2021 OPTECH Agenda

Monday, November 8, 2021	
Noon -1:30 PM	**NMHC Tech and Innovation Leaders Meetings** *(Open to invited NMHC owners and managers only)*
	NMHC Technology, BI & Innovation Leaders Meeting
	NMHC Intelligent Buildings & Connectivity Leaders Meeting
	NMHC Marketing & Resident Experience Leaders Meeting
	NMHC Data Privacy & Cybersecurity Leaders Meeting
	Real Estate Technology Alliance Annual Meeting
1:30 PM – 2:00 PM	**BREAK**
1:00 PM – 5:00 PM	**REGISTRATION OPEN**
2:00 PM – 3:00 PM	**OPTECH OPENER: NMHC/GRACE HILL RENTER PREFERENCES SURVEY REPORT SNEAK PEEK PEER ROUNDTABLES** *(open to all)*

Welcome back to OPTECH! If it's an odd numbered year, then it's time for the NMHC Kingsley Renter Preferences Survey. The full report will not be available until January 2022, but OPTECH attendees will get a sneak peek at some of the data in this interactive town hall. Be sure to download the NMHC OPTECH app before the session because we will test how well you know your residents through audience polling questions followed by round robin audience discussion on the initial findings. Be first to see the data from the completely redesigned survey and see how resident preferences have changed, or haven't, on key questions that will impact your future decision-making. Exclusive to in-person OPTECH attendees only!

3:00 PM – 7:00 PM	**OPTECH EXPO HALL OPEN**
3:00 PM – 5:00 PM	**NMHC OPTECH EXCHANGE OPEN (New!)**
	Check out the brand new OPTECH Exchange. It's a lounge, it's a place to hear from dynamic speakers on two stages, it's a place to meet your friends and your business partners, it's a place to charge your devices and recharge yourself. It's the OPTECH Exchange, make time to check it out and say, "let's meet at the Exchange".
3:15- 4:15 PM	**Connectivity 360 Express Sessions**

There is no doubt that the past year of remote work and social distancing mitigations were enabled – and succeeded – on the backbone of connectivity. Opening this year's OPTECH Exchange presentation space are the OPTECH Connectivity 360 Express Sessions which premiered last year. This series of 15-minute presentations focuses on the issues, opportunities, and topics that matter to housing providers as they design and deploy broadband services and smart home technologies.

3:15 – 3:30 PM	**Managed Wi-Fi? Bulk Internet? or Provider Choice?**

Join a Connectivity 360 Express session to get quick answers to all your connectivity questions. What's your goal for your community? Giving residents a choice in providers? Providing crazy good internet to

your residents? Or providing whole building Wi-Fi? This session will help you sort out your options to meet your specific goals.

3:30- 3:45PM | **Access Control: Where are We Now and What's Next?**

First there were keys, then there were fobs and how cell phones open doors. We are beyond cobbling together solutions today. Have we finally reached a point where we can have a consolidated system?

3:45- 4:00PM | **Beyond Locks and Thermostats: New and Cool Smart Building Tech**

Smart apartments are becoming even smarter. Not only can you control lights, HVAC, and shades, but you can also create serious efficiencies through energy monitoring leak detection, and water shut-offs with new smart building technology. We'll take a quick look at where smart home tech is going.

4:00- 4:15PM | **Connectivity Infrastructure Design for New Buildings and Retrofits**

Getting your connectivity infrastructure right has never been more important. We'll look at how to make the right choices for new construction as well as in existing buildings getting a connectivity upgrade.

3:15 PM – 4:45 PM | **Real Estate Technology Alliance Annual Meeting (RETA) @ Marketplace Stage**

Join the Real Estate Technology Alliance (RETA) Annual Meeting and get an update on the important progress they've made over the last year addressing challenges with new and emerging technology. And hear from industry leaders on the challenges they face and how RETA has helped lighten their load through the creation of new industry resources. This meeting is open to everyone, so attend and consider joining RETA to help create an industry tech ecosystem that supports innovation. Find out more about the schedule for the Annual Meeting [here](#).

