Wednesday, November 1

9:30 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
OPTECH Express @ the Exchange Stage
Join us at this year's conference for an exclusive series of succinct and impactful NMHC presentations delving into the dynamic realm of operations and technology innovations. We've designed the OPTECH Express specifically for business operations leaders like you, these brief sessions are a strategic opportunity to stay ahead of the curve and ensure your company is prepared to thrive in a rapidly evolving landscape.

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. 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.

3:45 PM – 5:00 PM
OPTECH Openers

Agenda subject to change

Join us as we open OPTECH with three insightful Town Hall events and delve into the latest 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 latest findings from the 2023 NMHC/One11 Apartment Industry Technology Benchmarking Survey and Report that will help you answer that question. You'll also gain valuable insights into evolving technology trends, best practices, and strategies that are reshaping the way we approach operations, data, security, and efficiency.

Customer Experience (CX) and Marketing Technologies

No area has seen more new and exciting technology than marketing and customer experience. And as an industry, we found the allure almost irresistible, buying one of each until we realized that now we need to make it all work together and maybe we should have followed a more disciplined process. This town hall will feature fresh new insights from the 2023 NMHC/ RealFoundations Customer Experience (CX) Survey and Report on where we are today, and how we can take a more comprehensive approach that leverages advanced marketing tools, data analytics, and personalized experiences to create a strong brand presence, enhance resident satisfaction, and drive high occupancy and renewal rates.

Connectivity Explained

As the most desired amenity in an apartment community, the pressure is on to provide high-speed, seamless internet service to our residents. But what solution is right for your community? How do you upgrade service in an existing building? And how will the regulatory environment impact your decision with states and the federal government both proposing new rules and regulations? This town hall 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 how property owners and managers are optimizing network infrastructure, partnering with service providers, and implementing smart solutions to ensure seamless internet access for residents while addressing bandwidth demands and security concerns.

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.

Agenda subject to change

Thursday, November 2

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 as well as 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.

Topics to be covered:
- Washington Watch: A Look at the Latest Legislative and Regulatory Trends for Multifamily
- Cybersecurity and Data Privacy
- Fee Regulation Update

8:30 AM – 5:00 PM
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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 day of learning.

9:30 AM – 11:00 AM
OPTECH Express @ the Exchange Stage

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Agenda subject to change

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8:30 AM – 5:00 PM
Brella Networking Tables
OPTECH Expo

A dedicated area 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.

9:30 – 10:15 AM
Concurrent Sessions

Artificial Intelligence 101: Risks and Rewards
With Artificial Intelligence replacing "centralization" as the buzzword for 2023, we could all probably benefit from taking a step back and learning the basics as well as thinking about 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 now. Finally, we'll discuss what internal structures and governance you should put in place straight away to harness the power of this new technology while limiting any unanticipated legal exposure.

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.

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 the power supply and adding transformers. Hear lessons learned from the folks who have added charging stations to new and existing

Agenda subject to change

buildings and learned a lot along the way that will save you time and money as you figure out how to prepare for this new reality.

Ask Me Anything (AMA) Roundtable: Cybersecurity and Data Protection
(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 asking 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
With hospitality having something of a moment with the whole world wanting to get out and travel, is there a play with short-term rentals again in our communities?

10:30 – 11:00 AM
Access Control
Authors from the Real Estate Technology Alliance (RETA) will present their latest paper on access control and providers will help you master what you need to know to keep it all safe and functioning smoothly.

11:00 – 11:30 AM
Energy and Water Efficiency
Rising energy costs, new and volatile weather patterns, stronger investor focus on climate and resilience, and the general belt-tightening taking place across the industry have led many to ask how they can make their communities function more efficiently. Fortunately, these trends coincide with significant investment in technology that can help. Learn about tech investments you can make that will pay for themselves in long-term savings in energy and water efficiency.

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 – 11:15 AM
Concurrent Sessions

Creating a Comprehensive Data Strategy

Agenda subject to change

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.

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.

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

Accelerated by remote enterprise and property management protocols of the COVID-19 pandemic, multifamily business leaders find themselves leading in a world characterized by adaptive technologies, process automation and product customization, and connected digitally to colleagues, industry partners, and residents alike. This session will investigate how early adopters in PropTech innovations are evaluating their technology strategies for improvement or resilience. Don't miss out on hearing lessons learned from the recent innovation wave and how these advances are shaping future measurements of innovation success.

Ask Me Anything (AMA) Roundtable: Marketing Experts

(owners, managers and their representatives 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 asking 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? The results from the largest and most reliable survey of renters are in and will help you answer that question. 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

Agenda subject to change

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 – 2:30 PM
Networking Lunch

1:30 – 2:30 PM
OPTECH Workshops (*New for 2023!*)
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1:30 – 2:00 PM
Data Warehouses and Lakes
Data Warehousing is finally taking hold in our industry. Collecting data from a wide range of sources into a single database and using that data to guide management decisions is not an easy task. Join this workshop and leave an expert on data warehousing and what you need to do get your data centralized, clean and reliable for making important business decisions and keeping you one step ahead of the competition.

2:00 – 2:30 PM
Software Integrations
With the infusion of billions of investments in PropTech, teams are busy getting it all to work together and integrate with their property management systems. Hear from the experts from the leading PMS companies and those who integrate with them on how to get to true system integrations.

2:30 – 3:15 PM
Concurrent Sessions

Connectivity, Uninterrupted
You'd think after doing this session at OPTECH for over a decade, we'd run out of things to talk about! Alas, new telecom options, a bevy of new property technology and a continually shifting regulatory and legislative environment continue to make the job of multifamily connectivity professionals complicated and make this session necessary and relevant in 2023! Join NMHC's regulatory expert, leading industry connectivity attorneys, and industry connectivity leaders as we assess the current landscape and help you make the best connectivity decisions in 2024.

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

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data-driven approach to future proof audience targeting practices to reach relevant audiences and cut unnecessary costs.

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.

Ask Me Anything (AMA) Roundtable: CTOs
(owners, managers and their representatives 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 asking your most pressing questions to industry experts and peers.

2:30 PM - 3:45 PM

OPTECH Express @ the Exchange Stage
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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, Lincoln Properties 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!

Agenda subject to change

5:00 PM – 6:00 PM
Reception in the Expo

Friday, November 3

8:30 AM – 9:30 AM
Social Breakfast

8:30 AM – 10:15 AM
NMHC Tech and Innovation Member Committee *Invitation Only Meetings*

10:00 AM – 10:45 AM
Concurrent Sessions

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."

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.

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

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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 Peer Roundtables

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 Athamm**. 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!

Agenda subject to change