

## **Monday, November 16<sup>th</sup>, 2020 (All Times Eastern)**

### **Demo Day!**

*We are opening 2020 OPTECH with a full day dedicated to the exploration of new and innovative products and services for the multifamily industry. The day will open with original research from NMHC and One11 Advisors, then a carousel of Opening Pitches from start-ups to industry mainstays and longer product demonstrations of the latest and greatest. Networking opportunities will be open all day, and owners and managers can end the day with topical roundtables to share their experiences.*

### **11:00AM- 4:30PM**

#### **2020 NMHC Expo Hall Open All Day!**

The 2020 NMHC Expo Hall is open all day! Stop in any time to check in with your current suppliers or explore new and innovative products and solutions to your most vexing challenges. Each day, we will host dedicated exhibit hours, so if you don't want to miss any of the live content, stop in then!

### **11:00- 11:15AM**

#### **Virtual OPTECH Platform Training**

Get the most out of the brave new world of Virtual OPTECH. The 2020 OPTECH platform offers you the chance to connect with your colleagues, suppliers, new startups, and old friends. But like all new technology, a little training helps you get the most out of it. So, join this session live or check back to learn the ropes of Virtual OPTECH.

### **11:15- 11:45AM**

#### **OPTECH Flex, Stretch and Chill**

Let's face it, life during the pandemic hasn't been easy. Why not start your day with some new friends doing a little stretching or meditation and set yourself up for feeling good all day by taking your mind off all the pandemic worries? Give it a go! You'll be glad you did.

### **11:45AM- Noon**

#### **Networking Break**

### **Noon- 1:00PM**

#### **OPTECH Opening Pitches**

Back by popular demand! Last year's opening pitches are back. The world has changed a lot since our time in Dallas and the pitch offerings have as well. With new and unexpected challenges created by the pandemic, this year's pitches will focus on tech-enabled solutions to the vexing new challenges you face today. At four minutes a pop you'll get everything you need quickly and can follow up right away or later in the conference at their booth or through the enhanced networking options provided through the OPTECH Platform.

**1:00- 1:15PM**

**Networking Break**

**1:15-2:00PM**

**OPTECH Exclusive: The NMHC/ One11 Advisors Apartment Industry Technology Report**

*(Sponsored by TransUnion)*

Be one of the first to hear the results from the inaugural NMHC/ One11 Advisors Technology Report. NMHC and One11 Advisors surveyed the highest-level technology leaders from NMHC member companies to create a first of its kind benchmark survey and report on that state of apartment industry technology. From apartment company staffing and reporting structures, to innovation committees, cybersecurity, and connectivity, you'll learn how your company stacks up and how technology is addressed differently in different types of companies as well as why it all matters. A panel of industry leaders will help make sense of the results.

**2:00-2:15PM**

**Networking Break**

**2:15-3:45PM**

**OPTECH Demo Day Demonstrations**

What's new? You'll find out fast and get it all done in one place. Pop into Demo Day at OPTECH to see and hear the latest technology supplier solutions to the challenges that are keeping you up at night. You'll be able to ask questions and follow up through OPTECH networking or just visit the suppliers in their virtual booth and get the info you need to set yourself up for success in 2021.

**3:45-4:30PM**

**Peer to Peer Roundtables: Topical (*Two open to apartment owners and managers only and one open to all*)**

OPTECH has always been a great place to check in with your peers to hear what they have learned as they face the same challenges you're encountering. While we can't do it face to face this year, we can hop in a zoom room and get the same helpful guidance from our peers. Heck, asking questions and taking polls is actually easier, so pick your topic, jump in and get priceless takeaways and lessons learned from your peers.

**4:30-5:30PM**

**NMHC 2020 OPTECH Welcome Reception and Trivia Contest!**

We've missed all of our OPTECH friends so much over the last year—and especially the last six-plus months. So, let's get together for some casual, socially-distanced networking and friendly competition at our first-ever virtual trivia contest! Are you ready for a good time and great prizes (we promise we didn't skimp)?

**Tuesday, November 17<sup>th</sup>, 2020**

**The Resident Experience Redefined\_**

*COVID-19 has called into question almost everything we knew about how we attract, serve and satisfy residents. Spend the day learning about how the customer journey is being redefined by shifting consumer attitudes and preferences and new technologies—and how your company needs to adapt to be successful in this new environment.*

**11:00AM- 4:30PM**

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**11:00- 11:30AM**

**OPTECH Eye Opener: How is Technology Transforming the Resident Experience?**

*(Sponsored by CenturyLink)*

Dan O'Connell, VP of Consumer Sales with Century Link moderates a panel of multifamily industry leaders on how the industry is transforming their resident experience through new tech advances. The panel will look at what past tech investments did not have the desired impact and which ones have proved critical to owners versus residents in the current environment. They'll outline the steps being taken now to upgrade and improve older buildings with the needed high-speed internet infrastructure and will delve in to how you ensure the right technology fit for your residents and your business. Finally, they'll share how technology helped residents move in safely amid the pandemic.

**OPTECH Eye Opener: Session Coming Soon!**

*(Sponsored by DISH Fiber)*

Get your day started with an informative eye opener that will set the stage for the day and get your brain waves crackling like a good strong cup of coffee! Take your pick of two sponsored sessions that take on the biggest challenges of the day and kickstart day two of OPTECH.