4:00- 4:30PM | **OPTECH Meet-Up – Women in Tech & Marketing @ the Exchange**

Connect with your peers at the Women in Tech and Marketing Meet-Up. We'll kick off with a candid conversation with industry leaders and will then provide a unique opportunity to network with other women in technology and marketing in the apartment industry.

5:00 PM – 7:00 PM | **OPTECH Opening Celebration**

5:05 – 6:45 PM | **OPTECH OPENING PITCHES @ Marketplace Stage**

If you want to see all the newest and coolest tech at OPTECH in one place, then OPTECH Opening Pitches are for you. In less than two hours, you'll hear 4-minute pitches from first time OPTECH exhibitors and startups. Make sure to follow up and swing by the booths of the ones that catch your attention and get a demo.

[AppRent](#)	[Leap](#)
[BetterBot](#)	[Lineups.io](#)
[Connect](#)	[LoanBoss](#)
[Courtesy Connection](#)	[Obligo](#)
[Dovetail Analytics](#)	[OneDay](#)
[Flex](#)	[Please Assist Me](#)
[iApartments](#)	[Rhino](#)
[Inhabitr](#)	[ROVR Score](#)

KATANA Safety	Till
Landing	View Labs

Tuesday, November 9, 2021

8:30 AM – 9:30 AM	Networking Breakfast
8:30 AM – 5:00 PM	OPTECH CONNECT @ Riverview Ballroom (Facilitated Networking)

New to OPTECH this year! It's been almost two years since you've met with your friends and supplier partners in person. We heard you loud and clear that you want to network and catch up and we responded. We've given you an entire beautiful ballroom with views of the Potomac River and numbered tables to help you coordinate your meetings. We've also been working overtime with Bravura, our new app provider, to give you enhanced abilities to reach out and connect at OPTECH. We're also introducing matchmaking, so be sure to fill out your profile and see how well it connects you with someone with similar needs or a product or service that solves your challenge. We know you want to catch up and have made is easier with OPTECH Connect, so plan your time ahead of the conference and check it out!

9:30 AM – 10:30 AM	Opening General Session

Welcoming Remarks from NMHC President Doug Bibby

Here Comes the Sun! Industry Leaders Look Forward to a Brighter Future

While the last year and half has been a challenge, the future for the multifamily industry looks quite bright. Hear from top industry leaders on their plans for 2022, the opportunities they see on the horizon, and what they're doing now to capitalize on new and emerging trends in a much-changed landscape for the industry.

10:30 AM – 10:45 AM	BREAK
10:45 AM – 11:30 AM	Concurrent Sessions

Managed Wi-Fi: Is it Right for Your Communities?

Community-wide managed Wi-Fi is the communication infrastructure that supports the rollout of most smart building initiatives. It also supports business applications such as virtual leasing, and new flexible leasing models. But what exactly is Managed Wi-Fi? And what are the benefits and challenges for owners, managers, and residents? This session will answer all your questions and help you decide if Managed Wi-Fi is the right choice for your communities.

Self Service Leasing: What the Data has to Say

Some owners and managers have dubbed the data gathered during the pandemic as an anomaly, but the data discrepancy wasn't that dramatic. The shift in the industry to self-service leasing might be more adaptation than anomaly. Owner/operators that implemented AI with CRMs, centralized leasing, and self-service leasing concepts to sustain business operations through the crisis have reported these technologies led to more qualified leads, increased closing ratios and optimization of the marketing funnel. Moreover, with the proverbial cat out of the bag, resident prospects are expecting these conveniences as part of their search experience. With a growing demand for self-service leasing, how can owner/operators look past the abnormality of the past year to evaluate the data to optimize self-service options and modernized leasing efforts in their communities. This data-rich session will share

insights from surveys and leasing market trends to uncover what was good, what wasn't so good, as well as the opportunities for improvement.

