

## Wednesday, November 1

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11:00 AM - 6:30 PM

### Registration Open

2:00 PM - 5:00 PM

### OPTECH Exchange

The OPTECH Exchange is your place to recenter. Designed as a sanctuary to network, recharge your devices or take in a quick presentation or two on the OPTECH Exchange Stage. The OPTECH Exchange is home to:

**The Exchange Lounge:** With cozy seating, refreshments, and Wi-Fi connectivity, this is the perfect space to rejuvenate and prepare for your next networking adventure.

**The Exchange Stage:** Take in a quick presentation or two on the OPTECH Exchange Stage located within the Exchange Lounge.

3:00 – 4:00 PM

### New at OPTECH? Meetup @ the Exchange Stage

Welcome all new NMHC members and conference newcomers! This is your opportunity to connect with fellow business operations leaders who are shaping the future of their organizations and learn more about NMHC. Share experiences, exchange ideas, and forge valuable connections.

4:00 -4:30 PM

### NMHC Express @ the Exchange Stage

Elevate your conference experience this year with our exclusive series of dynamic NMHC presentations at the NMHC Express. Dive into the research and regulatory insights that have become the bedrock of trust for multifamily professionals.

Tailored for business operations leaders like yourself, these concise sessions offer a strategic advantage by delivering key insights into the trends and events we're closely monitoring. Join us for NMHC Express @ the Exchange Stage and elevate your insights to new heights!

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

#### **Help Us Lay a Strong Foundation for Rental Housing Perception**

Join NMHC President Sharon Wilson Géno to learn more about the [Foundations for Rental Housing](#), six core concepts that form the basis of a positive relationship between rental housing providers and residents. NMHC launched the Foundations initiative in early Fall and has since garnered over 100 sign-ons from rental housing companies, representing more than 4 million units across all 50 states and D.C. NMHC is committed to changing the narrative about the nation's professional rental housing providers, and this initiative will be an important part of that work. We know that supporting your residents is your

number one priority—so stop by this session to hear how you can join NMHC in further elevating that commitment and the important role PropTech firms play in the overall effort.

*Can't make this session but don't want to miss out? Sharon will be giving the same presentation on Thursday at 2:30 PM in the Express—see you then!*

## 2:30 PM – 3:30 PM

### **OPTECH Opening Pitches**

The OPTECH Opening Pitches are back for 2023. With new qualifying criteria, you'll have more options to take in very short pitches from startup technology companies as well as others who will be highlighting brand new products and services. From automated leasing and resident engagement apps to data-driven insights for better decision-making, let these presentations guide you in your journey to become a digitally agile and customer-centric enterprise. So, make sure you plan your time and hop from one room to the next to hear from all the folks who may just have the tech solution you're looking for.

### **Operational Excellence**

*Elevate your property management with Operational Excellence tailored for the multifamily housing industry. These new solutions are intended to streamline your operations, reduce costs, and enhance efficiency, ensuring your apartments run at peak performance.*

Presenting companies:

- |             |                  |               |
|-------------|------------------|---------------|
| • Amano     | • Orange Charger | • Stake       |
| • Charge    | • Parkade        | • Wevo Energy |
| • Dwellsy   | • ReRent         | • Zark        |
| • GoPowerEV | • SkillCat       |               |

### **Process Optimization**

*Enhance the efficiency of your property management workflows with Process Optimization designed for multifamily. These tailored solutions identify bottlenecks, eliminate redundancies, and improve workflow efficiency within your multifamily housing operations.*

Presenting companies:

- |                 |                   |            |
|-----------------|-------------------|------------|
| • ExactEstate   | • PredictAP, Inc. | • Revyse   |
| • EZOS          | • Renew           | • Roost    |
| • Findigs, Inc. | • ResidentRadius  | • Snappt   |
| • OurPetPolicy  | (DepositCloud)    | • VeriFast |

