expert 25:</b> eSupply – The Benefits of Joining a Group Purchasing Organization (GPO) (4:30 PM)
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## TUESDAY, JULY 17<sup>TH</sup>

7:15 AM - 8:15 AM — NETWORKING BREAKFAST — LAFITE 4-9 | 7:15 AM - 8:15 AM — YIELDSTAR® RATE REVIEW WORKSHOP — LATOUR 5

TUESDAY 8:30 AM - 9:45 AM	AO LATOUR 5 RealPage Revenue Management: “Why I Wish I Had Done It Sooner”	AO LATOUR 6 The Hot and Not-So-Hot Apartment Markets	AO LATOUR 7 Integrating With RealPage Has Never Been Easier	RE LATACHE 1 The Future of CRM at RealPage	RE PALMER 1 Leveraging Your Payments Platform to Mitigate Risk and Drive Operational Efficiencies	FM LATACHE 2 RealPage Financial Suite and Commercial Suite – What’s New and What’s Coming	PM LAFLEUR <b>Affordable:</b> OneSite Affordable: The Future of Affordable	PM MONTRACHET <b>Senior Living:</b> Industry Trends	PM PALMER 2 Simplifying the Supplier Network with RealPage GetWork™	PM PETRUS User Management Made Simple with the RealPage Unified Platform
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9:45 AM - 10:30 AM — VISIT THE HALL OF SOLUTIONS — MARGAUX

TUESDAY 10:30 AM - 11:45 AM	AO LATOUR 5 Configuring LRO® to Accomplish Ever-Changing Strategy	AO LATOUR 6 A Smarter Answer, Faster, with Underwriting Analytics	AO LATOUR 7 Revenue Management and Marketing – The Convergence Continues	RE MONTRACHET How to Communicate with Your Prospects and Residents Their Way, 24/7	RE PALMER 1 Resident Screening: Risk Mitigation Today and Tomorrow	FM LATACHE 2 Operational Metrics Surveillance with Key Performance Indicators (RER, RPM)	PM LAFLEUR <b>Affordable:</b> OneSite Leasing & Rents Affordable: Stump The Experts	PM LATACHE 1 <b>Affordable:</b> All-Access Pass: A Compliance Diary	PM PALMER 2 Put Your Facilities Business in the Palm of Your Hand	RE PM ALSACE <b>Expert 25:</b> How Open Architecture Benefits Renter Engagement (10:30 AM)	<b>Expert 25:</b> Front-Page News In Apartment Operations (11:15 AM)
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11:45 AM - 1:00 PM — NETWORKING LUNCH — LAFITE 4-9 | 1:00 PM - 2:15 PM — VISIT THE HALL OF SOLUTIONS — MARGAUX

TUESDAY 2:15 PM - 3:30 PM	AO LATOUR 5 Meet the New YieldStar Renewal Workflow	AO LATOUR 6 How LRO Renewal Manager Improves your Strategy, Process and Performance	AO LATOUR 7 Creating a Data-Driven Culture with Business Intelligence and Benchmarking	RE LAFLEUR Driving Digital Marketing Strategy with Integrated Data Analytics	RE PALMER 1 Renters Insurance: Driving Compliance, Risk Management, and Ancillary Revenue	FM LATACHE 2 Choose Your Competencies: How to Simplify Your Business with SmartSource Accounting	PM LATACHE 1 <b>Student Housing:</b> Student Housing Roundtable	PM MONTRACHET <b>Senior Living:</b> Introducing the New User Interface for Care	PM PALMER 2 Reduce Costs Through Energy Management Essentials	PM ALSACE The Short-Term Rental Game is Easier and More Profitable than Ever
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TUESDAY 3:45 PM - 5:00 PM	AO LATOUR 5 Introducing Financial Benchmarking	AO LATOUR 7 Apartment Demand: What Influences Demand and Who Are Your Future Renters?	AO LAFLEUR Data Science Session: “Data Science Techniques for Real Estate”	RE MONTRACHET Delivering Amazing Resident Experiences: Innovation in Community Engagement	RE PALMER 2 The Next Wave in Communication Innovation, from Traditional Channels to A.I. and Bots	PM LATACHE 1 How to Win the Talent Contest	PM LATACHE 2 How to Drive ROI Through Simplified Amenity Management	PM PALMER 1 <b>Affordable:</b> Tax Credits – Maximizing Layered Subsidies to Enforce Compliance & Minimize Risk	PM ALSACE The Framework for Success in Delivering Short-Term Rental Hospitality
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6:30 PM - 9:30 PM — REALWORLD 2018 CLOSING PARTY AT XS NIGHTCLUB