Food as an Amenity: Tech-Enabled Opportunities and Risks

During the pandemic, food deliveries to apartment communities increased by over 80%, creating many of the same challenges for property owners/operators that they experienced with package and parcel deliveries over the past decade. At the same time, a new crop of technology startups is offering products and services that promise to transform the way residents buy and get their food. The widespread adoption of three technology-driven trends—third-party food delivery, online food ordering, and ghost kitchens—is creating both opportunities and challenges. With a focus on food and technology, this session will survey the changing landscape of tech-enabled food amenities; explore how consumer brands are raising the tenant experience bar for multifamily properties; and discuss the role food and food amenities can play in LEED certifications and WELL Health-Safety ratings.

The Future of Leadership Is Human-Centered

We've recently witnessed industry-wide changes that point towards a new way of working. The next generation of multifamily talent is giving serious consideration to the type of career they want to pursue; finding roles that link their interests with purpose is paramount. And the industry-wide tech rollout for business continuity efforts made it possible for front-line and back-office employees to work remotely. To thrive in the next decade, the multifamily industry will need to adapt to these new realities. Before we get any further down the path of digital transformation, it's important for management companies to step back and take a more human-centric approach to technology adoption. During the session, thought leaders from leading property management companies and technology providers will dive into what it means to take a human-centric approach to technology utilization and how you can go about doing this in your organization.

10:30 AM – 6:00 PM	**OPTECH EXPO HALL OPEN**
11:00 AM – 2:30 PM	*OPTECH Express Sessions@ Marketplace Stage (in presentation order)*
MRI Software	Using AI to Protect Your Properties and Residents
Yardi	Marketing Data Exposed: Uncovering Metrics That Drive Results
Spectrum Community Solutions	How WiFi Is Transforming Multi-Family
Entrata	The Growth of Lease Application Fraud - and How to Stop It
Comcast	The Way of the Future for Multifamily Housing: High-Speed Internet and Smart Technology
AppFolio	Resident Motivations: Understanding The 'Why' Behind The 'Where
RealPage	How ESG Is Changing Multifamily
10:30 AM – 3:00 PM	**NMHC OPTECH EXCHANGE OPEN (New!)**
11:30 AM - 3:00 PM	*OPTECH Express Sessions @ Exchange Stage (in presentation order)*
One11 Advisors	**NMHC- One11 Advisors Technology Benchmarking Survey Focus Group** *NMHC and One11 Advisors will once again be conducting the first of its kind industry technology benchmarking survey and we'd like your help. Join this focus group to tell us what information you would like to know about technology in the apartment industry.*

International Wellness Building Institute	**WELL Building Standard (WELL) v2** *Built upon the pioneering foundation of the first version of the WELL Building Standard (WELL v1), WELL v2 draws expertise from a diverse community of WELL users, practitioners, public health professionals and building scientists around the world. Learn about the role buildings can play in human health and well-being in this Express session about the latest version of the certification.*
Sheppard Mullin Richter & Hampton LLP	**COVID-19 Rental Housing Support Initiative: Employer's Guide to COVID-19 and Emerging Workplace Issues** *As the first definitive and comprehensive e-book resource for employers with employment law questions about the pandemic, the **Employer's Guide to COVID-19 and Emerging Workplace Issues: Year 2** is available to NMHC members complimentary through the end of the year in coordination with the COVID-19 Rental Housing Support Initiative. Make sure to catch this express session and learn about the guide and the topics it highlights for the next phase of employment decisions in the "new normal".*
NMHC	**NMHC Pulse Survey – Eviction Mitigation Practices** *As the tailwinds of the pandemic continue, NMHC also continues its efforts to clarify the role multifamily owners and operators are playing in safeguarding residents during and after the pandemic. New NMHC research shows that 100% of multifamily firms surveyed worked with residents facing financial hardships since the onset of the COVID-19 crisis. Join this session as Caitlin Walter, Vice President of Research at NMHC reviews the data and assistance options housing providers are offering residents as they continue their commitment to keeping residents stably housed.*
NMHC	**NMHC-Kingsley Resident Preference Survey - 2022 Data Update** *If you missed the OPTECH Opener, you'll want to mark this Express presentation on your calendar! NMHC's Chris Bruen, Associate Director of Research, will provide an early look at the macrotrends represented in the NMHC-Kingsley Resident Preference Survey. The report is to be released in January 2022, so don't miss your chance to hear now what residents say they want most after the pandemic.*
12:30 PM – 1:30 PM	**NETWORKING LUNCH (In Expo Hall and Riverview Ballroom)**
2:00 PM – 2:45 PM	**Concurrent Sessions**