**OPTECH Flex, Stretch and Chill**

Let's face it, life during the pandemic hasn't been easy. Why not start your day with some new friends doing a little stretching or meditation and set yourself up for feeling good all day by taking your mind off all the pandemic worries? Give it a go! You'll be glad you did.

**11:30AM- Noon**

**Speed Networking**

Building your network is never more important than in an economic downturn. Take a break from your sessions to have some fun, learn from your colleagues while making the types of connections you can

only make at OPTECH. You set the agenda and talk about whatever you want, whether that's dogs, kids, wine, sanity tips for the pandemic, or actual work stuff. And keep an eye out for a special guest who may appear (hint: It's NMHC President Doug Bibby!) who will give you the password for a generous prize.

### **Noon-12:30PM**

#### **The New Typology of Tours**

Prospect tours should be about their experience, not ours. It should focus on delivering the information prospects are seeking however they want it. The typology of apartment tours was evolving but that evolution accelerated as in-person leasing shut down, stay-at-home orders were implemented, and managers had to figure out ways to keep business as usual in an unusual environment. This session will provide an overview of all tour options including virtual, live, self-guided and in-person models.

#### **NMHC Briefing: The Latest on Evictions and Moratoria**

The apartment industry admirably stepped up during the pandemic to help resident stay in place. Many created payment plans, removed late fees, removed credit card fees and some even created funds for renters. Governments at all levels instituted eviction moratoriums, often without renter assistance effectively shifting that responsibility to apartment owners. This session will bring you the latest on eviction law and what you need to know to stay compliant.

#### **Pricing Strategies and Revenue Management in Uncertain Times**

With property classes performing so differently and every city seemingly in a different place in terms of spread of the virus, the uncertainty around pricing and revenue management strategy remains high. Different managers have deployed different strategies each with significant short- and long-term consequences. Join this panel of experts as they help you sort out the best strategy for uncertain times.

#### **The Fully Automated Leasing Experience**

There's been an explosion of technologies hitting the market that promise to bring automation to your marketing and leasing operations for better service and more leasing success. But the holy grail has been getting these technologies aligned for a seamless experience—from online search to a signature on a virtual dotted line. In this session, industry leaders will share tools, tips and trouble spots for those looking for insights into how to maximize your return on your automation investments.

### **Noon- 12:15PM:**

#### **OPTECH Express: Low-Density Rental Products: Niche Market? Or the Future of Apartments?**

Low-density rental housing was one of the hottest trends heading into the pandemic, and the trend has only accelerated after a brief pause in March and April. One of the most debated topics has been the shift to renting in the suburbs, including renting homes. Now, capital that was intended for traditional apartments has shifted toward single-story rental communities of all shapes and sizes. John Burns, whose consulting company has done more than 150 assignments on newly built rental homes since the beginning of 2019, will give a quick, data-rich presentation on the current status and projected future of low-density rental homes.

**12:15- 12:30PM:**

**OPTECH Express: The New Apartment Tour—Insights for Today’s Customer Preferences**

The only constant in life is change, and the last year has driven many, including the ways customers prefer to search for and tour apartment homes. The pandemic has driven new consumer behaviors, and on top of it all, a new generation is now flooding the apartment market, bringing with them their own set of habits and preferences. This session will provide data from consumer surveys to help attendees understand and act on shifting renter preferences driven by both the pandemic and the introduction of Gen Z into rental housing.

**12:30-12:45PM**

**Networking Break**

**12:45-1:30PM**

**What the Heck Just Happened!? Market Analysts Tell Us Where We’ve Been and Where We May Be Going in 2021**

*(Sponsored by Google)*

Very few people expected the shockingly broad disruption that impacted the country and the apartment industry in 2020. Market analysts from the most respected firms serving the industry will try to make sense of what happened in the first three quarters of the year as well as what to expect in Q4 and in 2021. How did specific markets fare? Did one property class do better than another? And will the great pandemic and social upheaval of 2020 impact people’s long-term housing choices moving forward? We’ll pose these questions and more to the sharpest minds in the business.

**1:30-2:30PM**

**2020 NMHC Expo Hall Open!**

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**2:30-3:00PM**

**New Options for Leasing Tours**

With a host of new leasing tour options and constraints from the pandemic, many prospects are using a variety of different tools to find their new apartment. Hear from industry experts on what leasing tools, or combination of tools, they are deploying and how the tools are working in different communities. What used to be a relatively straightforward process has become a bit more complicated, but also more convenient for the prospect.

**How the Pandemic Is Changing our Resident Base**

Even before the pandemic, demographic shifts were changing the shape of apartment demand. Millennials were finally starting to marry and have kids, Gen Z was coming of age and Boomers were deciding what the next phase of their lives was going to look like. However, the COVID-19 crisis and

economic recession have left a mark. In this session, experts will examine COVID-19's impact on the industry's main renter segments to identify changing housing preferences. Come to find out what these post-pandemic changes to our resident profile means for what we build, market and manage.

### **Cool Communities Case Studies**

Come along on a virtual tour of apartment communities that are truly breaking new ground. Join your tour guide to get the inside scoop on how they made it all happen. This session will feature three ten-minute tours of cool communities.

