



2016 NAA STUDENT HOUSING CONFERENCE & EXPOSITION

February 16-17 | Hyatt Regency, Chicago



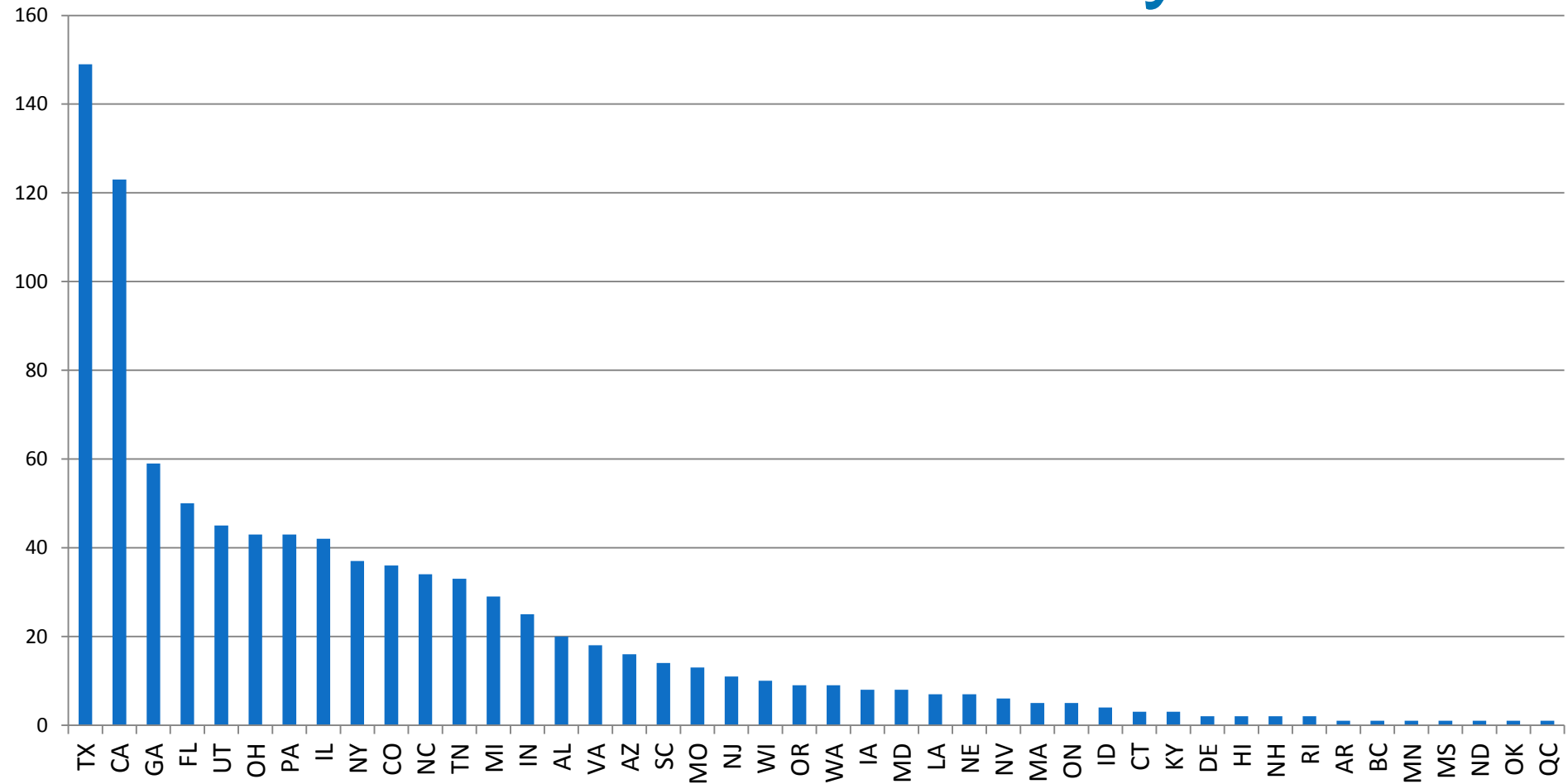