Too Often Overlooked: Transforming Maintenance Systems and Processes

Despite being one of the main frontline contact points with residents, being vitally important for good ratings and reviews, and being the team that is preserving and enhancing asset value, your maintenance department hasn't received the attention it deserves. Maintenance services, turns and renovations are major pain points in today's multifamily market – they also dramatically impact NOI, resident experience and asset appreciation. The upside is that property management teams now have access to digital tools and innovations that can make their jobs faster, more efficient, and less costly than the legacy methods. How can multifamily management shift safely from "the way we've always done it" to "the way it always should be done"? Join this session where industry peers share their firsthand experience implementing new field staff technology and how they overcame resistance to transform maintenance operations. This session is for those looking to orchestrate technology with human processes to eliminate friction so that property teams can do more <u>and </u>do better.

Multifamily Legal Risks Around Technology and Data

Digital solutions are a key component of every multifamily company's operation -- a component that is becoming more critical every year. But as technology and its solutions develop rapidly, so do the legal risks associated with them. This panel will help you understand the laws that may be impacted by using technology and data in multifamily operations, and how your teams can assess risk and minimize exposure. From hearing about best practices for managing resident and prospect data to comply with the developing patchwork of state privacy regulations to state privacy regulations to understanding what the FCC's current review of competition and access to broadband in the apartment industry means for the existing partnership model between multifamily operators and internet service providers, this session brings market intelligence and legal insight to bear, apprising attendees how to assess and recognize risk in using technology to reach prospects and residents.

An Inside Look at RentTech Investment and Why It Matters

With a greater number of apartment operators choosing to invest in rather than build their own PropTech, it's critical that the industry understands the world of Multifamily PropTech Investment, sometimes known as RentTech. This session will discuss the ins and outs of making an investment in a RentTech firm or individual startups and how to measure the risks and potential returns. Operators who have invested in RentTech or PropTech Funds will share their experiences and provide advice that attendees won't want to miss.

The Culture of High-Performing Data-Minded Teams

One of the biggest tech lessons of the past 12 months? Invest in your people by making innovation, communication, and enablement a part of your culture. It's simply not enough to implement a data platform and hire smart data scientists. You need a shared understanding that the stakes are more than just a set of KPIs. In this session, we'll show how to empower teams to spot opportunities and make decisions by sharing knowledge and data. Learn how to align your team around a culture of continuous improvement to use data to be nimbler and to make better data-informed decisions.

2:45 PM – 3:00 PM	**BREAK**
3:00 PM – 3:45 PM	**Concurrent Sessions**

How to Make Better Technology Decisions

If you're finding it hard to keep up with the influx of PropTech companies, it might be time to shift your approach to evaluating technology. How do you strike the right balance between organizational goals and role-based technology? Are they mutually exclusive – or can you have both? Industry experts will share their perspectives on technology as a business discipline and how they balance top-level organizational objectives and user-focused features and functionality.