### **2:30-2:45PM:**

#### **NMHC Briefing: Rent Control Risks, a Post-Election Debrief**

Rent Control is on the ballot with the biggest test in California through Proposition 21. NMHC was founded on the belief that Rent Control is an existential threat to the proper functioning of the apartment market and remains committed to that belief today. Be one of the first to hear from NMHC on how we did in our efforts to stop Prop 21 and what the election results portend for future rent control efforts throughout the country.

#### **OPTECH Express: Coming Soon!**

These sessions are short and sweet. NMHC technology partners are often the keepers of enormous vaults of industry data and research. OPTECH Express sessions are a great vehicle to hear what all this data is trying to tell us about industry trends and future opportunities. These sessions may also highlight NMHC research.

### **2:45-3:00PM:**

#### **NMHC Briefing: What Will Gen Z Do—and Want—Next?**

Like the generations before them, Gen Z's collective psyche will be affected by generation-defining events, in their case the COVID-19 pandemic. And it will surely impact their housing preferences. While it's too early to know for certain exactly how it will reshape Gen Z's housing expectations and preferences, we can look at several major areas that are most likely to experience some shifts. Pre-COVID-19 data from the 2020 NMHC Kingsley Apartment Resident Preferences Report offers some clues, with responses from nearly 58,000 apartment residents under 25, on a variety of topics, including apartment search, leasing, features, amenities and services options.

#### **OPTECH Express: EnergyStar Benchmarking During the Pandemic**

Join Craig Haglund, Program Manager for EPA's Multifamily ENERGY STAR program for an update on how energy use has changed as working from home has increased, and what this means for your ENERGY STAR Benchmarking efforts.

### **3:00-3:15PM**

#### **Networking Break**

### **3:15-3:45PM**

#### **7 Habits of Highly Effective Leasing Agents in a Tech-Obsessed World**

It might not be in the form of creepy robots like the movies said it would be, but technology is slowly taking over. From smart home devices that adjust to our behavior to self-service kiosks at fast-food restaurants, technology is streamlining tasks for our convenience. Yet, leasing offices continue to rely on a high-touch paper-based leasing process despite our best efforts to provide tech tools designed to capture data that informs our lead management and revenue management systems to optimize leasing and rents. This panel of industry experts will share the new rules for leasing agents and how to drive the move to technology, data capture, optimization and automation by focusing on the seven leasing agent habits needed to be effective in the new world of leasing.

#### **Who's Paying the Rent, Who Isn't and What Else Do We Need to Be Paying Attention To? A Look at How Different Market Segments Are Performing**

NMHC created the Rent Payment Tracker as a tool to gauge the fiscal health of the renter through the COVID-19 crisis. With the support of five major property management software providers, the database includes 11 million+ units. While the database is huge, it also has its limitations. The multifamily market is remarkably diverse, and its various slices are feeling the economic impact of COVID-19 to different degrees. This session invites experts representing institutionally-owned properties, independent landlord-owned units and affordable housing to come together to compare and contrast renter insights, payment performance and other financial strategies through what we like to call the #coronacoaster.

#### **NMHC Briefing: Fair Housing and New Housing Policy**

Hear from a leading attorney with the latest on Fair Housing law and how you can stay in compliance and limit any corporate risk by assuring your team is fully up to speed. NMHC will provide some analysis on the possible future of fair housing from the next Administration, be it Republican or Democratic.

#### **Speed Networking**

Building your network is never more important than in an economic downturn. Take a break from your sessions to have some fun, learn from your colleagues while making the types of connections you can only make at OPTECH. You set the agenda and talk about whatever you want, whether that's dogs, kids, wine, sanity tips for the pandemic, or actual work stuff. And keep an eye out for a special guest who may appear (hint: It's NMHC President Doug Bibby!) who will give you the password for a generous prize.

### **3:45-4:00PM**

#### **Networking Break**

**4:00-4:30PM**

**The Roadmap for the New Customer Journey**

Technology and connectivity have led the consumer revolution, where shoppers today have more power and choice in where and how to spend their dollars—and that’s especially true for multifamily in today’s down market. In this session, multifamily executives from diverse backgrounds will draw from their experiences in retail, hospitality, entertainment and consulting to discuss trends in user experience (UX), leveraging brand, segmenting your customers amid the many constraints unique to housing and aligning your processes with your customers.

**The Anatomy of a Digital Tour**

In the early days of the pandemic, companies scrambled to quickly expand their communities’ digital assets for online viewing. But now that the industry has settled into something of a rhythm, companies are looking for a more strategic approach to digital tours. In this session, three virtual tour providers will lay out best practices when it comes to scaling digital tour assets and creating consistent and branded experiences while sharing some real life examples of what works and what doesn’t, so your company can make the most of its digital tour investments.

**Ask the Marketing Pros**

Once again this year, the OPTECH agenda features the ever popular “Ask the Experts” series. In this panel, marketing leaders from companies of varying sizes and geographic footprint are on tap to field your most pressing questions. They’ll provide new insights and share their companies’ responses to the industry’s biggest challenges.

**Virtual Meet-Up: Women in Tech and Marketing**

Join your fellow women marketing and tech professionals for some virtual power networking.

