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

**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

**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?

**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

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**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