



Educational Conference & Expo *Making A Difference*

Speakers and Session Description

Opening Session- Marshall Chiles- Authored, *"Your Presentation is a Joke: Using Humor to Maximize Impact"*

This book is used as a text book at the University of Alabama and Marshall will be giving copies out to the first 100 people through the door. Using Humor to Improve Presentations has been highly rated and helped numerous Multifamily Family Executives and employees find their sense of humor. By doing so, they found it easier to engage with others and become truly memorable in a good way.

Master Series Sessions- (Owner/Executive Series)

How Companies Are Making a Difference through Technology and Innovation

How are companies making a difference through technology and innovations today for their employees and residents? Find out during the lively panel discussion with top Management Company Executives and a few of their partners in innovation.

What Do You Do When Your Disaster Plan Fails?

No matter how many times you practice, no matter how many plans you make, even the best laid plans can fail. Come listen to Kerri Toth- President of Royal American share her recent hurricane experience.

Alabama Market Overview

Learn the current state of the Alabama Multifamily Market

Become Invincible to Lawsuits, How to Pass Assets to Heirs, & Save Thousands in Taxes

Leasing, Assistant Managers, Managers, Maintenance and Maintenance Supervisor Sessions:

Slay Your Dragon – Presented by Donna Hickey

Slay Your Dragon(s) is all about breaking through the barriers that keep you from your best performance, reaching your goals, and achieving prosperity and abundance in everything you do.

Improving Your Maintenance Expense to Budget – Presented by Michelle Childers

Do you always feel like your maintenance budget falls short every month? Then this is the session for you! Budgeting is a team sport and this session is great to attend as a manager/maintenance supervisor team. However, if your teammate is unable to attend you will walk away with a list of tools and formulas to make your next budget spot on and help you get what you need from your owner.

Lease Like A Pro – Presented by Donna Hickey

Arm your sales team with the tools to take your community to the next level. Learn how to prospect for residents, understand the elements of the online lead, social media, and the importance of the telephone. Discover how generations affect leasing and today's renter, The Art of Closing the Deal, resident relations, and how to deliver exceptional customer experiences.

Turning Residents Into Raving Fans – Presented by Bert Wray

Are you dialing in and focusing on key issues that impact the overall success of your community's performance? In this session, we will cover the key topics that will help you turn your residents into raving fans while helping you to develop workflow efficiency, develop SOPs, understand budgets and how to communicate effectively.

High Touch or High Tech – Presented by Alexandra Jackiw

It's no mystery we live in a high-tech age. Technology continues to reinvent itself and create efficiencies and streamline processes. But at what point does that technology interfere with or even diminish the customer experience? This session will explore the balance between technology and the human experiences that shape great customer service by looking at other industries that have mastered that balance. Industries examined will include health care, hospitality, banking, restaurants, education and technology companies.

The Net Effect – Presented by Kevin Hodges

How to Increase Revenues, Maintain the Asset and Expenses while obtaining the Net Effect your owner desires.

Leadership 212 - Part 1 – Presented by Mark Howell

It's time to take your leadership skills to the next level. Are you ready to be a 212° Leader? 212 Leaders are able to not only rally the troops to committed, purposeful action, but also to create an environment where quality and innovation are the norm, rather than the exception. **212° Leadership** is designed to make you think...to help you grow...and to provide that extra degree of passion to take your leadership skills from effective to extraordinary!

Leadership 212 - Part 2 – Presented by Mark Howell

Make the leap from being a good leader to being a Great Leader. Part 2 is a continuation of the first session. This is the portion where you will dig in and discover how to be a great leader.

Preventative Maintenance – Presented by Alyn Bailey

No matter your skill level, this course is a must for all levels of maintenance. It will cover safety and the fundamentals of keeping your residents happy, how to keep equipment running at its best, the importance of starting a preventative maintenance schedule, and maintaining records.

Ignite

Think high energy, “TED Talk Style” learning covering all of the most relevant topics of the day like “Data Mining, What You Need to Know”, “How Do You Retain Your Maintenance Team”, and “New Trends In Employee Training and Engagement” to name a few of our upcoming Ignite sessions.

Closing Session- David Rendall- Authored, “Freak Factor”

Unleash Your Inner Freak and Discover Your Unique Potential.

Think of the thing that makes you strange/different. The weakness that you won’t admit during a job interview or performance evaluation. Well, have you ever thought that the foundation of your success might be found in that weakness?