STUDENT HOUSING
CONFERENCE & EXPOSITION

FEB. 16-17, 2016 | HYATT REGENCY | CHICAGO

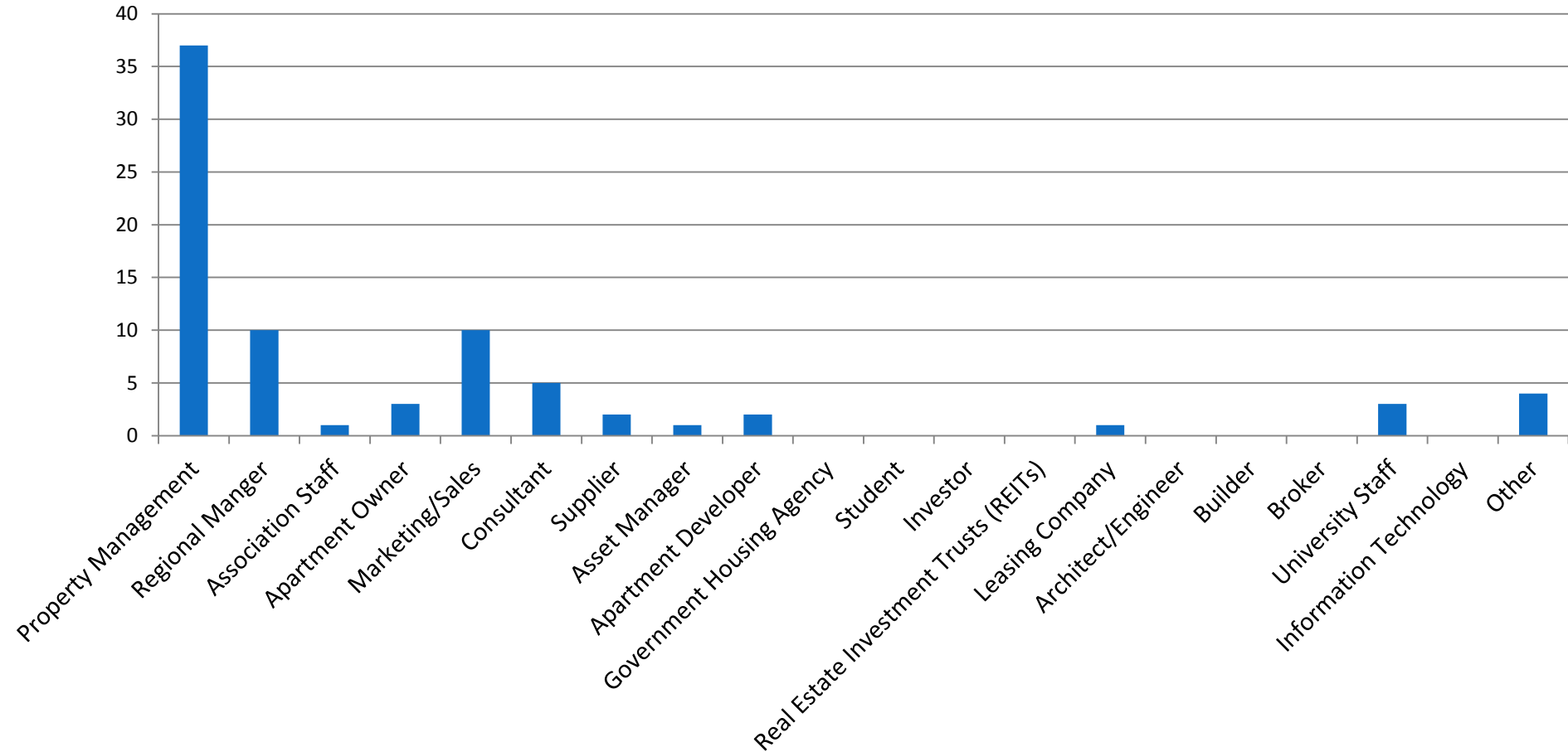
Our Client: The Audience