### **Digital Transformation**

*Embrace the future of property management with Digital Transformation solutions. These cutting-edge technologies and strategies empower your multifamily housing organization to adapt, innovate, and excel in the digital age.*

- Apartment Snapshot
- Beekin
- Gatewise
- Geokey
- LeaseLeads
- Pivott
- Quext
- Rentana
- Source7
- Synco

**3:45 PM – 5:00 PM**

### **OPTECH Openers**

Join us as we open OPTECH with three insightful Town Hall events and delve into the latest and upcoming original research from NMHC and their partners. With 75 full minutes of data, expert panels and engaging discussions you'll only get at OPTECH, it'll be hard to choose which one to attend.

#### **Multifamily Technology Spending and Staffing**

With technology moving front and center and deeper into enterprise and property processes, expenses are going up and your staffing needs are growing and changing. All the while, expectations for a ROI for these new tech investments grows louder. You're probably wondering- "how does my tech spending and staffing compare with the rest of the industry?" Our esteemed panel of industry leaders and technology experts will share the early findings from the [2024 NMHC/One11 Apartment Industry Technology Benchmarking Survey and Report](#) to be released in early 2024 that will help you answer that question. You'll hear from technology leaders from large to small companies, as well as the leaders of largest technology companies in the industry on where we are, where we're going and how you can plan for an increasingly tech-enabled future.

#### **Customer Experience (CX) and Marketing Technologies**

No area has seen more new and exciting technology developments than marketing and customer experience. And the allure has been almost irresistible as we've shifted to be much more renter-centric. But which technologies are really delivering on essential milestones in the customer journey and driving engagement with customers and team members? Join us as we tackle this question with fresh insights from the inaugural [2023 NMHC/RealFoundations Customer Experience \(CX\) Tech Survey Report](#). We'll map the multifamily marketing and CX tech landscape to benchmark where we are today and then take a deeper dive into how the CX tech stack is really stacking up.

#### **Connectivity and Intelligent Buildings**

Apartment communities have become the innovation labs of America. A rapidly changing technology landscape, shifting consumer expectations and the need for on-demand everything has raised the stakes to get it right or get left behind. Access to seamless connectivity and cutting-edge smart home technology is shaping the multifamily renter experience and improving the long-term viability of properties. But what solutions are right for your community? And how will the regulatory environment impact your decision with states and the federal government both proposing new rules and regulations? This OPTECH Opener will help you answer those

questions and more as we highlight two research reports from NMHC and 20for20 and from the Real Estate Technology Alliance (RETA). You'll hear the latest out of Washington and learn what property owners and managers are doing to optimize their network infrastructure and build integrated and intelligent buildings and communities for the long-term.

### 5:00 PM – 6:30 PM

#### **OPTECH Expo Opens!**

A bustling marketplace of innovation, the Expo is where cutting-edge technologies, solutions, and products converge. This vibrant atmosphere of discovery features the booths of industry giants and emerging startups alike. Engage in hands-on demonstrations, gain firsthand knowledge of the latest trends, and seize the opportunity to forge valuable partnerships that can transform your business trajectory.

### 5:00 PM – 6:30 PM

#### **Brella Networking Tables**

##### *OPTECH Expo*

Make sure to check out this dedicated area in the Expo for reserved networking and preplanned meetings setup via the Brella conference app. [Download Brella](#) to seamlessly connect with other OPTECH attendees through the power of AI matchmaking to curate personalized networking suggestions, ensuring that every connection you make is meaningful and strategic.

## **Thursday, November 2**

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### 7:45 AM - 6:00 PM

#### **Registration Open**

### 8:00 AM - 9:00 AM

#### **Breakfast Social**

### 8:30 AM – 9:15 AM

#### **Breakfast Briefings**

NMHC Breakfast Briefings are the place to hear the latest from NMHC staff experts and industry experts on the constantly shifting regulatory and legislative landscape. Gain an edge by understanding how the latest policies and regulations will impact business operations, technology, and innovation. Get your morning briefing and learn how to transform potential obstacles into opportunities.