Optimizing Building Operations with ClimateTech

The latest trends in technology can help you reduce your carbon footprint while also lowering utility expenses across your portfolio. This expert panel will provide valuable insights into solar technology and billing regulations nationwide including how to recoup costs from solar installations, energy storage benefits, as well as maximizing ROI on solar investments as an owner or a REIT structure. We'll also take a closer look at waste stream optimization and waste container monitoring as well as recent energy benchmarking mandates and what the future holds in other states. If you are interested in learning how to leverage the newest technologies to increase sustainability and save money, then this is the session for you!

Brand Management: The Art of Telling Your Brand's Story

One of the biggest take-aways from the past year is that a company's digital footprint is as important a first impression as a handshake with a leasing agent. Every multifamily company and property have a personality, but how do you make sure yours stands out both in-person and online? In this session, expert industry creative directors will share the lessons of their experience in analyzing and crafting plans for brand management. Join us for a hands-on workshop that explains how to identify and align the pillars of your brand with specific marketing strategies that represent the uniqueness of your company and communities. This engaging session will provide you with the process knowledge you need to authentically tell your brand's story and create advocates for your company in the process.

Top Cyber Threats and How to Manage Them

This past year proved how damaging a successful cyberattack can be on private businesses and the U.S. Government alike. We're still navigating the SolarWinds attack aftermath and are keenly aware of supply chain vulnerability after Colonial Pipeline breach. Add the extended cyber perimeter created by the pandemic, and cyber risks seem larger than ever. The good news is that as the challenges have multiplied, so has the sophistication of the solutions. Experts will discuss top cybersecurity threats and what you can do to strengthen your firm's cyber posture.

3:45 PM – 4:00 PM	BREAK
4:00 PM – 5:00 PM	General Session

OPTECH Keynote: Beating Burnout: Cultivating Resilience in the Face of Endless Change and Chaos

Speaker: *Suneel Gupta*

In this one-of-a-kind talk, audience members will learn the art of reframing failure inside company cultures, and how to dramatically reduce their risk of burnout. Rooted in the latest neuroscience, you will leave with practical techniques for managing stress and anxiety while generating resilience, speed, and creativity. As the CEO of Rise, which helped thousands of people overcome challenges with physical and mental health, Suneel uncovered the hidden qualities of highly resilient people, which he now teaches at Harvard Medical School. Suneel and his brother, CNN's Dr. Sanjay Gupta, are sons of a mom who rose from poverty to become Ford Motor Company's first female engineer.

5:00 PM – 6:30 PM	OPTECH Networking Reception

Wednesday, November 10, 2021

8:30 AM – 9:30 AM	Networking Breakfast
8:30 AM – 11:00 AM	OPTECH CONNECT @ Riverview Ballroom (Facilitated Networking)
9:00 AM – 9:45 AM	Concurrent Sessions

Intelligent Buildings & Connectivity: Pulling it all Together

While smart home and intelligent building technology and connectivity options have all advanced at different rates and have often been deployed independently, we are moving toward a more integrative and comprehensive approach to connectivity, smart home and intelligent building systems. The growth of bulk and managed Wi-Fi, 5G and other connectivity options only furthers the opportunity to create smart and connected communities with operational efficiencies and real time data that supports better decision making.

Demystifying Machine Learning and AI for Marketing Analytics

Machine Learning and Artificial Intelligence are the latest buzzwords in the world of analytics, but how do they apply to your Marketing Analytics platform and strategy? And even more importantly, how can these new technologies be used to better inform and guide your business decisions and optimization of your marketing campaigns? This session will provide practical working definitions of Machine Learning and Artificial Intelligence, discuss how these concepts can improve your marketing optimization strategy, and cover the evolution for building a Marketing Analytics system from the ground up.

Resident FinTech: A Win-Win for Residents and Managers?

Even before the pandemic, there was an explosion of new PropTech disrupting just about everything relating to resident finances. This resident facing FinTech includes new models for renters insurance, security deposits, and rental payment systems and processes including rewards programs to help residents create additional savings accounts and improve their financial situation. The social justice movement that gained traction during the pandemic had many apartment companies looking at ways they can improve the financial outlook and literacy of their residents. While new FinTech holds obvious benefits for residents, does it provide benefits to apartment owners and managers? The answer can possibly be yes. Join this fascinating session to find out how.

