



# Virtual Conference Schedule

LEGEND
Live Content
Vendor Events
Speaker Content
Not Confirmed
Voting

## January 20 (Wednesday)

PST Start Time	CST Start Time	EST Start Time	Duration	Speaker(s)	Activity Category	Activity/Description	GO TO - Room / Location	
7:00 AM	9:00 AM	10:00 AM	<b>Virtual World Opens</b>					
7:00 AM	9:00 AM	10:00 AM	Log in and set up your Avatar					
7:00 AM	9:00 AM	10:00 AM	---	---	---	Vendor Time/Break	---	
7:30 AM	9:30 AM	10:30 AM	---	---	---	Vendor Time/Break	---	
7:45 AM	9:45 AM	10:45 AM	15 minutes	Sherry McKillop	Presentation Demo	<b>Automate your Rental History Process with LandLord Verification Group</b> LandLord Verification Online addresses two pain points for property managers: 1) The amount of time it takes to get a rental history report, and 2) Preventing fraudulent reports. Join Sherry for an in depth overview of how their system works and how it can benefit you.	Boardroom - LandLord Verification	
8:00 AM	10:00 AM	11:00 AM	---	---	---	Vendor Time/Break	---	
8:00 AM	10:00 AM	11:00 AM	20-30 minutes	Nicki Callahan	Presentation	<b>Leveraging Technology and Social Media to Acquire Clients &amp; Build Brand Recognition with Nest Publications</b> Learn how to easily build your database by using the information already available to you, stand out from the competition by incorporating unique marketing tools, and leverage social media to build brand awareness. Plus, get the insider secrets you may not know that will help increase your Instagram followers and why this matters.	Boardroom - Nest Publications	
8:30 AM	10:30 AM	11:30 AM	---	---	---	Vendor Time/Break	---	
8:30 AM	10:30 AM	11:30 AM	30 minutes	Jen Sells	Breakout Session	Learn about Latchels tenant benefit package.	Meeting Room - Latchel	
9:00 AM	11:00 AM	12:00 PM	30 minutes	Libby Gill	Keynote Speaker	<b>How to Lead People Through Change, Challenge, and Chaos (Part 1)</b> As we begin the new year, executive coach and leadership expert, Libby Gill, will help leaders like you to inspire purpose and drive performance within your teams in the face of uncertainty and fear. She will also talk about how to make 2021 a good year, despite what life decides to throw at us.	Main Auditorium - Enterprise Bank & Trust Theater	
9:30 AM	11:30 AM	12:30 PM	15-30 minutes	Libby Gill	Live Session	<b>Live Q&amp;A Session with Libby Gill</b>	Main Auditorium - Enterprise Bank & Trust Theater	
10:00 AM	12:00 PM	1:00 PM	15-20 minutes	Jeremy Pound John Bykowski	Event	<b>The Annual Pitch Competition</b> Each eligible sponsor has only 60 seconds on the virtual stage to present their best sales pitch. Viewers will have a chance to vote for their favorite contestant before 12:30 PM (PST) on Jan. 21. The winner will be announced during the follow-up live workshop called "The Perfect Pitch", which will give you a chance to understand the key elements of what makes the perfect sales pitch.  Vote before 12:30 PM PST, Jan 21st, at the Pitch Competition Booths in the Expo Hall.	Main Auditorium - Enterprise Bank & Trust Theater	
10:00 AM	12:00 PM	1:00 PM	20 minutes	Noel Pulanco	Presentation	<b>QuickStart Virtual Assistant Training with yesVirtual</b> How to provide the best Property Management training for your new hires.	Meeting Room - yesVirtual	
10:15 AM	12:15 PM	1:15 PM	15 minutes	Sherry McKillop	Presentation Demo	<b>Automate your Rental History Process with LandLord Verification Group</b> LandLord Verification Online addresses two pain points for property managers: 1) The amount of time it takes to get a rental history report, and 2) Preventing fraudulent reports. Join Sherry for an in depth overview of how their system works and how it can benefit you.	Boardroom - LandLord Verification	
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PST Start Time	CST Start Time	EST Start Time	Duration	Speaker(s)	Activity Category	Activity/Description	GO TO - Room / Location