- **What's New in Cybersecurity and Data Privacy Regulation:** In the ever-evolving landscape of cybersecurity and data privacy, staying informed about regulatory changes and evaluating business operations is crucial for apartment firms and suppliers. Join us for an enlightening conversation with the author of NMHC's new

cybersecurity white paper to discuss the evolving federal and state landscape and what companies need to be aware of to stay up to date with the evolving frameworks and laws. From the new SEC cybersecurity disclosure rule to the outlook for a national data security standard, NMHC will cover what you need to know about cybersecurity and data privacy laws.

- **Breaking Down the State of Play on “Junk Fee” Regulation:** As part of the White House Blueprint for a Renter Bill of Rights, the Administration has encouraged federal agencies to take on the cause of “junk fees” — hidden and bogus fees that can harm consumers and undercut honest businesses. While transparency in the cost of rental housing is positive for renters and housing providers alike, the political and policy state of play on federal fee regulation has the potential to create ripple effects for residents, housing providers and service partners like broadband and smart building service providers. Attend this session to get clarity on how policymakers and consumer advocates are mischaracterizing rental fees in conjunction with this action to take on consumer facing fees and how NMHC staff are taking steps to debunk these myths and demonstrate how industry firms are already committed to working with their residents in an equitable and transparent way.

## 8:30 AM – 5:00 PM

### OPTECH Exchange

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**The Exchange Lounge:** With cozy seating, refreshments, and Wi-Fi connectivity, this is the perfect space to rejuvenate and prepare for your next networking adventure.

**The Exchange Stage:** Take in a quick presentation or two on the OPTECH Exchange Stage located within the Exchange Lounge.

## 9:00 – 9:30 AM

### Women in Multifamily Tech Meetup @ the Exchange Stage

Wake up to a morning of inspiration and connection at the Women in Multifamily Tech Meetup! Enjoy your breakfast as you engage with fellow trailblazers, thought leaders, and rising stars at OPTECH. This is your chance to build relationships, exchange ideas, and expand your professional circle all while you fuel up for a busy day of learning.

## 9:30 AM – 11:00 AM

### NMHC Express @ the Exchange Stage

Elevate your conference experience this year with our exclusive series of dynamic NMHC presentations at the NMHC Express. Dive into the research and regulatory insights that have become the bedrock of trust for multifamily professionals.

Tailored for business operations leaders like yourself, these concise sessions focused on physical and regulatory risk issues offer a strategic advantage by delivering key insights into the trends and events we're closely monitoring. Stay ahead of the curve and be at the forefront of industry excellence!

- **9:30-9:45 AM**  
**Who's NMHC? You've Got Questions. We've Got Answers**  
 While you may be familiar with NMHC's premier conferences and networking opportunities, did you know NMHC offers a plethora of research and advocacy resources? Whether you're looking to navigate the latest broadband regulations or needing the latest state of the market data, NMHC has got you covered. Join NMHC staff experts from the research, government affairs and public affairs teams to learn more about tapping into NMHC's knowledge library.
- **9:45-10 AM**  
**The TL; DR on the Data Privacy & Security Federal Landscape**  
 Apartment firms are faced with making business decisions every day that impact information management compliance and liability. Sadly, we can't look into a crystal ball for answers on what the distant future holds. But the current federal landscape can give us an idea of what may be percolating and how to future-proof current business practices. Join NMHC VP of Government Affairs Julianne Goodfellow for an overview of current legislative and regulatory efforts and how they could impact your business operations today and beyond.
- **10:00-10:30 AM Break**
- **10:30 – 10:45 AM**  
**Risky Business: Dissecting Skyrocketing Insurance Costs & a Growing Risk Landscape**  
 Housing providers have had to grapple with a volatile and costly insurance market for nearly a decade. But with the recent uptick in "once in a hundred year" climate events, housing providers – and the residents we house – have never been more vulnerable. Attend this session to hear from NMHC's VP of Research Caitlin Sugrue Walter on how [NMHC's State of Multifamily Risk Survey & Report](#) can help inform your strategy with actual data and analysis.
- **10:45-11:00 AM**  
**Tools & Resources to Help Housing Providers Weather the Storm**  
 Hurricanes, construction fires, cyber-attacks, catastrophic flooding and wildfires are just some of the many threats the apartment industry faces on a daily basis. While proper insurance coverage is an important preparedness tool, housing providers will want to stay in their seats following the insurance report session to get a broader snapshot on the risk response and recovery space. Join NMHC VP of Government Affairs Julianne Goodfellow to hear about NMHC preparedness tools and advocacy efforts that aim to help housing providers manage catastrophic events.