**4:00-4:15PM:**

**OPTECH Express: Turn Moving into a Competitive Advantage**

Moving stinks but starting a new life can be amazing. In this session Brian Stifel, Vice President of Brand Strategy & Consumer Insights with Cox Communications will share what they have learned about how to tap into positive associations surrounding moving to build an emotional connection between your community and your brand.

**4:15-4:30PM:**

**OPTECH Express: My Top 5 OPTECH Takeaways from Day Two**

Hear from an industry thought leaders on their top five takeaways from Day Two of Virtual OPTECH.



## Wednesday, November 18<sup>th</sup>, 2020

### **Operational Strategy Reconsidered\_**

*We are all striving to make smart, data-driven decisions for our companies while balancing all the unknowns of today's economic environment. Join us for a day dedicated to tackling many of core issues related to operations—including workforce management, enterprise technology and broadband investments, compliance issues, data management and security and more.*

### **11:00AM- 4:30PM**

#### **2020 NMHC Expo Hall Open All Day!**

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### **11:00- 11:30AM**

#### **OPTECH Eye Opener: Payment Trends to Watch *(Sponsored by MRI Software)***

The apartment industry has traditionally been criticized for being behind the curve with payments, especially as e-commerce has made frictionless payments central to their appeal. To be fair, most professional apartment managers had moved beyond the paper check years ago. But the pandemic may end up being the incentive to move to 21<sup>st</sup> century digital payments, including contactless and online transactions. This session will get you the latest from the world of payments as well as all the challenges that still remain.

#### **OPTECH Eye Opener: Our Path to the Future Community: Industry Trends, Building Automation, and Connectivity *(Sponsored by Cox Communications)***

In this OPTECH Eye Opener, you will hear from the experts representing all aspects of building automation and connectivity who are delivering solutions to the marketplace and enabling a smarter future for your residents.

#### **OPTECH Flex, Stretch and Chill**

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### **11:30AM- Noon**

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### Noon-12:45PM

#### **NMHC Power Panel: Industry Leaders Look Back on a Year Like No Other and Forward to 2021**

*(Sponsored by Entrata)*

Apartment Industry Leaders will share their experiences from a year that pushed us all to our limits. A year that redefined our job descriptions, made us all teleworkers, brought forth creative solutions to new and difficult challenges, accelerated technology, changed our operational strategies and challenged us all to face long simmering social justice issues. They will also look forward to a hopefully brighter new year and will share their thoughts on where we go from here.

### 12:45-1:00PM

#### **Networking Break**

### 1:00-1:30PM

#### **Connectivity360: The View from Apartment Companies and FCC**

Join us as we kick off the new OPTECH Connectivity 360 series. The new series replaces the popular Telecom Townhall and will house all telecom and smart home sessions at OPTECH so look for the new brand throughout virtual OPTECH. To kick it all off we will turn the tables and have a telecom representative moderate a panel with owners and managers to get their thoughts on tech and telecom planning for 2021 and the trends that are driving their decision making. We'll also hear from NMHC and a leading legal expert about the regulatory landscape at the Federal Communications Commission, what the 2020 election outcome means for us and what's at stake in 2021.

#### **Diversity, Equity and Inclusion: Time to Walk the Talk**

A reckoning on racial inequity in America arrived in 2020. While multifamily firms have stepped up and facilitated difficult but necessary conversations, many have struggled to figure out how to move forward with walking the talk. Join in this conversation on how the apartment industry can take meaningful action to address diversity, equity and inclusion, and hear from industry colleagues on making progress from wherever you are.

#### **Addressing Evictions in a Complicated Time**

Keeping residents in their homes is the shared goal of apartment managers and residents. The eviction process is costly, disruptive and a bad outcome for both sides. The process has also become much more complicated with the imposition of eviction moratoria at several levels of government and a seemingly unending pandemic and economic recession. So how do property owners navigate this terrain when they rely on rental payments to pay the mortgage and other bills that keep the community open? Get real numbers behind the evictions and hear from managers on how they're planning for future possible evictions.

### **Before, During and After: Data Tells the Story of the Pandemic**

The multifamily industry has always been data-hungry and relished the idea of gaining all the business intelligence they can through their data. In Before, During and After, eight data sets will be presented in a quick-hit format covering a cross-section of multifamily operators. Experts will share data pre, during and 'post' COVID in marketing/search trends, call centers/CRM, leasing/tours, rental payments, maintenance/resident communications, performance indicators, package management and renewals.

#### **1:00-1:15PM:**

##### **OPTECH Express: My Top 5 Pandemic Take-Aways**

Cody Hamblin, Director Consumer Sales, with CenturyLink leads a nation-wide team that work closely with multifamily property staff and manage the long-term relationship with these MDU communities. Join Cody for a revealing discussion about changes, challenges, and successes MDUs have had during the pandemic and how the property managers continue to support existing residents and attract new ones.

#### **1:15-1:30PM:**

##### **OPTECH Express: Welcome to the Future: How Technology Can Help Reshape the Multifamily Enterprise**

These sessions are short and sweet. NMHC technology partners are often the keepers of enormous vaults of industry data and research. OPTECH Express sessions are a great vehicle to hear what all this data is trying to tell us about industry trends and future opportunities.