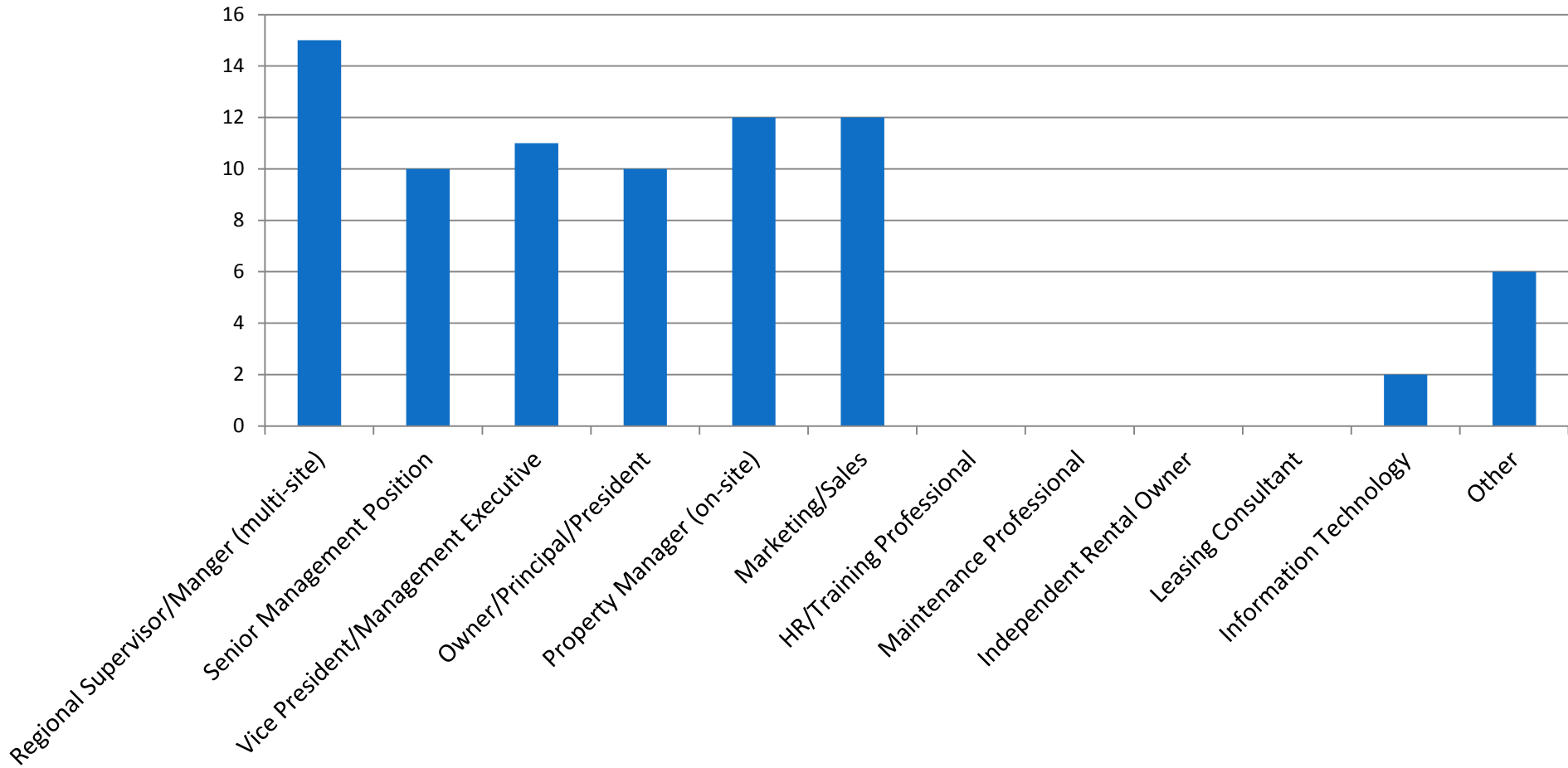
Number of Attendees by State



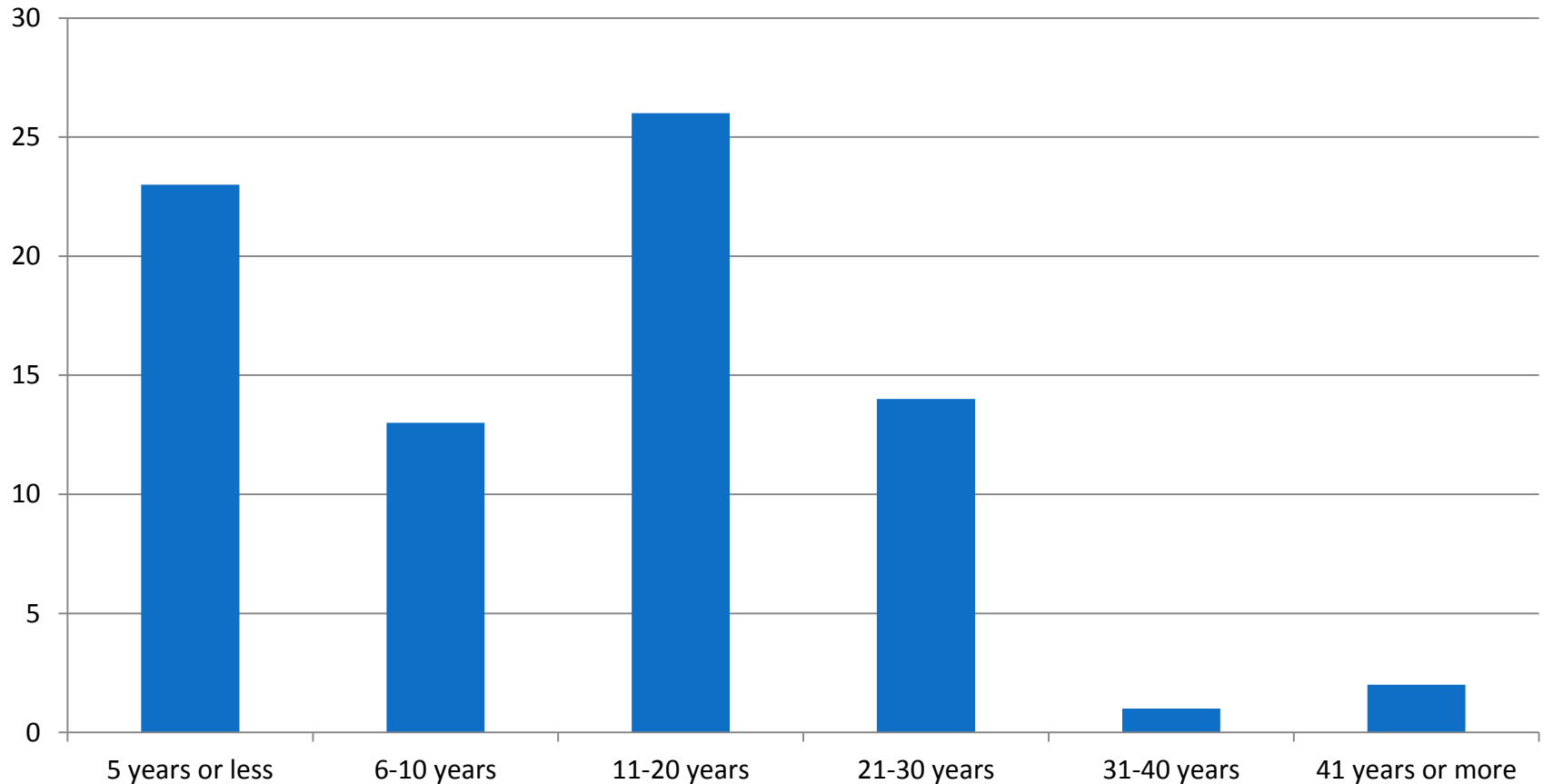
Primary Business