10:30 AM	12:30 PM	1:30 PM	30 minutes	Anne Lackey	Workshop	"Why Virtual Assistants Fail" with HireSmart Virtual Assistants	Classroom - HireSmart
11:00 AM	1:00 PM	2:00 PM	---			Vendor Time/Break	---
11:00 AM	1:00 PM	2:00 PM	30 minutes	Todd Ortscheid	Live Event	<b>Tenant Benefit Packages</b> Not maximizing revenue opportunities could be holding your business back. Todd has developed these packages as a great way to improve tenant satisfaction while boosting your company revenue and profits. This workshop will teach you how to put your package together, what benefits to include, and how to implement it at your company.	Boardroom - Todd Ortscheid
11:30 AM	1:30 PM	2:30 PM	---	---	---	Vendor Time/Break	---
11:30 AM	1:30 PM	2:30 PM	30 minutes	Ethan Lieber	Presentation	<b>The Amazon Approach to Maintenance with Latchel</b> How to streamline your maintenance process. We are pulling back the curtain to show you how Latchel creates and manage maintenance service level agreements. Our customer obsessed process is modeled after Amazon's best practices; giving a proven and sincere way to deliver the best services to your owners and tenants.	Classroom - Latchel
11:30 AM	1:30 PM	2:30 PM	20 minutes	Anne Lackey	Workshop	Creating an Amazing Company Culture Remotely with HireSmart Virtual Assistants	Boardroom - HireSmart
12:00 PM	2:00 PM	3:00 PM	20 minutes	John Bykowski	Industry Speaker	<b>Positioned to Win: How Positioning can help or hurt a PM company.</b> John will define the concept of positioning, explain the process, and show the world of a difference it can make to a property management company.	Main Auditorium - Enterprise Bank & Trust Theater
12:00 PM	2:00 PM	3:00 PM	---	---	---	Vendor Time/Break	---
12:00 PM	2:00 PM	3:00 PM	30 minutes	Jen Sells	Breakout Session	Latchel Q&A with Jen Sells	Meeting Room - Latchel
12:00 PM	2:00 PM	3:00 PM	30 minutes	Anne Lackey	Breakout Session	Q&A with a HireSmart Virtual Employee	Meeting Room - HireSmart
12:00 PM	2:00 PM	3:00 PM	20 minutes	Noel Pulanco	Presentation	<b>Using Virtual Assistants In Your Business with yesVirtual</b> How to take advantage of cost effective labor in your PM business.	Meeting Room - yesVirtual
12:30 PM	2:30 PM	3:30 PM	---	---	---	Vendor Time/Break	---
12:30 PM	2:30 PM	3:30 PM	30 minutes	John Bykowski	Workshop	<b>Working through the Positioning Process:</b> Follow up to his talk "Positioned to Win"	Classroom 1 - Fourandhalf
1:00 PM	3:00 PM	4:00 PM	20-30 minutes	Lisa Wise & Grace Langham	Industry Speaker	<b>Visionary vs. Integrator Fireside Chat: The Good, The Bad, and the Ugly</b> The concept behind each role is straightforward, but how does it feel to be in those shoes? Visionaries always get the spotlight due to the nature of their role, but the Integrator is the one turning ideas into reality. What does that relationship look like, and how can you make it harmonious and successful?  Marie Liamzon-Tepman from Fourandhalf Marketing Agency for Property Managers and The Property Management Show Podcast will be the moderator for this fireside chat.	Main Auditorium - Enterprise Bank & Trust Theater
1:30 PM	3:30 PM	4:30 PM	---	---	---	Vendor Time/Break	---
1:30 PM	3:30 PM	4:30 PM	20 minutes	Anne Lackey	Workshop	Onboarding Virtually – It's Easier than You Think with HireSmart Virtual Assistants	Boardroom - HireSmart
1:30 PM	3:30 PM	4:30 PM	20-30 minutes	Nicki Callahan	Presentation	<b>Leveraging Technology and Social Media to Acquire Clients &amp; Build Brand Recognition with Nest Publications</b> Learn how to easily build your database by using the information already available to you, stand out from the competition by incorporating unique marketing tools, and leverage social media to build brand awareness. Plus, get the insider secrets you may not know that will help increase your Instagram followers and why this matters.	Boardroom - Nest Publications

