NMHC OPTECH_
CONFERENCE & EXPOSITION

November 11-13, 2019
Hilton Anatole • Dallas, TX

Preliminary Agenda

Monday, November 11

12:00 PM – 7:00 PM	Registration / Connection Lounge
2:00 PM:	Conference Opens
2:00 PM – 4:00 PM:	OPTECH Opening Pitches
2:00 PM – 5:30 PM	Networking Lounge
4:00 PM – 4:30 PM:	Break
4:30 PM – 5:30 PM:	Opening Keynote Speaker: Beth Comstock
5:30 PM – 7:00 PM:	Opening Reception in the Expo
6:00 PM – 6:45 PM:	OPTECH MeetUp: New @OPTECH & OPTECH Express

Tuesday, November 12

7:15 AM – 6:30 PM:	Registration / Connection Lounge
9:00 AM – 5:15 PM:	Be Well Lounge Open
7:30 AM – 8:30 AM:	Networking Continental Breakfast
8:00 AM – 8:30 AM:	Breakfast Briefings
8:30 AM – 8:45 AM:	Break
8:45 AM – 9:30 AM:	Concurrent Sessions

Cool Communities	Getting 21st Century Telecom Right
Data Dives	If Data is the New Oil, Do you Need an In-House Refinery?
Insider Insights	Game On! Using Gamification to Defeat Hackers & Improve Tech Adoption
Resident Revolution	Are You Really Resident-Centric?
Winning Workplaces	Investing in Human Capital to Protect Your Tech Investments
9:30 AM – 9:45 AM:	**Break**
9:45 AM – 10:30 AM:	**Concurrent Sessions**
Cool Communities	Cage Match: Leasing Agent vs. Self-Guided Tour Performance
Data Dives	Security and Privacy in the Age of "Smart": A Best Practices Primer
Insider Insights	The Real Deal: Why an Authentic ESG Reporting Strategy Matters
Resident Revolution	Maximum Flexibility: Niche Trend or the Future of Apartments?
Winning Workplaces	Leveraging PropTech Partnerships for a Win-Win
10:30 AM – 11:15 AM:	**Networking Coffee Break in the Expo**
10:30 AM – 6:30 PM:	**Expo Open**
10:45 AM – 11:15 AM:	**OPTECH MeetUp: Women in Tech and Marketing**
12:15 PM – 1:30 PM:	**Lunch**
12:15 PM – 1:15 PM:	**OPTECH Express**
1:30 PM – 2:30 PM:	**Concurrent Sessions**
Cool Communities	Telecom Town Hall
Data Dives	Happy Birthday Revenue Management! It's Time to Grow Up

Insider Insights	Ask the Tech Pros
Resident Revolution	Assessing the ROI of Integrated Health and Wellness Features
Winning Workplaces	Internal Innovation Teams: Lessons Learned
2:30 PM – 2:45 PM:	**Break**
2:45 PM – 3:45 PM:	**Concurrent Sessions**
Cool Communities	Intelligent Buildings: Deploying Smart Technology to Save Money and Reduce Risk
Data Dives	Apples to Apples: Getting Clean Consistent Data for Accurate BI
Insider Insights	Ask the COOs!
Resident Revolution	MarTech Overload! Cutting through the Noise to Make Marketing Technology Decisions
Winning Workplaces	A Process Audit: Reviewing, Streamlining, and Automating to Save Time and Money
3:00 PM – 5:00 PM:	**Expo Quiet Hours**
3:45 PM – 4:00 PM:	**Break**
4:00 PM – 5:15 PM:	**General Session: 2019 NMHC/Kingsley Apartment Renter Preferences Report**
5:15 PM – 6:30 PM:	**Reception in the Expo**
5:15 PM – 6:30 PM:	**OPTECH Express**

Wednesday, November 13

7:45 AM – Noon:	**Registration/ Connection Lounge**
8:00 AM – Noon:	**Be Well Lounge Open**
8:00 AM – 9:00 AM:	**Networking Continental Breakfast**

9:00 AM – 10:00 AM:	**Peer Roundtables** • **Data Privacy and Protection Roundtable** *(owners and managers only)* • **Flexible Leasing Roundtable** *(owners and managers only)* • **Marketing Automation Roundtable** *(owners and managers only)* • **Telecom Legal Issues Roundtable** (*owners and managers only*) • **Smart Communities Roundtable** (*open to all registrants*)
10:00 AM – 10:15 AM:	**Break**
10:00 AM – 11:15 AM:	**Concurrent Sessions**
Cool Communities	On the Horizon: New Technologies You Should Be Watching Now
Data Dives	Coming Soon: Stronger Consumer Data Protections
Insider Insights	Lightning Round! Top Marketing Pros Take on The Top Marketing Trends
Resident Revolution	Maximum Utilization: The Space as a Service Mindshift
Winning Workplaces	Partnering with a VC firm on PropTech: Different Goals, Different Strategies
11:15 AM – 11:30 AM:	**Break**
11:30 AM – 12:30 PM:	**Closing Keynote Speaker: Cynthia Marshall**
12:30 PM:	**Conference Ends**