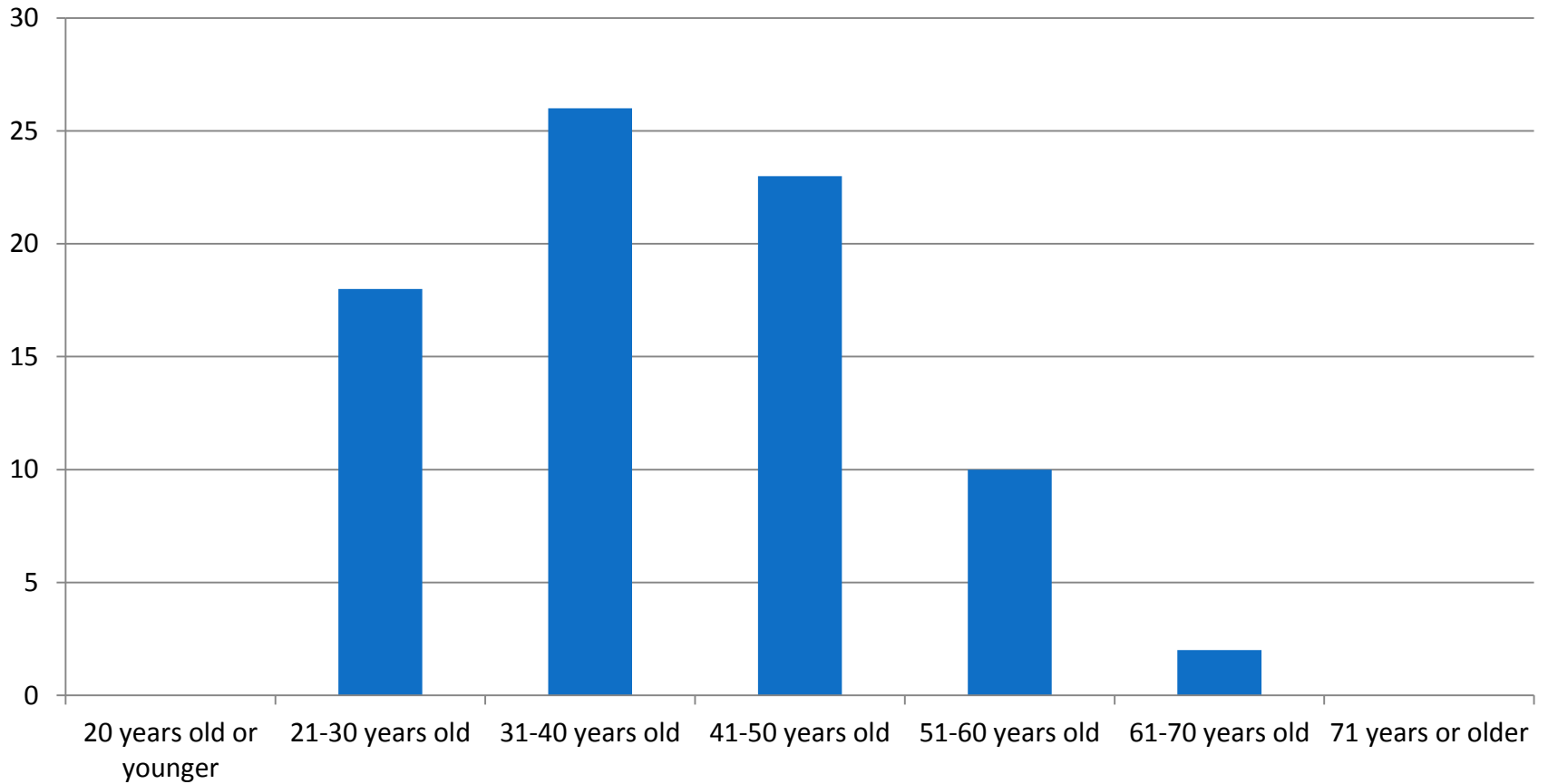
Job/Function



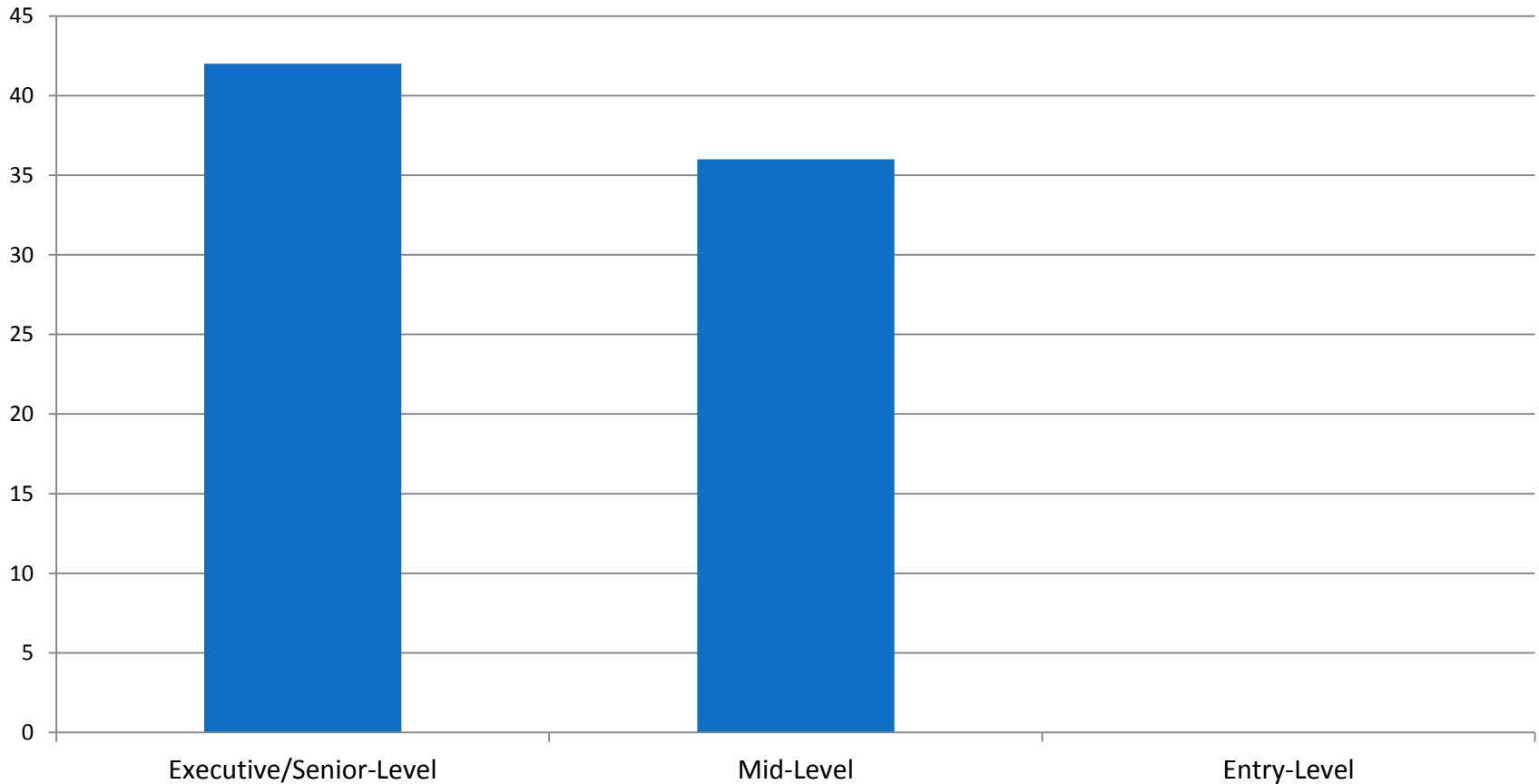
Years Served in Industry



