

# 2009 NMHC APARTMENT TECHNOLOGY CONFERENCE & EXPOSITION

Developed and Presented By



**Multihousing.com**  **National Multi Housing Council**

**November 8-10 \_ JW Marriott Desert Ridge \_ Phoenix, Arizona**

## **PRELIMINARY AGENDA**

*(As of August 13, 2009; subject to change.)*

**Sunday, November 8**

**2:30 PM – 7:30 PM Registration and Cyber Café and WiFi Lounge**

**3:30 PM – 5:30 PM Pre-Conference Workshops**

### **The Cost of Leads and Leases – Calculate the Numbers**

A step-by-step workshop on defining and executing the best measures of your advertising spend. Learn how to avoid the mistakes made in calculating cost per lead and cost per lease. Come away with new tools in evaluating your advertising in an accurate and consistent fashion.

### **MITS Working Group (Annual Meeting – Open to All Attendees)**

The 2009 Annual Business Meeting of the Multifamily Information and Transactions Standards Initiative. A separate agenda will be posted at [mitsproject.com](http://mitsproject.com). The meeting is open to all registered conference attendees.

**5:30 PM – 7:30 PM Opening Reception in the Exhibit Hall**

**Monday, November 9**

**8:00 AM – 7:00 PM Registration and Cyber Café and WiFi Lounge**

**8:00 AM – 9:00 AM Networking Breakfast**

**8:30 AM – 10:30 AM Concurrent Peer-to-Peer Roundtables**

**CIO/CTO Roundtable – Open Forum**

### **Outsourcing – Comparing Notes on Costs and Benefits**

As more firms are outsourcing to manage revenue, gather insight from your peers on outsourcing trends, costs and benefits.

**10:45 AM – Noon Concurrent Sessions**

### **Automated Payments – What is Really Happening?**

Results and implications of the 2009 NMHC Automated Payments Survey will be discussed. A panel of experts will focus on the message for the industry. Leave with benchmark data you've been looking for on automated payments implementation, penetration rates, fees and

more.

### **Resident & Employee Privacy: CIO/CTO Responsibilities**

Knowing how to protect the personal information of both your residents and employees is critical. New laws are on the horizon that will force businesses to revamp how this is accomplished. Find out what laws are in place and what you and your firm are required to do to comply. Privacy laws, E-Discovery and documentation retention will be discussed.

## **Noon – 1:30 PM Walk-Around Lunch in the Exhibit Hall**

### **1:30 PM – 2:30 PM General Session**

#### ***Emerging Issues – Monday Roundtable Highlights and Issues***

Discuss hot-off-the-table topics from the roundtables held earlier today as industry peers came together to exchange ideas and opinions about the very real-world issues impacting their operations and residents, as such issues relate to the multifaceted subjects of telecommunications and technology. This session will allow conference attendees to participate in and learn what was discussed at each roundtable regarding the very real problems apartment executives are now, or will soon be, facing.

### **2:30 PM – 4:00 PM Concurrent Sessions**

#### **Accounts Payables & Supply-Chain Automation**

A growing number of owners are integrating their general ledger with their payables activities to move to a paperless accounting and better manage the supply-chain. While not a new concept for the industry, implementation is greatly expanding and has been a priority for the adoption of the newest industry data standard. Here from owners and providers on the benefits and cost-effective use of these applications.

#### **Revenue Management Update**

Learn about the impact revenue management solutions are having on rental income and the performance of the applications in today's market environment of record unemployment and declining rental income.

### **4:15 PM – 5:30 PM Concurrent Sessions**

#### **Technology or Marketing – Who and What Is The Driver?**

The partnership between technology and marketing has become part of the resident life cycle (pre-leasing to collections). Who is really driving the process and does it matter?

#### **Portals and More**

So, you have a portal--what is it doing for you? Real-world application and effectiveness are difficult to measure. Find out what others are doing to ensure usage of their portals for payments, maintenance requests and more. Learn how portals have influenced renter-staff interaction, staff training and other forms of communication.

**5:30 PM – 7:30 PM Cocktail Reception in the Exhibit Hall**

**Tuesday, November 10**

**7:30 AM – 8:30 AM MITS Governance Committee Breakfast (Closed Meeting)**

**8:00 AM – 9:00 AM Networking Breakfast**

**8:00 AM – Noon Registration and Cyber Café and WiFi Lounge**

**8:30 AM – 10:30 AM Concurrent Peer-to-Peer Roundtables**

**Alternative Methods for Communicating with Residents**

Usage of communication trends can stimulate demands and improve both efficiency and retention. Tap into the knowledge of your peers as cell phones, texting, “tweeting” and other social media are discussed.

**Credit Cards and Fees**

Peer group discussion about the impact of credit card usage, demand and fees. Should our industry seek deals with American Express, Visa and MasterCard?

**10:45 AM – Noon General Session**

***Chief Executive Panel***

A conversation with leading chief executive officers on the state of the industry and the future of technology in the apartment industry.

**Noon – 1:30 PM Walk-Around Lunch in the Exhibit Hall**

**1:30 PM – 2:30 PM General Session**

***Emerging Issues – Tuesday Roundtable Highlights and Issues***

Discuss hot-off-the-table topics from the roundtables held earlier today as industry peers came together to exchange ideas and opinions about the very real-world issues impacting their operations and residents, as such issues relate to the multifaceted subjects of telecommunications and technology. This session will allow conference attendees to participate in and learn what was discussed at each roundtable regarding the very real problems apartment executives are now, or will soon be, facing.

**2:30 PM Adjourn**