**January 20 (Wednesday)**

PST Start Time	CST Start Time	EST Start Time	Duration	Speaker(s)	Activity Category	Activity/Description	GO TO - Room / Location	
2:00 PM	4:00 PM	5:00 PM	20 minutes	Matthew Whitaker	Industry Speaker	<b>"The Grinder" Hiring Process</b> Could your hiring process be your company's Achilles' heel? Matthew shares his proven hiring methodology built for scaling a property management company.	Main Auditorium - Enterprise Bank & Trust Theater	
2:30 PM	4:30 PM	5:30 PM	15-20 minutes	Keith Becker	Industry Speaker	<b>Dealing Local Government</b> It's not a surprise that the local government can have an impact on any small business -- but more so for an industry such as property management. If you aren't involved with local government, then tenants control where legislation is going.	Main Auditorium - Enterprise Bank & Trust Theater	
3:00 PM	5:00 PM	6:00 PM	---	---	---	Vendor Time/Break	---	
3:00 PM	5:00 PM	6:00 PM	30 minutes	Jen Sells	Breakout Session	Latchel Q&A with Jen Sells	Meeting Room - Latchel	
3:30 PM	5:30 PM	6:30 PM	---	---	---	Vendor Time/Break	---	
4:00 PM	6:00 PM	7:00 PM	---	---	---	Vendor Time/Break	---	
4:00 PM	6:00 PM	7:00 PM	30 minutes	Breeshia Wade	Breakout Session	Learn about Latchels tenant benefit package.	Meeting Room - Latchel	
4:00 PM	6:00 PM	7:00 PM	15 minutes	Sherry McKillop	Presentation Demo	<b>Automate your Rental History Process with LandLord Verification Group</b> LandLord Verification Online addresses two pain points for property managers: 1) The amount of time it takes to get a rental history report, and 2) Preventing fraudulent reports. Join Sherry for an in depth overview of how their system works and how it can benefit you.	Boardroom - LandLord Verification	
4:30 PM	6:30 PM	7:30 PM	---	---	---	Vendor Time/Break	---	
5:00 PM	7:00 PM	8:00 PM	<b>Virtual World Closes</b>					