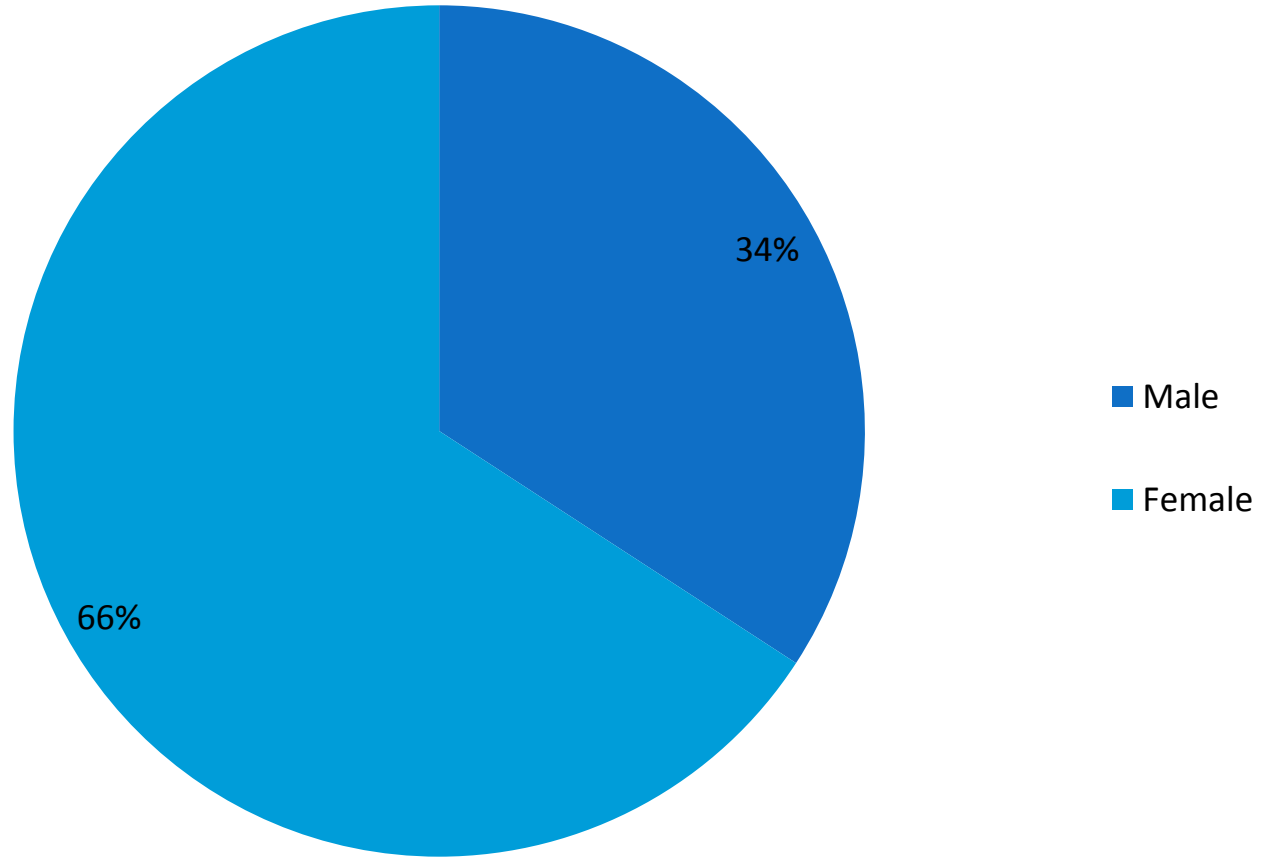
Age



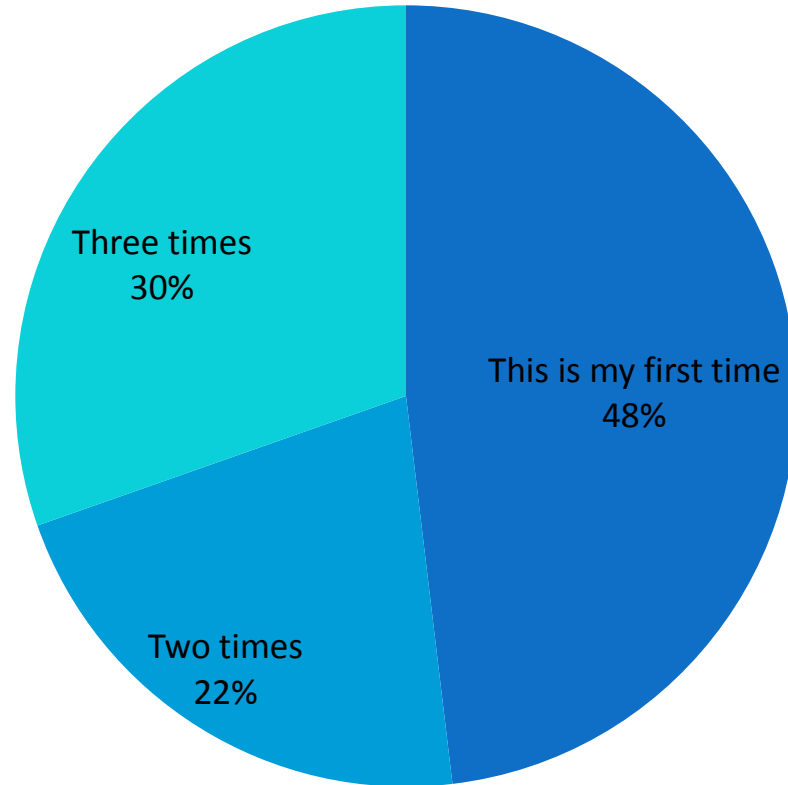
Position Level



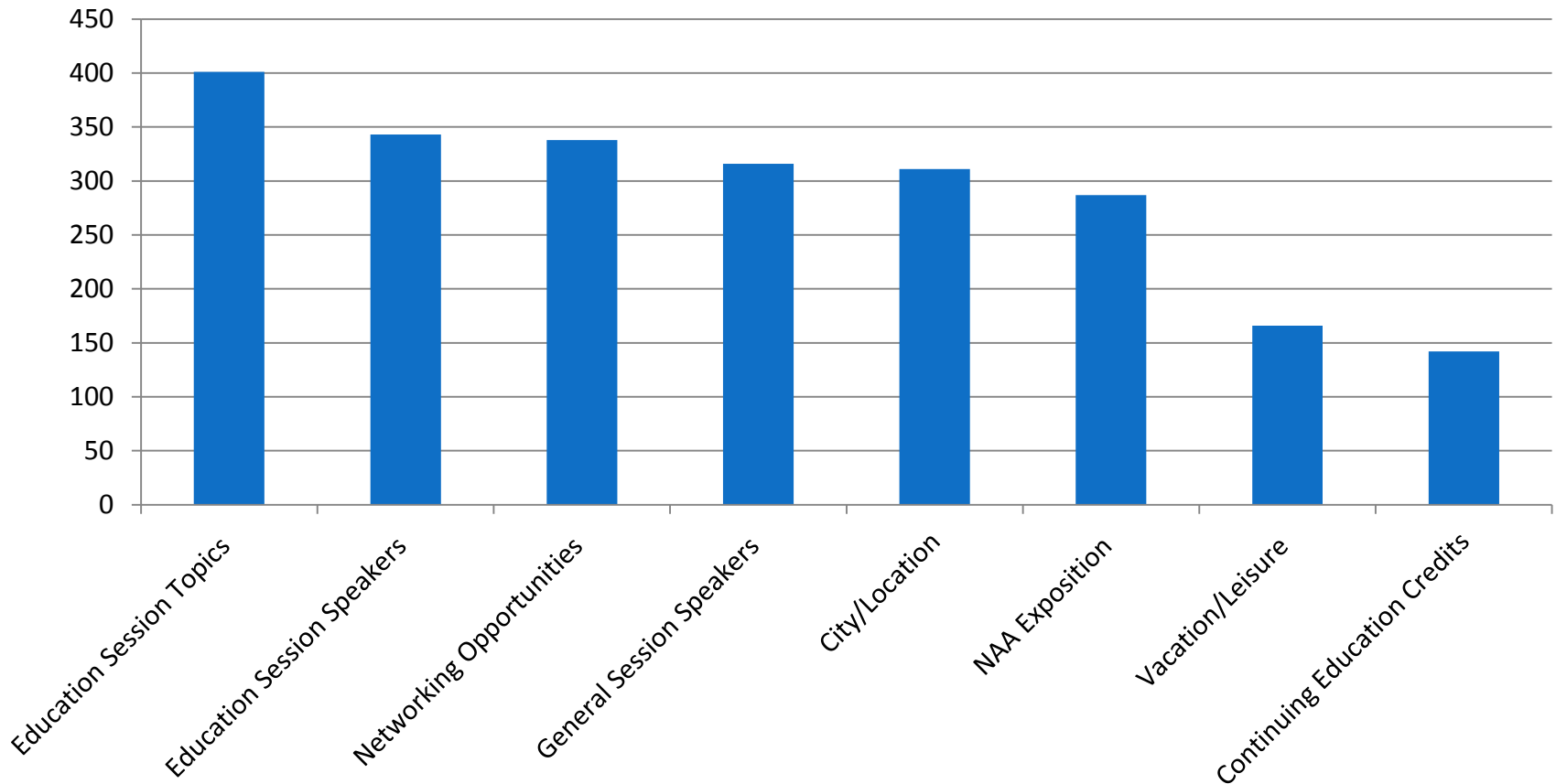
Gender