9:30 – 10:15 AM

Concurrent Sessions

**DIGITAL TRANSFORMATION****Artificial Intelligence 101: Risks and Rewards**

With Artificial Intelligence replacing “centralization” as the buzzword for 2023, we could all benefit from taking a step back and learning the basics as well as considering some of the risks before we jump in headfirst. In this session, we’ll sort through the terminology of large language models, generative AI, and machine learning and more and then dive into a discussion of possible use cases as well as risks we should be thinking about mitigating now.

**PROCESS OPTIMIZATION****Follow the Leaders: Search Experience Insights from Diverse Industries**

Other industries are lightyears ahead of multifamily when it comes to the customer search experience. They’ve created immersive digital experiences for increased engagement, higher customer touchpoints and a wider range of actionable data. The apartment search may be inherently physical, but the digital component is essential. Learn from experts both inside and outside the industry about tactics needed for developing better digital search experiences, tracking end-to-end customer touchpoints and extracting data throughout the digital journey. No matter your leasing strategy, this session will cover customer opportunities at the prospect, during the lease term and finally in retention.

**OPERATIONAL EXCELLENCE****Lessons Learned from Electric Vehicle Charging Pioneers**

Electric Vehicle charging stations have moved from a nice luxury amenity to a requirement in some municipalities. And those requirements sometimes are for future demand, not the demand we’re seeing in our communities today. While adding a few chargers here and there seems like an easy enough proposition, things can get complicated really quickly when you start talking about upgrading infrastructure or accommodating shifting resident preferences. Join this special session with two separate panels of apartment operators and developers, one with lessons learned from installing EV chargers in new construction and one with lessons learned from installing EV chargers in existing communities.

**PEER TO PEER ROUNDTABLE****Ask Me Anything (AMA) Roundtable: Technology Leaders**

*(owners and managers only)*

AMA Roundtables bring together a few experts in the field along with your peers for a robust discussion and Q and A. With a relatively limited structure, you get to customize the roundtable by bringing your most pressing questions to industry experts and peers.

**10:00 – 11:30 AM**

**OPTECH Workshops (New for 2023!)**

You told us that sometimes you want to quickly learn the basics on something new or go deeper on a topic you’re struggling with. OPTECH Workshops are new for 2023 and are quick half hour shots loaded with takeaways.

10:00 – 10:30 AM

**Short-Term Rentals**

The apartment industry's engagement with short term rentals has varied throughout the years, while consumer demand for furnished apartments with flexible lease lengths has steadily increased. Over time, players have come and gone, and different business models have been created to meet the different types of resident demand. Join this short conversation on the current state of play with a discussion on what to consider as you determine which strategy may work best for your firm.

10:30 – 11:00 AM

**Access Control**

Authors from the Real Estate Technology Alliance (RETA) will present their latest paper on access control and a few access control providers will help you master what you need to know to keep it all safe and functioning smoothly.