#### **1:30-2:30PM**

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#### **2:30-3:00PM**

##### **Connectivity360: The Digital Divide and Overcoming Service Challenges**

The pandemic created the perfect storm to highlight the digital divide in America and show its real-world impact. With students in virtual classes, parents working from home and shopping, health care, and entertainment all moving online in a big way, the digital divide between those with broadband internet and the latest technology and those without it, has grown in to a chasm. The gap highlights yet another structural component that perpetuates inequality. Telecom providers will join us for two mini-panel discussions to talk about how they're helping keep apartment residents connected during the pandemic and how they're working to close the divide in the long-term. We'll also hear about ways owners and providers are working together to bring outside the box solutions to overcome cellular and broadband service challenges in a variety of markets.

### **Patrolling the New Cybersecurity Perimeter**

With the unparalleled move to remote work for many corporate team members, the cybersecurity perimeter expanded significantly. While there were a whole host of new threats created by all the new remote workers, the urgency wasn't necessarily there due to all of the ongoing crises requiring attention. This session will look at how to make sure that cybersecurity takes its rightful place at the front of the line of priorities and how you can assure that the new risks are addressed and your company assets and staff remain safe.

### **Sick and Tired: Motivating a Stressed-Out Workforce**

The apartment industry leadership received mostly high marks from employee surveys on supporting their staff and navigating them through the worst of the first days of the pandemic. But once it became clear that the 10k was actually a marathon and everyone who had been running at full speed was now exhausted and demoralized about the long road ahead, the mood and responses changed. So how do you lead an exhausted workforce when you're exhausted yourself. Join this session for tips on managing the (hopefully) final phase of the pandemic.

### **Resident Screening: Get Armed with Strategies to Protect Your Bottom Line and Mitigate Fraud**

The COVID-19 economic climate has brought new screening challenges and an uptick in fraud as prospective renters try to alter their income figures or evade damaging application answers. Armed with the right information and smarter strategies for fraud detection and selection criteria, you can mitigate the risk to protect your rental revenue. Join this session to review the data trends of the last six months, hear about dealing with fraud and leasing risks during social distancing and find out what tools are available to help you manage risk right now and as technology develops in the future.

### **NMHC Briefing: Marketing Legal Update**

Marketing professionals have a growing list of legal concerns to worry about. From c to accessibility and fair housing issues, marketing pros need a solid understanding of all the laws and regulations to stay in compliance. Join this session to do just that. A leading industry attorney will walk you through the evolving legal framework that adds complexity to the job of marketing.

### **3:00-3:15PM**

#### **Networking Break**

### **3:15-3:45PM**

#### **Connectivity360: Getting Digital Infrastructure Right at Development**

Getting a building's digital infrastructure in place early has never been more important and getting it right to support the technology of today as well as the emerging technology of tomorrow has never been more complicated. A panel of development, architecture and consulting experts will through a typical development and shed some light and insight in to the inherent complexity in planning, designing and constructing a building and making sure that the appropriate infrastructure for technology is installed at the start.

### **What is RETA? And What Have They Been Up To?**

It's been almost two years now since the Real Estate Technology Alliance (RETA) launched to replace the good old MITS initiative. RETA is a group of apartment owners and managers and industry technology suppliers who come together to reach consensus on industry standards and much more. Join this session to get the latest from their recent workgroups and find out how you can join and help move the apartment industry forward through the sharing of best practices and reaching consensus on standards.

### **Ask the Lawyers: The Coronavirus and Labor Law**

The coronavirus and the subsequent governmental response have created a whole host of legal issues for employers to navigate. Hear from leading labor lawyers on what you should, and should definitely not, be doing as we move through the next, and hopefully final, phase of the pandemic.

### **Cybersecurity Roundtable (Owners and Manager Only)**

Join your peers for an off-the-record discussion on how to keep your enterprise and your communities safe from evolving threats, especially with a decentralize workforce.

### **3:15-3:30PM:**

#### **OPTECH Express: The 2020 Multifamily Diversity & Inclusion Employee Study: Lessons Learned**

Events of this year have dramatically raised awareness of the need for diversity and inclusion in the workplace. Many multifamily leaders are eager to improve understanding in their organizations and open the lines of communication among their team members surrounding these very important issues. To assist in this effort and provide multifamily-specific data on the subject, Swift Bunny designed a brief Diversity and Inclusion Employee Survey and offered it to multifamily leaders. Sixteen management companies representing more than 200,000 apartment units participated in this survey. In this OPTECH Express, discover the key trends and themes shared by multifamily employees regarding these very important topics

### **3:30-3:45PM:**

#### **OPTECH Express: Getting Started with Your ESG Strategy**

Where is your organization on the adoption curve for ESG? The headline issues of 2020 have converged to make an effective ESG strategy increasingly important as a tool for brand management and employee recruitment and retention. More and more investors are taking a hard look at ESG reports as a tool to evaluate investment decisions as companies with strong ESG efforts are showing better financial results and more resilience. Hear from Juliette Apicella with Gables Residential on the basics for getting started with your ESG strategy.

### **3:45-4:00PM**

#### **Networking Break**

**4:00-4:30PM**

**Connectivity360: Ask the Telecom Pros and What's Next in Telecom**

With so many residents working from home and streaming video content, it has never been more important to have the right telecom infrastructure in place and have it all work seamlessly. Get the latest from industry and telecom experts on how you can shore up the most desired resident amenity and assure resident satisfaction and retention. We'll also hear the latest from a leading telecom expert on the hype vs. reality of WiFi 6 and CBRS for multifamily.