Diversity, Equity and Inclusion Progress Check: Establishing, Growing and Leading from Where You Are

For too many years, the apartment industry talked the talk on diversity, equity, and inclusion (DEI) without walking the walk. Predictably, nothing much changed in an industry lacking in diversity. However, events of the last few years have led some companies to make DEI a priority and they've gained traction. With a growing body of evidence that diverse and inclusive companies perform better financially than non-diverse ones, the movement that began to support opportunities for everyone has grown into a business imperative. In this session you will hear exclusive, original research from NMHC on successful DEI initiatives including what factors contributed to their success.

9:45 AM – 10:00 AM	**BREAK**
10:00 AM – 10:45 AM	**Concurrent Sessions**

Raised Expectations: Meeting Resident Connectivity Demand in the New Normal

Resident expectations for connectivity in their communities has changed. With more residents working from home and streaming more entertainment, the group of renters who make community connectivity their top priority has grown. So how do you both assure an exceptional and seamless experience for our residents and best market that competitive advantage? Join a discussion with the two new connectivity certification players and two major connectivity providers on how to meet the new raised expectations and how to market it as a community differentiator.

PropTech, AI and Humans: Working Together in Harmony

With an influx of valuable PropTech solutions expedited by the pandemic, and major advances in Artificial Intelligence, there's no going back to the way things once were. But new technology doesn't mean owner/operators must abandon fully current operations schemes. The human touch your team provides is what makes your organization thrive. Automating common workflows to handle all the nearly identical inquiries your overwhelmed teams receive each day can really improve their lives and allow them to focus on providing human-centered customer service. But how do you get the balance right between new PropTech, AI, and your valuable human staffing? Too often the decision is presented in binary terms:

total AI or very little automation. As is often the case in life, the answer is less either/or and more all-of-the-above. Join this fascinating panel as they address one of the greatest challenges of our time, how to seamlessly integrate technology and humans to provide top-notch customer service.

Opportunities and Risks in the Single-Family Rental Market

Professionally managed single-family rentals are one of the hottest sectors in real estate. The strong demand and potential rent growth have many multifamily owners and operators ready to dive into this market. But there are differences with multifamily from both a market demand and investment perspective as well as with property operations. This session will look at both and give you the information you need to seize these new opportunities while assessing potential risks.

Multifamily Moneyball: A Home Run for Talent Management and Customer Experience?

Move over Brad Pitt. As operators have been able to better define the impact talent has on resident experience, they're adjusting the makeup of their onsite teams, their training programs, and their success metrics to ensure operations success and maximizing rent growth and NOI. But is it working? This session will highlight the efforts of multiple owner/operators to integrate technology into talent management and resident experience and how it's impacting property performance and employee satisfaction. Is Multifamily Moneyball a homerun for the industry?

10:45 AM – 11:00 AM	**BREAK**
11:00 AM – Noon	**OPTECH Closer: Trivia Contest with Prizes!**

It's been a long year and a long conference season, why not end it with some fun and the chance to walk away with a $100 gift card? Join a trivia team table, put your heads together and get those synapses snapping! After several rounds of trivia questions across a broad range of categories, a winning team will be crowned, and each winning team member will leave OPTECH $100 richer, just in time for the holidays. Let's celebrate the close of the first in-person OPTECH since 2019 with some fun and the chance to make new (really smart) friends!

Noon – 1:30 PM	**OPTECH After Party**

Got a later flight or you live in the area? Stick around and enjoy stunning views of the Potomac River in the Riverview Ballroom while celebrating the successful conclusion of the first in-person OPTECH in two years. Relax at the OPTECH After Party and shift into holiday mode to close out the year strong!

1:30 PM	**2021 OPTECH Conference Ends- See you in Vegas in 2022!**