11:00 – 11:30 AM

**Operationalizing Resident Fee Transparency Online**

With the current political environment focusing on resident cost transparency, including fees, housing providers, PMS providers and ILSs will need to come together to achieve more customer-centric transparency. Join this short session to start the conversation.

10:30 AM – 6:00 PM

**OPTECH EXPO**

*Quiet Hours (11:30 AM – 12:30 PM and 4:00 PM – 5:00 PM)*

10:30 AM – 6:00 PM

**Brella Networking Tables**

*OPTECH Expo*

Make sure to check out this dedicated area in the Expo for reserved networking and preplanned meetings setup via the Brella conference app. [Download Brella](#) to seamlessly connect with other OPTECH attendees through the power of AI matchmaking to curate personalized networking suggestions, ensuring that every connection you make is meaningful and strategic.

10:30 – 11:15 AM

**Concurrent Sessions**

**DIGITAL TRANSFORMATION**

**Creating a Comprehensive Data Strategy**

With everyone buzzing about the promise of AI, many are asking where to start. Getting your data clean and consistent is as good a place as any, preferably as part of a comprehensive data strategy. Further complicating any data strategy is that, as an industry, we don't just look at our data, we use additional outside data to make important business decisions. Hear from industry experts who are a few years into their data cleanup process on lessons learned, including how AI can help you get your data in shape and how they're keeping that data safe and compliant.

### **OPERATIONAL EXCELLENCE**

#### **Exploring Automation and Artificial Intelligence in Maintenance**

While initial deployments of automation and AI have been geared toward enhancing the prospect journey, we're starting to see some interesting innovations in the automation of maintenance scheduling, tracking, communications, and deployment. Best-in-breed AI-driven technologies are enabling operators to first enable the consolidation of functionalities and then achieve improved efficiency of operations. This session will bring together pioneering operators who are starting to reap the benefits of AI-driven maintenance automation, including task prioritizing, resource sharing, skill matching, real-time communications. Panelists will share real-world examples of the impact of AI-driven maintenance technology on NOI and ROI.

### **PROCESS OPTIMIZATION**

#### **Invest in Innovation: A Discussion About IT-Value Creation and Performance**

*(program organized by NMHC's Women in Multifamily Network)*

As we navigate the ever-evolving landscape of real estate and property technology (PropTech), the importance of harnessing IT for value creation and performance enhancement has never been more evident. In this engaging panel discussion, we delve deep into the world of PropTech investment, exploring how companies are leveraging information technology to drive organizational success. Our panel of experts, comprising investors, property managers, and tech-savvy users, will dissect the symbiotic relationship between IT and business performance. Discover insights from the recent innovation wave, including valuable lessons learned and what's on the horizon for these leaders. Whether you're an investor, developer, or tech enthusiast, this discussion offers an opportunity to gain clarity on the IT-driven evolution in PropTech. Join us for this insightful conversation!

### **AMA ROUNDTABLE**

#### **Ask Me Anything (AMA) Roundtable: Marketing Experts**

*(owners and managers only)*

AMA Roundtables bring together a few experts in the field along with your peers for a robust discussion and Q and A. With a relatively limited structure, you get to customize the roundtable by bringing your most pressing questions to industry experts and peers.

**11:30AM – 12:30 PM**

**General Session**

***2024 NMHC/ Grace Hill Renter Preferences Survey Results Revealed!***

How well do you really know your residents? For more than 10 years, results from the largest and most reliable survey of renters has helped guide multifamily investors, developers and operators make informed decisions about the services and offerings that drive a great renter experience. The results are in for the latest release, and slices of the robust database will be revealed for the first time at the 2023 OPTECH Conference live in Las Vegas. Be the first to hear what our residents in this post-pandemic age have to say about what they love, what they can't live without, as well as a few things they'd wish we'd stop doing. With a top to bottom update to all questions, you'll get fresh insights on the changing sentiments from the good people who call our communities their home. With data available from most major apartment markets, you'll find out how the differing tastes from city to city should impact your strategies as well.