**Managing a Decentralized Workforce**

Very few people would have anticipated the length of time that most of the American corporate workforce would be required to work from home. This session will look into all aspects of how the new home office has impacted everything from corporate culture to cybersecurity and will tackle how to manage a decentralized workforce as well as pondering the future of work.

**Ask the Tech Pros**

Once again this year, OPTECH is bringing back the Ask the Tech Pros session. This panels of industry tech experts will field your questions and give you clear takeaways on how they are addressing the same challenges you are. This live and interactive session will include polling as well. Bring your questions and you'll get answers to your most vexing tech challenges from tech leaders from across the industry.

**4:00- 4:15PM:**

**OPTECH Express: Vince Matarazzo with Johnson Controls on Indoor Air Quality**

Pop in for this quick 15-minute presentation from Vince Matarazzo with Johnson Controls. Vince is an expert in HVAC and indoor air quality. From bipolar ionization to how UV light works in HVAC systems, you'll get quickly up to speed on a topic that will become increasingly important in the new world we entered in March of 2020.

**OPTECH Express: The Virtual Future**

COVID has accelerated what was already a trend in multifamily: more and more activities going virtual, from leasing, to maintenance arrangements, to package handling and beyond. Of the changes made by Apartment Property Management Companies and their residents, which will likely become long-standing or even permanent?

**4:15- 4:30PM:**

**OPTECH Express: Multifamily Broadband & the Pandemic**

Our communities have turned into round-the-clock offices, schools and entertainment hubs as we continue to grapple with the COVID-19 pandemic. Join this fast-paced conversation on how broadband providers have stepped up to help multifamily owners and residents deal with the new surge in use and need for always-on connectivity. We'll dive into lessons learned from COVID and what they mean for our operations when we get back to a new normal.

**OPTECH Express: My Top 5 OPTECH Takeaways from Day Three**

Hear from industry thought leaders on their top five takeaways from Day Two of Virtual OPTECH.

**4:30-5:30PM**

**NMHC Diversity and Inclusion Committee Meeting (Open to All)**

**Thursday, November 19<sup>th</sup>, 2020**

**The Innovation ROI Recalculated\_**

*COVID-19 has shown that the industry can adapt and innovate on a dime. The great pandemic technology accelerator moved innovation forward faster in one month than your tech staff ever could have with years of begging and pleading. While it moved some tech forward, it also scrambled the Innovation ROI calculation. On this final day of OPTECH, we'll be casting an eye toward the future of multifamily and looking at the tech trends and innovations that have the potential to reshape the multifamily experience inside and out.*

**11:00AM- 4:30PM**

**2020 NMHC Expo Hall Open All Day!**

The 2020 NMHC Expo Hall is open all day! Stop in any time to check in with your current suppliers or explore new and innovative products and solutions to your most vexing challenges. Each day, we will host dedicated exhibit hours, so if you don't want to miss any of the live content, stop in then!

**11:00- 11:30AM**

**OPTECH Eye Opener: Technology Case Study**

*(Sponsored by Boingo Wireless)*

Join this in-depth case study from Boingo Wireless on a recent multifamily development project from one of the leading apartment companies in the U.S. You'll learn best practices for collaborating with your telecom partners and will gather important takeaways that will help you meet the growing telecom needs of your residents as well as for the leasing office, common areas and increasingly tech-enabled community amenities.

**OPTECH Eye Opener: AI Revenue Management: Optimizing the Pillars of Revenue to Maximize Yield**

*(Sponsored by RealPage)*

Introducing Multi-Dimensional Optimization, comprised of pricing, marketing, leasing, risk, unit amenities and reputation. Multi-Dimensional Optimization leverages deep data and AI to weigh these components of demand and demand drivers to nudge it higher while maximizing revenue and ultimately increasing client asset value. This session will provide insights on how to break down internal silos to make better revenue decisions as well as outline why the Revenue Manager should be more than a pricing expert.

### **OPTECH Flex, Stretch and Chill**

Let's face it, life during the pandemic hasn't been easy. Why not start your day with some new friends doing a little stretching or meditation and set yourself up for feeling good all day by taking your mind off all the pandemic worries? Give it a go! You'll be glad you did.

#### **11:30AM- Noon**

##### **Speed Networking**

Building your network is never more important than in an economic downturn. Take a break from your sessions to have some fun, learn from your colleagues while making the types of connections you can only make at OPTECH. You set the agenda and talk about whatever you want, whether that's dogs, kids, wine, sanity tips for the pandemic, or actual work stuff. And keep an eye out for a special guest who may appear (hint: It's NMHC President Doug Bibby!) who will give you the password for a generous prize.

#### **Noon-12:30PM:**

##### **How the Pandemic Is Rewriting Multifamily's Approach to Design and Space Utilization**

The pandemic required some on-the-fly changes to apartment community design, as apartment providers looked to create social distance in their common areas while delivering a new set of must-have amenities. The question that remains is whether this experience will drive permanent change in the way we approach apartment and community design. This panel will look at how our concept of space has been challenged through the pandemic and how apartment firms are adapting their physical spaces through every stage of the development cycle, from those communities in full operation today to those that are in development or even pre-development.