January 21 (Thursday)							
PST Start Time	CST Start Time	EST Start Time	Duration	Speaker(s)	Activity Category	Activity/Description	GO TO - Room / Location
7:00 AM	9:00 AM	10:00 AM				<b>Virtual World Opens</b>	
7:00 AM	9:00 AM	10:00 AM	---	---	---	Vendor Time/Break	---
7:30 AM	9:30 AM	10:30 AM	---	---	---	Vendor Time/Break	---
7:45 AM	9:45 AM	10:45 AM	15 minutes	Sherry McKillop	Presentation Demo	<b>Automate your Rental History Process with LandLord Verification Group</b> LandLord Verification Online addresses two pain points for property managers: 1) The amount of time it takes to get a rental history report, and 2) Preventing fraudulent reports. Join Sherry for an in depth overview of how their system works and how it can benefit you.	Boardroom - LandLord Verification
8:00 AM	10:00 AM	11:00 AM	---	---	---	Vendor Time/Break	---
8:00 AM	10:00 AM	11:00 AM	30 minutes	Nicki Callahan	Demo	<b>Custom Digital Content Marketing for all Agents with Nest Publications</b> In today's tech age with so many offerings, it's no longer strictly about client relationship management. With digital tools, you can also generate leads by incorporating unconventional/unexpected means. Learn the many benefits of utilizing a digital publication, and the myriad of options available to reach your audience. Build broad brand recognition. We'll talk about: content, branding, distribution tools, listing promotion, and social integration. Get ahead of the competition, do more in less time, and come out looking like the polished pro that you are.	Boardroom - Nest Publications
8:30 AM	10:30 AM	11:30 AM	---	---	---	Vendor Time/Break	---
8:30 AM	10:30 AM	11:30 AM	30 minutes	Jen Sells	Breakout Session	Latchel Q&A with Jen Sells	Meeting Room - Latchel
9:00 AM	11:00 AM	12:00 PM	30 minutes	Libby Gill	Keynote Speaker	<b>How to Lead People Through Change, Challenge, and Chaos (Part 2)</b> In Part 2 of Libby's talk, she will go over the strategies that leaders can use to help their followers work towards change. She will also talk about how to set a vision that your team can understand and actually implement.	Main Auditorium - Enterprise Bank & Trust Theater
9:30 AM	11:30 AM	12:30 PM	15-30 minutes	Libby Gill	Live Session	<b>Live Q&amp;A Session with Libby Gill</b>	Main Auditorium - Enterprise Bank & Trust Theater
10:00 AM	12:00 PM	1:00 PM	---	---	---	Vendor Time/Break	---
10:00 AM	12:00 PM	1:00 PM	30 minutes	Anne Lackey	Workshop	"10 Mistakes When Hiring" with HireSmart Virtual Assistants	Classroom- HireSmart
10:00 AM	12:00 PM	1:00 PM	20 minutes	Noel Pulanco	Presentation	<b>Virtual Assistants Supporting Your Business Development Manager with yesVirtual</b> Offload time-consuming tasks from your Business Development Manager	Meeting Room - yesVirtual
10:30 AM	12:30 PM	1:30 PM	30 minutes	Greg Crabtree	Keynote Speaker	<b>Simple Numbers 2.0 Rules for Smart Scaling</b> Greg will share with us his Three Simple Rules for Business Success, the Five Forces of Cash Flow, and explains how to turn a profit in the simplest way. These tools and concepts will help you identify how well your business is doing so far, and how you can ensure profitable growth in 2021.	Main Auditorium - Enterprise Bank & Trust Theater
11:00 AM	1:00 PM	2:00 PM	15-20 minutes	Mike Catalano	Industry Speaker	<b>After the Acquisition, with Guest Jock McNeill</b> Mike will talk about what happens after the acquisition, how to keep that new book of business profitable, and what could happen if you are not prepared to handle the load.	Main Auditorium - Enterprise Bank & Trust Theater
11:30 AM	1:30 PM	2:30 PM	---	---	---	Vendor Time/Break	---
11:30 AM	1:30 PM	2:30 PM	20 minutes	Marie Liamzon-Tepman Brittany Stephens	Workshop	Live Marketing Advice with Fourandhalf	Classroom 1 - Fourandhalf
11:30 AM	1:30 PM	2:30 PM	20 minutes	Anne Lackey	Workshop	FAQs of Hiring Remote with HireSmart Virtual Assistants	Boardroom - HireSmart