**12:30 – 2:00 PM****Networking Lunch****1:15 – 2:30 PM****OPTECH Workshops (*New for 2023!*)**

You told us that sometimes you want to quickly learn the basics on something new or go deeper on a topic you're struggling with. OPTECH Workshops are new for 2023 and are quick half hour shots loaded with takeaways.

**1:15 – 2:00 PM****A.I. Use Cases: Now and Coming Soon**

Join NMHC President, Sharon Wilson Geno as we delve deeper into how AI may transform our industry. Called "bigger than the internet" by technology leaders, the impact of AI hasn't yet been fully realized, but is integrated in existing technology with more rolling out soon. Hear from the leading property management technology leaders on how AI will make our lives and the lives of our residents easier, make our companies and communities run smoother, all while providing cost savings and improving overall NOI.

**2:00 – 2:30 PM****Data Warehouses and Lakes**

Data warehouses and lakes are finally taking hold in our industry. Collecting data from a wide range of sources into a single or several databases and using that data to guide management decisions is not an easy task. Join this workshop and learn how to get your data centralized, clean and reliable for making important business decisions and keeping you one step ahead of the competition.

**2:30 – 3:15 PM****Concurrent Sessions****OPERATIONAL EXCELLENCE****Tangled Wires: Getting Connectivity Infrastructure Right for Today and Tomorrow**

Resident expectation and demand, coupled with the evolution of multifamily smart home and building technology deployments, continues to drive innovation in connectivity. With a hyper-competitive apartment market, operators cannot miss a step or prospective renters will swipe left. Join a panel of industry leaders for a timely discussion on ensuring low-voltage and other infrastructure can meet today's need and remain future-flexible to protect the long-term financial and operational viability of properties.

#### **DIGITAL TRANSFORMATION**

##### **The Digital Renter's Journey: From Prospect to Renewal**

The facts are that only 13% of today's renters use non-digital listings. Renters see your listings, property website, social pages, reviews and more—all before stepping foot on the property. In fact, this digital-first journey can quickly disqualify properties that don't manage their omni-channel digital strategy consistently and effectively. With digital marketing costs rising and an increasingly complex digital renter journey, it is important to select the right marketing mix for each property. Learn how today's multifamily marketers are leveraging a data-driven approach to future-proof audience targeting practices to reach relevant audiences and cut unnecessary costs.

#### **PROCESS OPTIMIZATION**

##### **Tech-Forward Strategies for Fraud Prevention and Efficacy**

In a dynamic real estate landscape, property and leasing managers, alongside technology professionals, face an escalating challenge: how to implement tech-forward leasing and rental payment practices while meeting the financial requirements of operators and ensuring equitable outcomes for residents. This session will take a deep dive into the wide array of new technologies and partners that are enabling multifamily operators to review and revise their traditional resident evaluation and administration policies for resident satisfaction and stay ahead of fraudulent activities. From new leasing application methods to supporting individual residents' in building better credit, this session is an opportunity to learn the emerging industry best practices of leveraging technology to create efficiencies and uphold the reputation of your property management endeavors.

#### **PEER TO PEER ROUNDTABLE**

##### **Ask Me Anything (AMA) Roundtable: Cybersecurity and Data Protection**

*(open to all OPTECH attendees)*

AMA Roundtables bring together a few experts in the field along with your peers for a robust discussion and Q and A. With a relatively limited structure, you get to customize the roundtable by bringing your most pressing questions to industry experts and peers.

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

**NMHC Express @ the Exchange Stage**

This is your last opportunity to dive into the research and regulatory insights that have become the bedrock of trust for multifamily professionals.

Mark your schedule to join these brief sessions to discover the latest trends and critical events we're closely monitoring around resident-centric operations. Grab a seat and ensure you're not just keeping up with industry shifts but leading the way!

