MONDAY, NOVEMBER 11

12:00 – 7:00 PM  Registration & Connection Lounge
  WEDGEWOOD BALLROOM & FOYER
12:00 – 7:00 PM  Social Lounge/Charging Station  TRINITY BALLROOM FOYER
12:00 – 5:30 PM  Be Well Lounge  PEACOCK TERRACE
2:00 – 4:00 PM  OPTECH Opening Pitches  CORTEZA, CORTEZD & CORONADO B
2:00 – 4:00 PM  Networking Lounge  GOSSIP BAR
4:00 – 4:30 PM  Break
4:30 – 5:30 PM  Break
4:30 – 5:30 PM  Opening Keynote Speaker
  TRINITY BALLROOM
  Beth Comstock
  Former Vice Chair, GE
5:30 – 7:00 PM  Opening Reception in the Expo  TRINITY EXHIBIT HALL
6:00 – 6:30 PM  OPTECH Meetups
  New @ OPTECH  TRINITY EXHIBIT HALL
6:30 – 6:45 PM  OPTECH Express  TRINITY EXHIBIT HALL

TUESDAY, NOVEMBER 12

7:15 AM – 6:30 PM  Registration & Connection Lounge
  WEDGEWOOD BALLROOM & FOYER
7:15 AM – 6:30 PM  Social Lounge/Charging Station  TRINITY BALLROOM FOYER
7:30 – 8:30 AM  Breakfast Social  GEM ROOMS FOYER
8:00 – 8:30 AM  Breakfast Briefings
  Digital Marketing and the New Risk Landscape  SAPPHIRE
  Risk & Insurance — A Growing ROI Challenge for Multifamily  EMERALD
8:30 – 8:45 AM  Break  WEST WING FOYER

CONCURRENT SESSIONS

- Getting 21st Century Telecom Right  CORTEZD
- If Data Is the New Oil, Do You Need an In-House Refinery?  CORONADO B
- Game On! Using Gamification to Defeat Hackers & Improve Tech Adoption  DESOTO
- Are You Really Resident-Centric?  CORONADO A
- Investing in Human Capital to Protect Your Tech Investments  CORTEZA
- Cage Match: Leasing Agent vs. Self-Guided Tour Performance  CORONADO A
- Security and Privacy in the Age of “Smart”: A Best Practices Primer  CORTEZD
- The Real Deal: Why an Authentic ESG Reporting Strategy Matters  DESOTO
- Maximum Flexibility: Niche Trend or the Future of Apartments?  CORONADO B
- Leveraging PropTech Partnerships for a Win-Win  CORTEZD
- Telecom Town Hall  CORTEZD
- Happy Birthday, Revenue Management! It’s Time to Grow Up  CORONADO A
- Ask the Tech Pros  DESOTO
- Assessing the ROI of Integrated Health and Wellness Features  CORTEZA
- Internal Innovation Teams: Lessons Learned  CORONADO B
TUESDAY, NOVEMBER 12 (CONTINUED)

2:30 – 2:45 PM  Break
2:45 – 3:45 PM  CONCURRENT SESSIONS
   ▪ Intelligent Buildings: Deploying Smart Technology to Save Money and Reduce Risk  CORTEZ A
   ▪ Apples to Apples: Getting Clean, Consistent Data for Accurate BI  CORONADO B
   ▪ Ask the COOs!  CORONADO A
   ▪ MarTech Overload! Cutting Through the Noise to Make Marketing Technology Decisions  CORTEZ D
   ▪ A Process Audit: Reviewing, Streamlining and Automating to Save Time and Money  DESOTO

3:00 – 5:00 PM  Expo Quiet Hours
3:45 – 4:00 PM  Break
4:00 – 5:15 PM  GENERAL SESSIONS
   ▪ 2020 NMHC/Kingsley Apartment Resident Preferences Report  TRINITY BALLROOM
5:15 – 6:30 PM  Reception in the Expo  TRINITY EXHIBIT HALL
5:30 – 6:30 PM  OPTECH EXPRESS  TRINITY EXHIBIT HALL

Note: Agenda is subject to change. Please be aware that photos may be taken at the conference and posted online. nmhc.org/OPTECH

WEDNESDAY, NOVEMBER 13

7:45 AM – Noon  Registration & Connection Lounge  WEDGWOOD BALLROOM & FOYER
7:45 AM – Noon  Social Lounge/Charging Station  TRINITY BALLROOM FOYER
8:00 AM – Noon  Be Well Lounge  PEACOCK TERRACE
8:00 – 9:00 AM  Breakfast Social  GEM ROOMS FOYER
9:00 – 10:00 AM  PEER ROUNDTABLES
   ▪ Data Privacy and Protection Roundtable  GOVERNOR’S LECTURE HALL (Owners and Managers only)
   ▪ Flexible Leasing Roundtable  TOPAZ (Owners and Managers only)
   ▪ Marketing Automation Roundtable  EMERALD (Owners and Managers only)
   ▪ Telecom Legal Issues Roundtable  CORAL (Owners, Managers and their Representatives only)
   ▪ Smart Communities Roundtable  SAPPHIRE (Open to All Registrants)

10:00 – 10:15 AM  Break
10:15 – 11:15 AM  CONCURRENT SESSIONS
   ▪ On the Horizon: New Technologies You Should Be Watching Now  CORTEZ A
   ▪ Coming Soon: Stronger Consumer Data Protections  CORONADO A
   ▪ Lightning Round! Top Marketing Pros Take on the Top Marketing Trends  CORONADO B
   ▪ Maximum Utilization: The Space as a Service Mindshift  CORTEZ D
   ▪ Partnering with a VC Firm on PropTech: Different Goals, Different Strategies  DESOTO

11:15 – 11:30 AM  Break
11:30 AM – 12:30 PM  CLOSING KEYNOTE SPEAKER  TRINITY BALLROOM
   ▪ Cynthia Marshall  CEO, Dallas Mavericks

12:30 PM  Conference Ends. See You Next Year!  November 16-18, 2020 • Las Vegas, NV