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PST Start Time	CST Start Time	EST Start Time	Duration	Speaker(s)	Activity Category	Activity/Description	GO TO - Room / Location
11:30 AM	1:30 PM	2:30 PM	30 minutes	Jen Sells Catrina Linhard	Presentation	<b>Increasing Profitability &amp; Resident Retention in the New Normal with Latchel</b>  By looking at the specific changes in trends, we'll highlight the most notable approaches to adjusting to the new normal to not only maintain growth but push further. We'll focus specifically on increasing resident retention, improved operational efficiencies, and new diversified streams of income. The goal is to give you the knowledge and tools you need to achieve higher than average growth in the new normal.	Boardroom - Latchel
12:00 PM	2:00 PM	3:00 PM	---	---	---	Vendor Time/Break	---
12:00 PM	2:00 PM	3:00 PM	30 minutes	Anne Lackey	Breakout Session	Q&A with Anne Lackey from HireSmart Virtual Assistants – Ask me Anything	Meeting Room - HireSmart
12:15 PM	2:15 PM	3:15 PM	15 minutes	Sherry McKillop	Presentation Demo	<b>Automate your Rental History Process with LandLord Verification Group</b>  LandLord Verification Online addresses two pain points for property managers: 1) The amount of time it takes to get a rental history report, and 2) Preventing fraudulent reports. Join Sherry for an in depth overview of how their system works and how it can benefit you.	Boardroom - LandLord Verification
<b>Pitch Competition Voting Closes 12:30 PM PST</b>							
12:30 PM	2:30 PM	3:30 PM	15-20 minutes	Kathleen Richards	Industry Speaker	<b>From Shooting Star to North Star: Removing Barriers to Growth</b>  Kathleen will talk about different leadership styles, the barriers that are inherent in each one, and being more intentional with business growth rather than being reactive.	Main Auditorium - Enterprise Bank & Trust Theater
1:00 PM	3:00 PM	4:00 PM	30 minutes	Jeremy Pound John Bykowski	Live Event	<b>The Perfect Pitch Live Workshop</b>  Join Jeremy Pound, with Rentscale, and John Bykowski, with Fourandhalf, to find out who won the Annual Pitch Competition for 2021!  So you've watched the Annual PM Grow Pitch Competition and cast your vote. The next step is to attend its follow-up live workshop where our hosts will announce the winner, provide a play-by-play analysis of pitch highlights, and dissect the key elements of what makes a sales pitch, well, perfect.	Main Auditorium - Enterprise Bank & Trust Theater
1:30 PM	3:30 PM	4:30 PM	20 minute	Jeremy Pound John Bykowski	Live Event	<b>BDM Pitch Workshop</b>  Jeremy Pound, with Rentscale, and John Bykowski, with Fourandhalf, join forces to provide an extension of the Pitch Competition Assessment Workshop. Three BDM's will try their hand at the 60 second pitch.	Main Auditorium - Enterprise Bank & Trust Theater
1:30 PM	3:30 PM	4:30 PM	30 minutes	Anne Lackey	Workshop	"Why Virtual Assistants Fail" with HireSmart Virtual Assistants	Classroom - HireSmart
1:30 PM	3:30 PM	4:30 PM	30 minutes	Todd Ortscheid	Live Event	<b>Tenant Benefit Packages</b>  Not maximizing revenue opportunities could be holding your business back. Todd has developed these packages as a great way to improve tenant satisfaction while boosting your company revenue and profits. This workshop will teach you how to put your package together, what benefits to include, and how to implement it at your company.	Boardroom - Todd Ortscheid
1:30 PM	3:30 PM	4:30 PM	30 minutes	Nicki Callahan	Demo	<b>Custom Digital Content Marketing for all Agents with Nest Publications</b>  In today's tech age with so many offerings, it's no longer strictly about client relationship management. With digital tools, you can also generate leads by incorporating unconventional/unexpected means. Learn the many benefits of utilizing a digital publication, and the myriad of options available to reach your audience. Build broad brand recognition. We'll talk about: content, branding, distribution tools, listing promotion, and social integration. Get ahead of the competition, do more in less time, and come out looking like the polished pro that you are.	Boardroom - Nest Publications