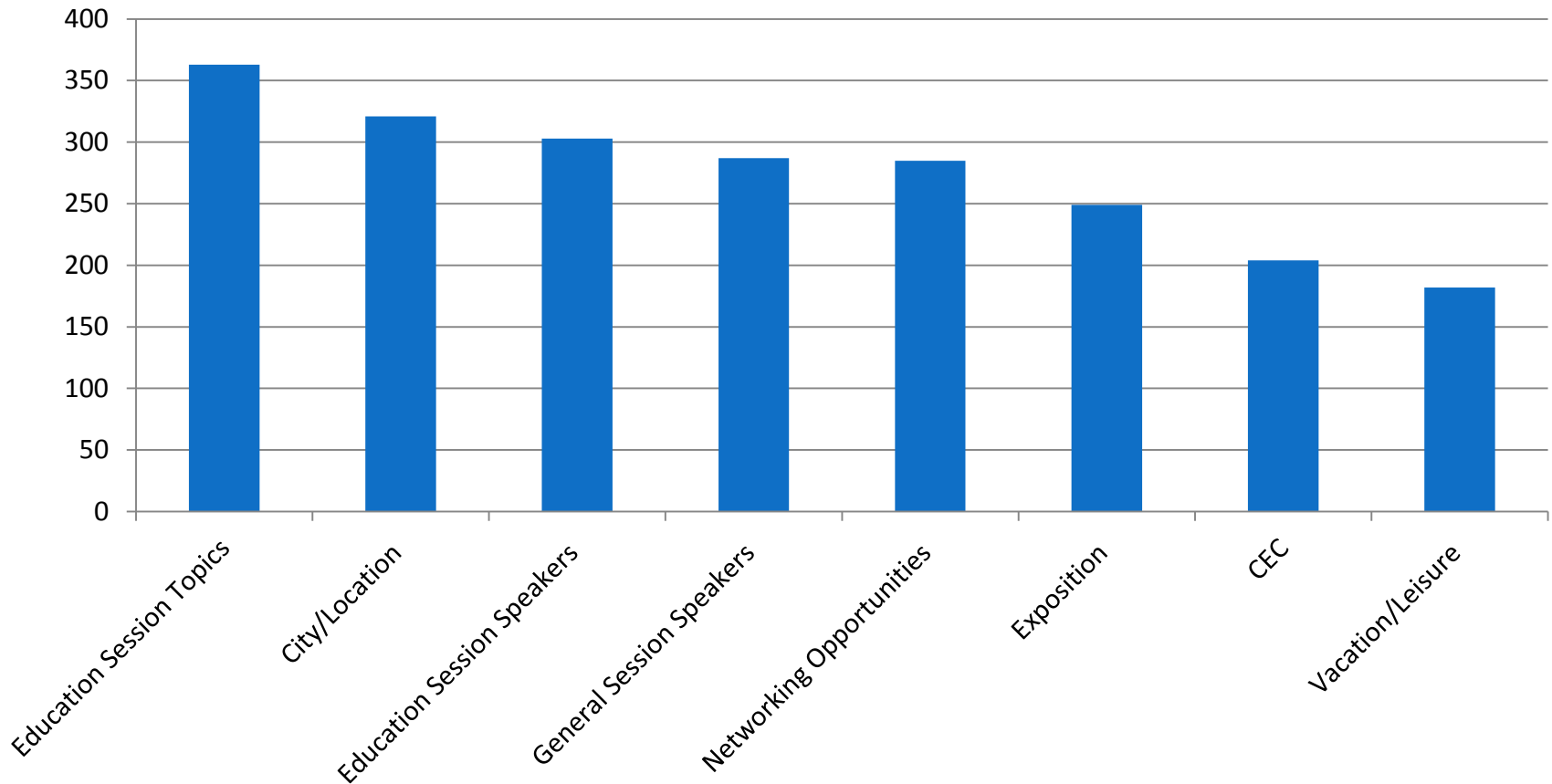
How many NAA Student Housing Conference & Expositions have you attended in the past 3 years?