- **2:30 PM – 3:00 PM**

**Help Us Lay a Strong Foundation for Rental Housing Perception**

Join NMHC President Sharon Wilson Géno to learn more about the [Foundations for Rental Housing](#), six core concepts that form the basis of a positive relationship between rental housing providers and residents. NMHC launched the Foundations initiative in early Fall and has since garnered over 100 sign-ons from rental housing companies, representing more than 4 million units across all 50 states and D.C. NMHC is committed to changing the narrative about the nation's professional rental housing providers, and this initiative will be an important part of that work. We know that supporting your residents is your number one priority—so stop by this session to hear how you can join NMHC in further elevating that commitment and the important role PropTech firms play in the overall effort.

- **3:00 PM – 3:15 PM**

**Perception vs. Reality: What Your Residents *Actually* Want from Their Housing Provider**

The industry may have perception challenges when it comes to the resident/housing provider relationship. But is public perception based in reality? According to the 2024 NMHC/Grace Hill Renter Preferences Survey, no—renters are by-and-large happy with their housing providers. Attend this session to hear from NMHC VP of Business Strategy Sarah Yaussi on renter satisfaction, support services and amenities renters value most, and how renters view the role of their housing provider.

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

**Tools for Supporting Positive Resident Outcomes**

So, now you know what your residents want. And now you're thinking "where do I start?" There's no one-size-fits-all approach to supporting equitable outcomes for your renters. But NMHC has compiled free resources to help you get started. Join NMHC VP of Research Caitlin Sugrue Walter to learn more about [NMHC's Housing Equity Guide](#), [Housing Affordability Toolkit](#) and [Renter Help Hub](#)—a suite of resources to help guide resident-centric business initiatives.

**3:30PM – 5:00 PM**

**General Session**

***Unleashing Human Potential in the Age of Automation***

Nothing has captured imaginations or created so much tech fervor in business circles quite like generative AI. The evolution in business technology products and systems has been quickened by the potential to automate various tasks and operations by AI-enabled technologies. In this general session, NMHC has brought together three creative and insightful experts to share their ideas on the transformative power of artificial intelligence and its implications for industry. Through these interactive presentations, attendees will explore the intersections between AI and human services, the significance of monitoring AI risks and efficiency for business leaders, and how to embrace the changing landscape of work in harmony with innovation. Afterwards, NMHC OPTECH co-chairs *Margette Hepfner, Chief Operating Officer, Residential Management, Willow Bridge Property Company* and *Scott Pechersky, Chief Technology Officer, RPM*

*Living* will moderate a discussion with our expert panel helping interpret what it means to truly embrace innovation and AI-enabled technologies in the workplace.

Join us for this educational session to unlock a world of possibilities where AI and human potential coexist. Let's embark on this transformative journey together!

5:00 PM – 6:00 PM

Reception in the Expo

## Friday, November 3

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8:15 AM – 11:30 AM

Registration Open

8:30 AM – 9:30 AM

Breakfast Social

8:30 AM – 10:00 AM

NMHC Tech and Innovation Member Committee Meetings

***Enterprise Technology and Business Intelligence/ Innovation and Emerging Technology  
Joint Committee Meeting*** *(Committee members and NMHC staff only)*

***Data Privacy, Security, and Information Management Committee Meeting***  
*(Committee members and NMHC staff only)*

***Marketing and Resident Experience Committee:***  
**2023 Marketing and Resident Experience Leaders Meeting**  
*(Committee members, NMHC staff, and invited guests only)*

8:30 AM – 10:00 AM

**Intelligent Building and Connectivity Legal Update and Owner Roundtable**  
*(open to all owners, managers and their representatives)*

The legal landscape facing owners as they navigate connectivity and prop tech deployments continues to grow more complex and challenging. Join veteran industry legal experts for a timely update on what owners, developers and managers need to know before mapping out strategies for the coming year. Following the legal update, we'll turn to peer-to-peer roundtable discussions on issues facing the industry such as regulation, managed Wi-Fi, the future of bulk internet, electric vehicle charging and much more. With a relatively limited

structure, you get to customize the roundtable by bringing your most pressing questions to industry experts and peers.