##### **Connectivity360: Seamless Smart Home**

First came smart thermostats, then smart locks and video monitoring and access. The disjointed rollout of smart home technology didn't lead to a holistic approach to smart home deployment throughout our communities. Hear from smart home experts on how to create a seamless and smart path through your communities and make it future-proof and future-ready for new tech-enabled services and products.

##### **Innovation Value Engineering: Recalculating Your Innovation ROI**

With the sudden and unanticipated recession that followed the pandemic, apartment managers were faced with making proactive expense cuts to make up for anticipated revenue losses. But how do you assure that you don't cut investments in innovation that could provide important benefits post-pandemic and recession? This panel of industry experts will review best practices for value engineering your expenses in a time of pandemic and recession while also positioning yourself for long term success.

#### **Noon- 12:15PM**

##### **The Great Debates of 2020: Suburban Boom vs. Return to the Cities**

Two of the leading market analysts will go head to head to debate one of the biggest questions from the pandemic: will the move of city dwellers from urban areas to the suburbs continue after the virus is gone, or will they return to spark an urban renaissance? Hear each make the best case possible and tell us what you think through virtual polling.



**OPTECH Express: 5G Playbook for Multifamily Communities**

Join Boingo Wireless as they present findings from the recent release of their Executive Position Paper, *The 5G Playbook for Multifamily Communities*. The research addresses such questions as how should I plan for 5G? What is Wi-Fi 6? How will their emergence change renter expectations? What is the best technology-as-amenity strategy? How can you make confident technology bets without risking net operating income (NOI), resident satisfaction and marketplace relevance?

**12:15- 12:30PM**

**The Great Debates of 2020: High Tech vs. High Touch Apartments**

Multifamily has been a high touch industry for decades. But our residents have become accustomed to frictionless automated transactions available to them at any time of day or night. So, does this trend toward automation outside of our industry make them also want it from us, or do they appreciate that our industry still provides the human touch when others don't? Two successful startup entrepreneurs will make their case for each, and you can tell us what you think through online polling.

**OPTECH Express: VC Investment in Multifamily PropTech**

While the past few years saw unprecedented investment in PropTech, the last year saw the beginning of consolidation as the industry started to limit the playing field and some companies were acquired. The pandemic created a seismic shift in PropTech, ending the hopes of some companies, changing the business models of others while creating a few new opportunities for tech solutions. A leading VC for the multifamily industry, will lay out where we stand today with VC investment in PropTech for our industry.

**12:30-12:45PM**

**Networking Break**

**12:45-1:15PM:**

**Short Term Rentals 2.0: What's Next?**

With hospitality hit probably harder by the pandemic than any other real estate sector, including retail, the movement of short-term rentals into apartment communities hit a wall in March of 2020. With business and personal travel effectively shut down, business dried up and many new startup companies folded, handing over the keys to many apartment units. But the pandemic won't last forever (we hope) and eventually demand for this product may return. What will the post-pandemic short-term rental landscape look like? And what opportunities will emerge? Join this fascinating panel for a look in to how short-terms rentals may re-emerge and what they may look like.

### **What Does the Next Generation of Payment and Renter Finance Models Look Like?**

The months just prior to the pandemic saw the emergence of a host of new flexible rental products—and many from entrepreneurial start-up tech companies. From flexible rental payments to products that eliminated the large upfront security deposit and rethinking renters' insurance, tech has attempted to rethink every aspect of renter finance. Hear from a panel of these companies on how they have weathered the storm and what they see as the future of renter financing.

### **Lots of Data, But Not a Lot of Business Intelligence**

While we're collecting a lot of data, we're not doing a great job at converting it to structured data and business intelligence. Challenges abound from sheer volume to poor integration with our systems, and simply not understanding how to unearth whatever business intelligence lies within the data. This session will ask how can we do better at getting a handle on our data from determining what's important and what's not, to agreeing on a consistent format and getting it to all work together to ultimately help with better decision making.

### **Women in Multifamily PropTech**

Silicon Valley is not known for its diversity and frankly, neither is commercial real estate. At the confluence of these two worlds is PropTech. Join this session to hear from innovative women pioneers in PropTech on how they have forged their own successful path and what they'd say to entrepreneurial women considering a future in the exciting world of PropTech.

### **Clean is the New Green: An Interview with Joe Allen on Healthy Buildings**

Joseph G. Allen is an assistant professor at the Harvard T.H. Chan School of Public Health. Allen directs the Healthy Buildings program where he created 'The 9 Foundations of a Healthy Building'. He is also the faculty advisor to the Harvard Healthier Building Materials Academy. Join RE Tech Advisors Founder and President Deb Cloutier for a discussion on how Clean may very well end up being the new Green.

### **1:15-2:15PM**

#### **2020 NMHC Expo Hall Open!**

While the 2020 NMHC Expo Hall is open all day, we will host dedicated exhibit hours every day, so if you don't want to miss any of the live content, stop in now to check in with your current suppliers or explore new and innovative products and solutions to your most vexing challenges.

### **2:15-2:45PM:**

#### **The Bleeding Edge: Tech You'll be Talking About at OPTECH 2022**

Take a break from the drama of #2020 to join this panel about technology that is still flying under the radar in multifamily. While these technologies won't necessarily be a line item in your budget any time soon, they are emerging in a big way and are sure to have an impact on our industry, even if we don't yet fully know how.