**January 21 (Thursday)**

PST Start Time	CST Start Time	EST Start Time	Duration	Speaker(s)	Activity Category	Activity/Description	GO TO - Room / Location	
2:00 PM	4:00 PM	5:00 PM	20 minutes	Steve Crossland	Industry Speaker	<b>The ABC's of Property Selection</b> Steve will lay out a framework for how to define the three "buckets" that each unit falls into: A, B, or C. He'll talk about how each bucket impacts your bottom line, and how to be more productive and less stressed by transforming into an Authorized Fiduciary rather than a Subordinate Functionary.	Main Auditorium - Enterprise Bank & Trust Theater	
2:30 PM	4:30 PM	5:30 PM	---	---	---	Vendor Time/Break	---	
3:00 PM	5:00 PM	6:00 PM	30 minutes	Jen Sells	Breakout Session	Latchel Q&A with Jen Sells	Meeting Room - Latchel	
3:00 PM	5:00 PM	6:00 PM	---	---	---	Vendor Time/Break	---	
3:15 PM	5:15 PM	6:15 PM	15 minutes	Sherry McKillop	Presentation Demo	<b>Automate your Rental History Process with LandLord Verification Group</b> LandLord Verification Online addresses two pain points for property managers: 1) The amount of time it takes to get a rental history report, and 2) Preventing fraudulent reports. Join Sherry for an in depth overview of how their system works and how it can benefit you.	Boardroom - LandLord Verification	
3:30 PM	5:30 PM	6:30 PM	---	---	---	Vendor Time/Break	---	
4:00 PM	6:00 PM	7:00 PM	---	---	---	Vendor Time/Break	---	
4:00 PM	6:00 PM	7:00 PM	30 minutes	Breeshia Wade	Breakout Session	Learn about Latchels tenant benefit package.	Meeting Room - Latchel	
4:30 PM	6:30 PM	7:30 PM	---	---	---	Vendor Time/Break	---	
5:00 PM	7:00 PM	8:00 PM	<b>Virtual World Closes</b>					

January 22 (Friday)								
PST Start Time	CST Start Time	EST Start Time	Duration	Speaker(s)	Activity Category	Activity/Description	GO TO - Room / Location	
7:00 AM	9:00 AM	10:00 AM	<b>Virtual World Opens</b>					
7:00 AM	9:00 AM	10:00 AM	---	---	---	Vendor Time/Break	---	
7:30 AM	9:30 AM	10:30 AM	---	---	---	Vendor Time/Break	---	
8:00 AM	10:00 AM	11:00 AM	---	---	---	Vendor Time/Break	---	
8:30 AM	10:30 AM	11:30 AM	---	---	---	Vendor Time/Break	---	
8:30 AM	10:30 AM	11:30 AM	30 minutes	Jen Sells	Breakout Session	Learn about Latchels tenant benefit package.	Meeting Room - Latchel	
9:00 AM	11:00 AM	12:00 PM	30 minutes	Greg Crabtree	Live Session	<b>Live Q&amp;A Session with Greg Crabtree</b>	Main Auditorium - Enterprise Bank & Trust Theater	
9:30 AM	11:30 AM	12:30 PM	30 minutes	Chuck Blakeman	Keynote Speaker	<b>How to Get off the Treadmill - Make More Money with Less Time</b> Chuck will help you regain focus on what matters most as a business owner, and equip you with practical advice so you can win the "Business Owner's Game" big time.	Main Auditorium - Enterprise Bank & Trust Theater	
10:00 AM	12:00 PM	1:00 PM	---	---	---	Vendor Time/Break	---	
10:15 AM	12:15 PM	1:15 PM	15 minutes	Sherry McKillop	Presentation Demo	<b>Automate your Rental History Process with LandLord Verification Group</b> LandLord Verification Online addresses two pain points for property managers: 1) The amount of time it takes to get a rental history report, and 2) Preventing fraudulent reports. Join Sherry for an in depth overview of how their system works and how it can benefit you.	Boardroom - LandLord Verification	
10:30 AM	12:30 PM	1:30 PM	---	---	---	Vendor Time/Break	---	
10:30 AM	12:30 PM	1:30 PM	30 minutes	Anne Lackey	Breakout Session	Q&A with a HireSmart Virtual Employee	Meeting Room - HireSmart	
11:00 AM	1:00 PM	2:00 PM	30 minutes	Chuck Blakeman	Keynote Speaker	<b>Deep Dive: 12 Tools to Manage your Business and Gain Your Freedom</b> This session is a follow-up to Chuck's talk "How to Get Off the Treadmill - Make More Money with Less Time."	Main Auditorium - Enterprise Bank & Trust Theater	
11:30 AM	1:30 PM	2:30 PM	15 - 30 minutes	Chuck Blakeman	Live Session	<b>LIVE Q&amp;A with Chuck Blakeman</b>	Main Auditorium - Enterprise Bank & Trust Theater	
11:30 AM	1:30 PM	2:30 PM	20 minutes	Anne Lackey	Workshop	Creating an Amazing Company Culture Remotely, with HireSmart Virtual Assistants	Boardroom - HireSmart	
12:00 PM	2:00 PM	3:00 PM	5 minutes	John Bykowski	Live Conclusion	<b>CLOSING REMARKS</b>		
12:00 PM	2:00 PM	3:00 PM	---	---	---	Vendor Time/Break		
12:00 PM	2:00 PM	3:00 PM	30 minutes	Ethan Lieber	Fireside Chat	Fireside Chat with Latchel: Competing with Venture backed companies like MYND.	Boardroom - Latchel	
12:00 PM	2:00 PM	3:00 PM	20 minutes	Anne Lackey	Workshop	FAQs of Hiring Remote, with HireSmart Virtual Assistants	Boardroom - HireSmart	
12:30 PM	2:30 PM	3:30 PM	---	---	---	Vendor Time/Break		
1:00 PM	3:00 PM	4:00 PM	---	---	---	Vendor Time/Break		
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1:30 PM	3:30 PM	4:30 PM	30 minutes	Anne Lackey	Breakout Session	Q&A with Anne Lackey from HireSmart Virtual Assistants – Ask me Anything	Meeting Room - HireSmart	
1:30 PM	3:30 PM	4:30 PM	15 minutes	Sherry McKillop	Presentation Demo	<b>Automate your Rental History Process with LandLord Verification Group</b> LandLord Verification Online addresses two pain points for property managers: 1) The amount of time it takes to get a rental history report, and 2) Preventing fraudulent reports. Join Sherry for an in depth overview of how their system works and how it can benefit you.	Boardroom - LandLord Verification	
2:00 PM	4:00 PM	5:00 PM	---	---	---	Vendor Time/Break		
2:30 PM	4:30 PM	5:30 PM	---	---	---	Vendor Time/Break		
3:00 PM	5:00 PM	6:00 PM	---	---	---	Vendor Time/Break		
3:00 PM	5:00 PM	6:00 PM	30 minutes	Jen Sells	Breakout Session	Latchel Q&A with Jen Sells	Meeting Room - Latchel	
3:30 PM	5:30 PM	6:30 PM	---	---	---	Vendor Time/Break		
4:00 PM	6:00 PM	7:00 PM	---	---	---	Vendor Time/Break		
4:00 PM	6:00 PM	7:00 PM	30 minutes	Breshia Wade	Breakout Session	Learn about Latchels tenant benefit package.	Meeting Room - Latchel	
4:30 PM	6:30 PM	7:30 PM	---	---	---	Vendor Time/Break		
5:00 PM	7:00 PM	8:00 PM	<b>Virtual World Closes</b>					