10:00 AM – 10:45 AM

### Concurrent Sessions

#### PROCESS OPTIMIZATION

##### Automation/ Centralization Report Card: Three Grades

With a few years under our belts with automation and centralization, it's report card time. Some of the industry's leading operators will examine the impact automation and centralization have had on key business categories such as leasing, revenue management, risk mitigation and accounting/budgeting. So how did they measure up? Operators will provide three grades on each category, focusing on how successful they were in: 1. Implementation and adoption; 2. NOI & ROI; and 3. User Experience. Hear which new tech were top of the class and which are still "working towards expectations."

#### OPERATIONAL EXCELLENCE

##### Navigating the Shifting Staffing Landscape

In an era marked by the Great Resignation phenomenon, coupled with the rapid advancement of transformative technologies, the dynamics of staffing requirements within multifamily communities and enterprises are undergoing a gradual yet significant evolution. While technology promises process streamlining, initial costs and the demand for tech-savvy staff can hinder savings. This session will look at how you navigate this evolving landscape while honoring old truths: satisfied team members deliver better service to residents, which impacts property performance and improves renewal rates. Moreover, employees with high levels of engagement are 5x more likely to still be working at the same company in a year's time. This panel of multifamily leaders will share where and how they're navigating this brave new world and thinking about how AI may add yet another level of complexity to staffing needs.

#### DIGITAL TRANSFORMATION

##### Beyond the Dashboard: Next Level Data Visualization

With the influx of new and exciting BI tools, teams are finally spending less time gathering data and more time making strategic decisions. And now some operators have taken BI a step further and are using it in conjunction with data visualization. Operators are not only centralizing their data, but are also spatially visualizing the trends, patterns and outliers that increase revenue and impact the bottom line. The result? A comprehensive, intuitive, and granular look at individual communities and across the portfolio. This session will explore how operators are elevating their BI with data visualization and realizing a broader view on descriptive, predictive, and prescriptive analytics and putting this new level of data to use.

**10:00 AM – 12:00 PM****Open Networking Roundtables**

You've made it to the final day, but still haven't checked in with those few folks you kept missing during the conference. Plan your final meetings here to take care of business or just catch up before you fly home after another exhausting but successful OPTECH!

**11:00 AM – 12:00 PM****General Session**

***Translating AI Concepts to Multifamily Context with Nicholas Thompson, CEO of The Atlantic; Former editor-in-chief of WIRED***

As we close another spectacular event, join us for one more engaging and informative session on generative AI, where we will delve into the fascinating world of artificial intelligence and its relationship with multifamily operations. In this session, we will explore the potential of AI, understand its impact on business services, and discuss how jobs can evolve alongside this transformative technology. With guest speaker and moderator, *Nicholas Thompson, CEO of The Atlantic*, we'll weave together the lessons and insights shared throughout the conference into an engaging discussion about how multifamily businesses are embracing AI in their operations. By leveraging AI, enterprise and property managers are learning how to streamline operations, reduce manual effort, enhance decision-making, and ultimately deliver an improved experience for residents and property owners.

**Industry Panel:**

- **Cara Athmann**, Chief Operating Officer, The Cardinal Group
- **Damu Bashyam**, Executive Vice President, Chief Information and Innovation Officer, Berkadia
- **Rukevbe Esi**, Chief Digital Officer, AvalonBay Communities

Before you take off and head back home, make sure to attend this closing session and get equipped with practical insights to navigate the evolving landscape of AI integration in the multifamily industry.

**12:00 Noon**

**Conference Closes. See You Next Year at the National Harbor in the Washington DC Region!**