Motivation to Attend (Attendees)



Motivation to Attend (Non-Attendees)



2015 In Review

- 16 Breakout Sessions
- 3 General Sessions



2016 Program By Topic

- 3- Marketing
- 2- Leasing
- 5- Operations (HR, Turn, Utilities, Special Populations)
- 4- Technology
- 1- Legal Issues
- 1- Leadership/Professional Development

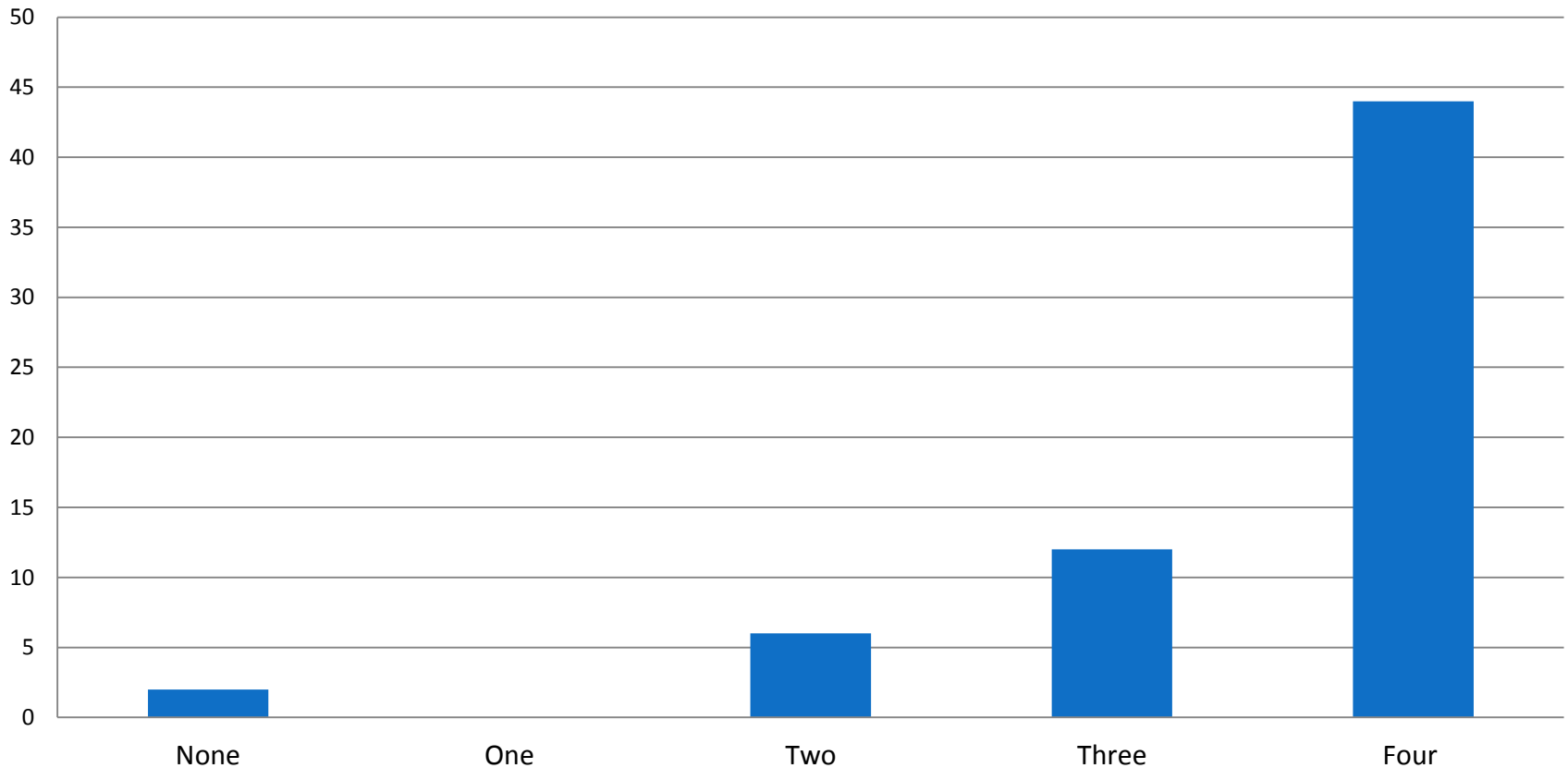


2015 Program By Topic

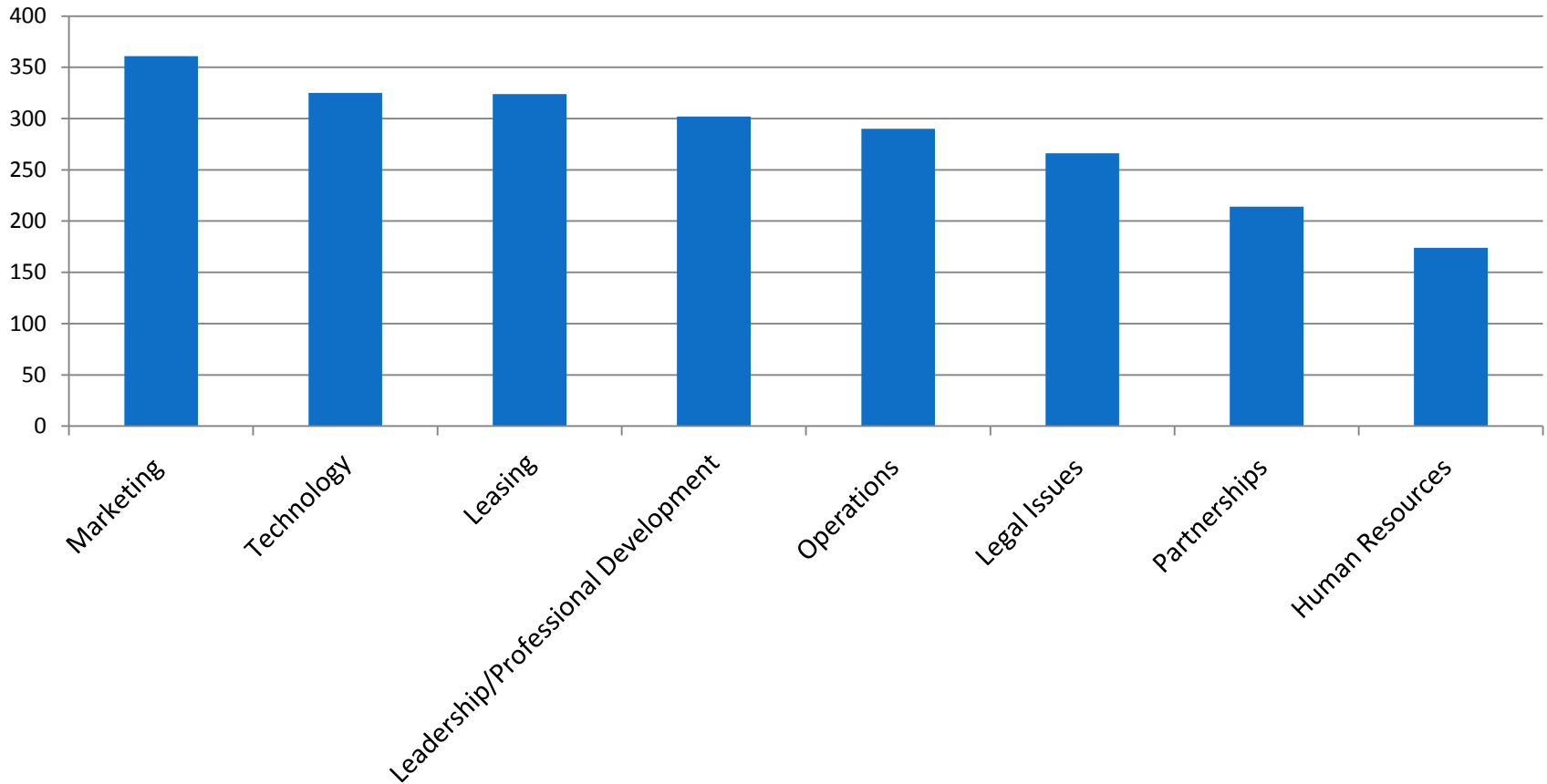
- 6 – Marketing & Leasing/Operations
- 2 – Marketing & Leasing/Social Media
- 2 – Legal/Risk Management
- 1 – Legal/Utility Management
- 1 – Risk Management/Operations
- 1 – Executive Strategic/ HR & Training
- 1 – Executive Strategic/Technology



