2019 NMHC OPTECH Agenda

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 *CORTEZ A, CORTEZ D & CORONADO B*
2:00 – 4:00 PM	Networking Lounge *GOSSIP BAR*
4:00 – 4:30 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*

8:45 – 9:30 AM	**CONCURRENT SESSIONS** ▪ **Getting 21st Century Telecom Right** *CORTEZ D* ▪ **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** *CORTEZ A*
9:00 AM – 5:15 PM	Be Well Lounge *PEACOCK TERRACE*
9:30 – 9:45 AM	Break
9:45 – 10:30 AM	**CONCURRENT SESSIONS** ▪ **Cage Match: Leasing Agent vs. Self-Guided Tour Performance** *CORONADO A* ▪ **Security and Privacy in the Age of "Smart": A Best Practices Primer** *CORTEZ A* ▪ **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** *CORTEZ D*
10:30 – 11:15 AM	Networking Coffee Break in the Expo *TRINITY EXHIBIT HALL*
10:30 AM – 6:30 PM	Expo Open *TRINITY EXHIBIT HALL*
10:30 AM – 4:00 PM	Networking Lounge *GOSSIP BAR*
10:45 – 11:15 AM	**OPTECH MEETUPS** **Women in Tech & Marketing** *TRINITY EXHIBIT HALL*
12:15 – 1:15 PM	Networking Lunch in the Expo *TRINITY EXHIBIT HALL*
12:15 – 1:15 PM	**OPTECH EXPRESS** *TRINITY EXHIBIT HALL*
1:30 – 2:30 PM	**CONCURRENT SESSIONS** ▪ **Telecom Town Hall** *CORTEZ D* ▪ **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** *CORTEZ A* ▪ **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 *WEDGEWOOD 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