**TBD vendor workshops/breakouts (LIVE )**  
**\*\*To be added schedule once provided date/time**

PST Start Time	CST Start Time	EST Start Time	Duration	Speaker(s)	Activity Category	Activity/Description	GO TO - Room / Location
TBD	TBD	TBD	TBD	Larry Hancock	Demo	<b>The New Landscape of Finding Great Tenants</b> Join the Tenant Turner team for tips on generating, managing, and converting tenant leads in today's new leasing landscape.	Meeting Room - Tenant Turner
TBD	TBD	TBD	TBD	TBD	Presentation	<b>Taming the Property Management Dinosaur with Abodea</b> Dinosaur Slide Deck about rebranding. Things have been done the same way for so long. The evolution of Maintenance. From the stone age to modern day. Value proposition. Price point versus value adds like growing biz.	TBD
TBD	TBD	TBD	Jan 22: one morning one afternoon session	Deb Newell	Breakout Session	Business Plan Teardown : Technology, with Real Time Consulting Services	TBD
TBD	TBD	TBD	Jan 21: one morning one afternoon session	Deb Newell	Breakout Session	Business Plan Teardown : People, with Real Time Consulting Services	TBD
TBD	TBD	TBD	Jan 20: one morning one afternoon session	Deb Newell	Breakout Session	Business Plan Teardowns: Processes, with Real-Time Consulting Services	TBD