### **Where Do We Go from Here? The State of Play in VC PropTech Investing**

Even before the pandemic, consolidation in PropTech was occurring as there were just too many players in the same space. While the pandemic rocked the world of PropTech, the impacts varied widely depending upon the product and their runway. Some were bought, some went under, some completely retooled their value proposition and others saw opportunities in the new world we were all plunged in to. Join this panel of investors for their take on where we are and where we're going.

### **Connectivity360: Ask the Telecom Lawyers (ODM and Owner Reps only)**

Back by popular demand, the industry's leading telecom attorneys will be on call to answer your telecom questions and provide insight into what they are seeing on the ground. A few key areas we'll explore: what are contracts and service agreements looking like and what are some solutions to overcome common pain points? How has smart home deployments changed the game? How should you set your telecom strategy to assure you are not locked into a solution that won't be ideal in two to three years? Bring your questions and get answers that will help you make better telecom decisions in 2021.

### **New Tech for Healthier Buildings**

While there is the dream that the day will come when the virus has passed and life returns to normal, there is the possibility that a vaccine will be only partially effective and that we will live with the coronavirus like we live with the flu every year. And the coronavirus is just the latest and not likely the last virus to attack us. So, with these possibilities in mind, this session will look at how we can leverage technology to create healthier buildings and systems for assuring the health of our residents while also creating a competitive marketing advantage.

### **Data Privacy and Security Regulations**

Consumer concerns over how their data was being used and sold has led to a growing response in the form of new regulations. Starting with GDPR and followed by the CCPA, the regulations too often were not well constructed creating uncertainty and new risk relating to compliance. The CCPA penalties went in to place in the summer of 2020, and additional states as well as the federal government are looking to possibly follow suit. Get the latest on the state of play of new regulations and how you can assure you are in compliance.

### **2:45-3:00PM**

#### **Networking Break**

### **3:00-3:30PM**

#### **Five Technology Winners from the Pandemic**

The pandemic created very real challenges in need of fast, effective, and innovative solutions. Many of these challenges were new to the pandemic and many were just exacerbated by it. Either way, technology is well suited to a world requiring social distancing and touchless interactions. And

innovators are well suited to creating innovative solutions to problems. This session will dive into technology the industry needs now that will continue to provide value post-pandemic.

**Digital Leasing Assistants and Beyond: How Will AI Transform our Industry?**

Digital leasing assistants initially entered the market at rudimentary chatbots that often comically misunderstood what you asked them. With advances in artificial intelligence (AI), they've come a long way. With a limitless capacity for information and the ability to learn, the day is just about here when they can function as well as or better than a human. Hear the latest from industry experts on the future of this new technology that reminds us that the future is truly now.

**Connectivity360: Ask the Smart Home and Tech Lawyers (*Open to all*)**

A door lock used to be such a simple thing. With all the added convenience smart home automation offers comes risks which you'll need to manage. From video cameras recording passers-by to new volumes of data recorded through this new technology and cyber threats, you'll need assistance from legal experts to make sure you're adequately managing the legal risk and exposure. Join this session to learn what the tech legal landscape is looking like and its impact on your operations and investments. Bring your questions as well!

**3:00- 3:15PM:**

**OPTECH Express: One on One with Michael Beckerman on The Future of PropTech**

NMHC Senior Vice President Kim Duty interviews CREtech CEO Michael Beckerman for his unique perspective on how the pandemic impacted the world of PropTech. Which companies failed and why? Which survived? Which radically changed their business model, and which thrived? He'll give his best take on how PropTech emerges from the pandemic and downturn and what the future of PropTech looks like.

**OPTECH Express: How AI is Paving the Path Towards Property Management's Next Normal**

From self-driving cars to predictive algorithms, artificial intelligence is starting to have a significant influence on the world. AI's impact in property management though is sometimes less clear. However, disruptive times catalyze new ways of thinking and in the wake of the COVID-19 pandemic, AI-driven efficiency gains will no longer be luxuries - they'll be operational necessities for your business. In this talk from Stacy Holden, Industry Principal at AppFolio, we will discuss what sort of impact we should expect AI to have on property management now and into the future.

**3:15- 3:30PM:**

**OPTECH Express: Coming Soon!**

OPTECH One on One sessions are short one on one interviews with experts and leaders from all walks of life and knowledge. Join these fascinating in-depth interviews and get a new perspective on the challenges and opportunities you're facing.

**OPTECH Express: My Top 5 OPTECH Takeaways from Day Four**

Hear from industry thought leaders on their top five takeaways from Day Four of Virtual OPTECH.

**3:30-3:45PM**

**Networking Break**

**3:45-4:30PM**

**2020 OPTECH Closing Keynote Speaker: Claire Haidar on the Future of Work**

*(Sponsored by Yardi)*

[Claire Haidar](#) and the team she leads at WNDYR, are actively working across three areas of work: humans, workspaces and technology. They are building a platform which enables workflow automation between all the various technologies which people use on a daily basis in their working life. The team's vision is to be the world's go-to company for other companies who want to position themselves at the forefront of the future of work. Their belief in technology, human acceleration, and workspaces, which create experiences for improved performance, are the driving forces in all that they do, every day.