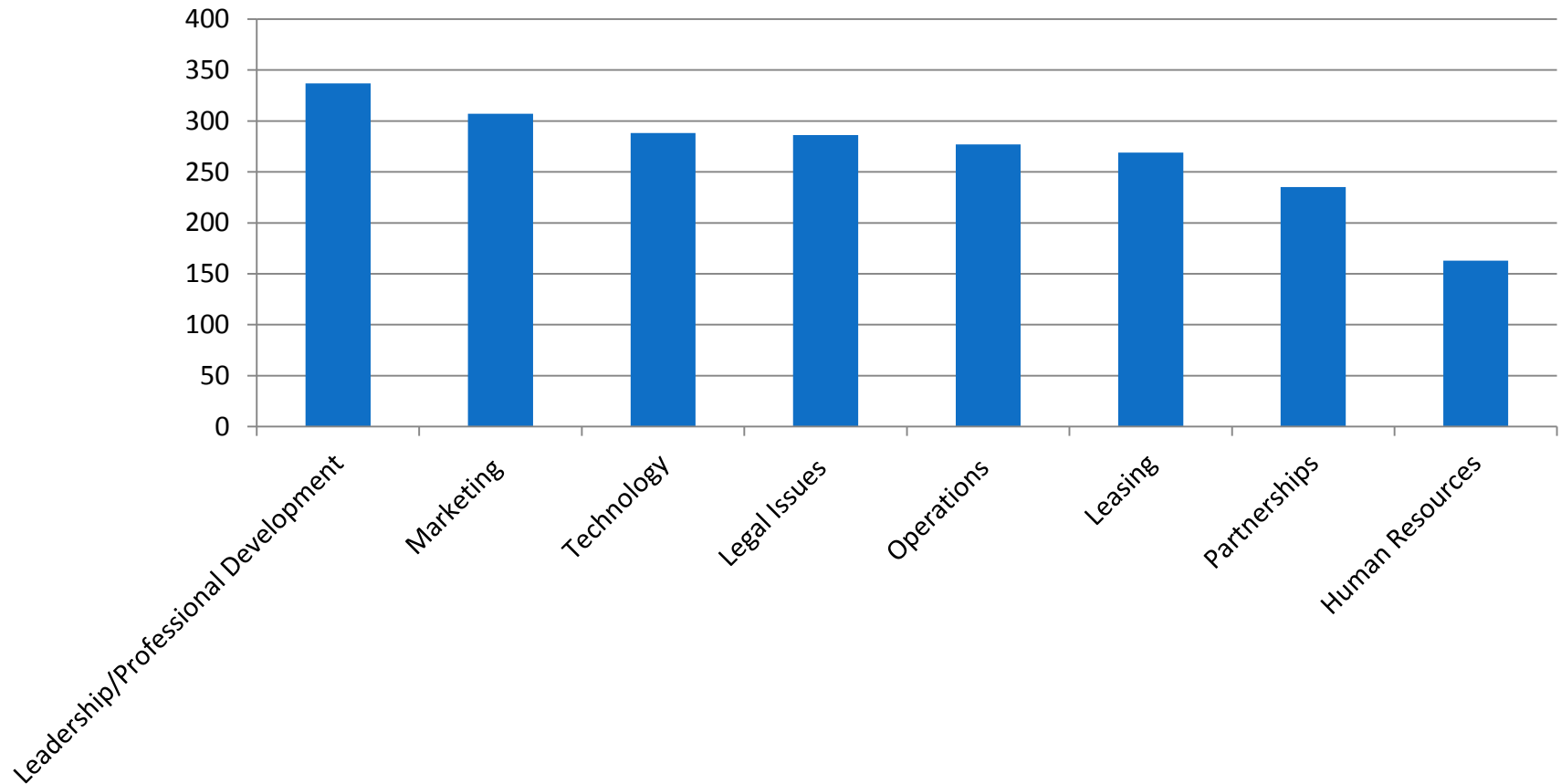
of Breakout Sessions Attended



Education Session Topic Interest Level (Attendee)



Education Session Topic Interest Level (Non-Attendee)



Topics

1. Marketing (Social Media, online reputation management, etc.)
2. Technology
3. Leadership/Professional Development
4. Leasing
5. Operations (Sustainability, Turn, Maintenance, etc.)
6. Legal Issues (Fair Housing, Utility Regulatory Requirements, Risk Management, ADA, etc.)
7. Generational Theory
8. Partnership (with Universities, Parents, etc.)
9. Human Resources
10. Disaster/Crisis/Emergency Preparedness
11. Special Needs Populations (International, LGBT, Disabilities, etc.)
12. Financial

