

# REALWORLD 2020



# WELCOME NOTE

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It has been a year like no other, and in this environment, we appreciate our client partnerships even more as we weather this storm together. Our teams are incredibly focused on bringing you the most current data, expertise, and software solutions to help you make timely and well-informed decisions in every area of your business.

That's why we are excited about the lineup we have for you at our RealWorld2020 event. And with our shift to a virtual event format, we can deliver content for everyone in your organization – from leadership through to on-site staff.

We hope you and your team will join this two-day fully interactive, virtual conference. And we've even built in a little fun because it would not be RealWorld without fun events and entertainment.

We look forward to seeing you on September 14th and 15th.

A handwritten signature in black ink that reads "Ashley".

 **REALPAGE**

Ashley Glover  
President, RealPage



# A VIRTUAL EXPERIENCE

DISCOVER REALWORLD LIKE  
NEVER BEFORE

Our custom-built virtual platform transports you to another place. Live and on-demand session rooms, meeting halls, lounges for networking, theaters, and exclusive entertainment. It's all here!

## REGISTER NOW

RealWorld2020 September 14 - 15







# SESSION TRACKS

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# SMARTER LEASING



Our Marketing & Leasing sessions will give our attendees valuable insights into the prospect's journey and how to create the right demand with solutions that unify the entire prospect-to-resident experience. Attendees will walk away with the knowledge of how to generate the right demand, track those leads and convert the most lucrative residents. And this focused track will include a special keynote by a digital marketing luminary to inspire and increase our knowledge as we drive virtual marketing and leasing experiences in this new world. Content coverage to include:

## Marketing

- Branding & Creative
- Content Services
- Digital Marketing

## Virtual Leasing

- Lead Management
- Online Leasing
- Resident Screening
- Resident Insurance
- Leasing Contact Center
- AI Chat

## Revenue Management

- LRO
- YieldStar®
- AI Revenue Management

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# HAPPIER RESIDENTS

RealWorld attendees who participate in our Living sessions will walk away with valuable insights into capturing residents' hearts and minds and building a thriving community in today's world, while increasing revenue per unit. From the benefits of a robust resident portal to the creation of a loyalty system, attendees can learn how to monetize ancillary offerings and build a thriving community.

Content coverage to include:

- Resident Engagement
- Resident Service & Experience
- Ancillary Revenue Opportunities
- Rewards & Renewals
- Resident Portals
- Resident Contact Center

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HR

HAPPIER RESIDENTS



# PROPERTY OPERATIONS



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These sessions are designed to help RealWorld attendees unlock hidden yield through operational excellence. Seamlessly moving from the front end to the back office with connected intelligence at every point, attendees will develop a plan to maximize the benefits of automated, paperless processes, end-to-end property operations and access the industry's deepest data, combined with the power of AI, to predict and act with confidence in any market.

Content coverage to include:

- Unified Platform
- Resident Management
- Document Management
- Learning Management & Employee Engagement
- Facilities Management
- Accounting
- Budgeting
- Accounting & Compliance Services



# OPERATIONAL EFFICIENCY

It's all about the spend! What you spend, where and with whom can make a huge difference in your bottom line – but the truth is, getting ahead of something as complex and hard-to-pin-down as your overall spend is difficult. RealWorld attendees who participate in our Operational Efficiency sessions will learn how to transform spend into value, gaining insights into how to eliminate uncertainty and reduce risk by leveraging RealPage's connected intelligence. Content coverage to include:

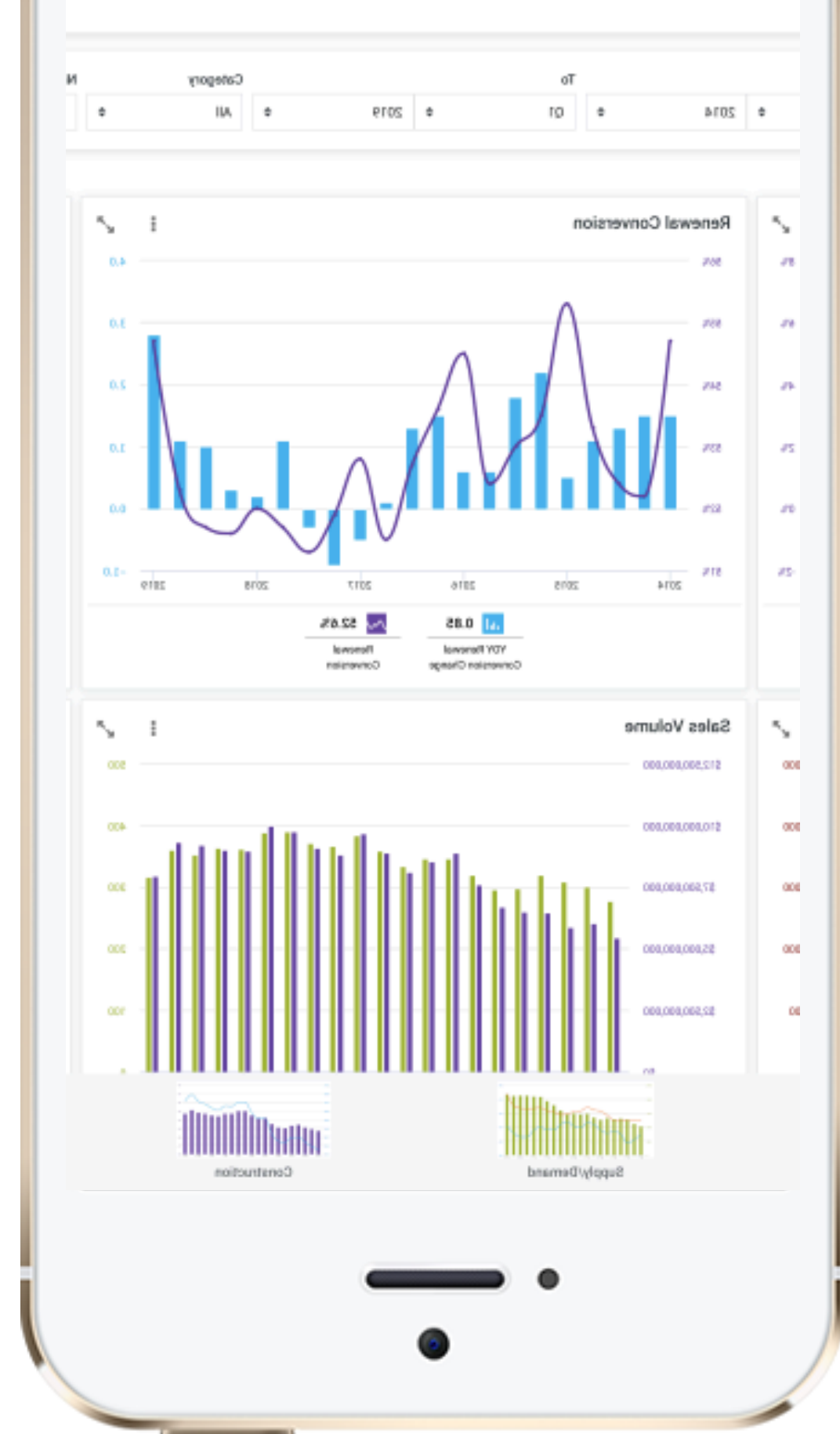
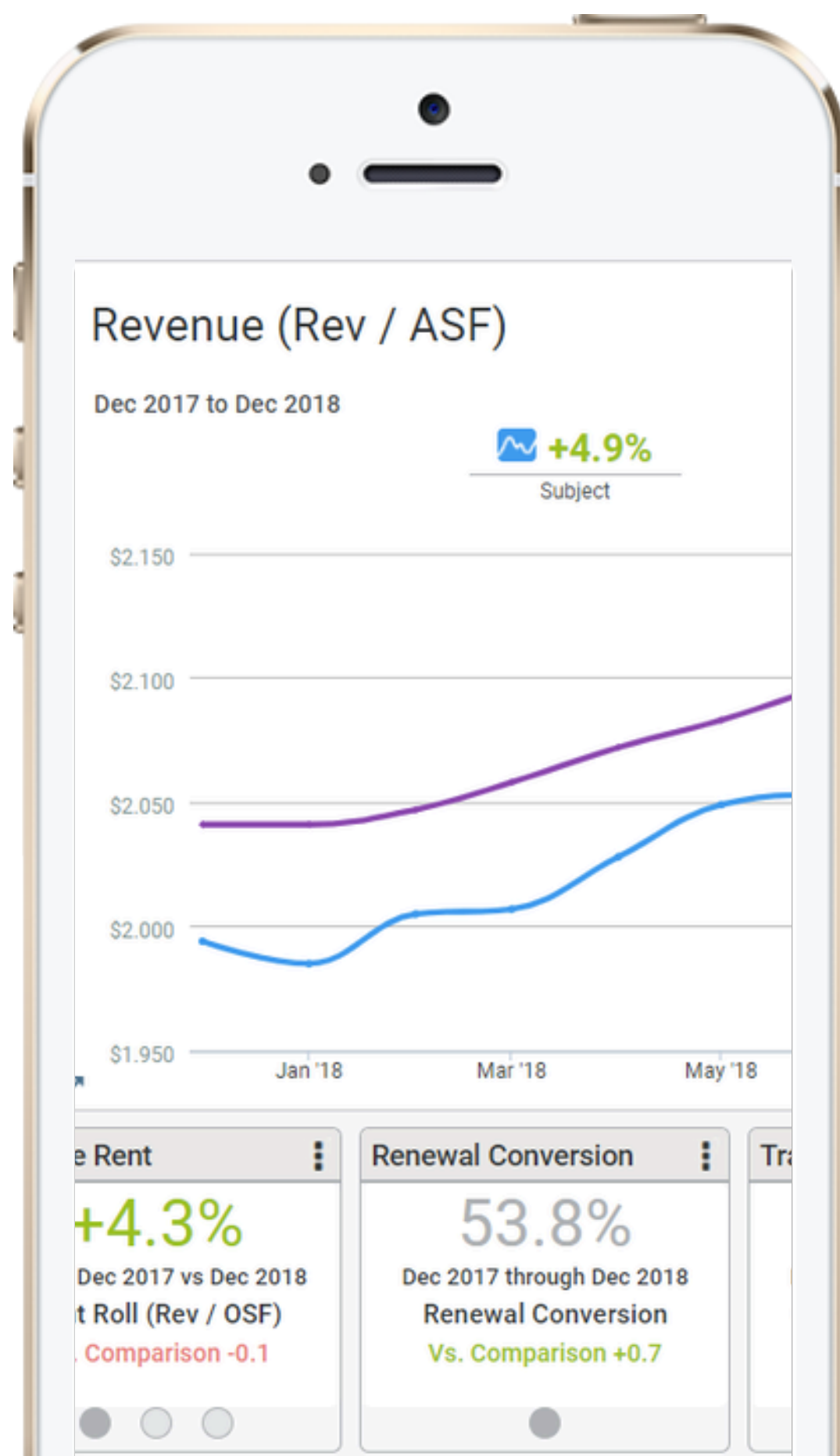
- Operational Efficiency
- Spend Management
- Vendor Management
- Utilities Management
- Sustainability
- Facilities & Maintenance

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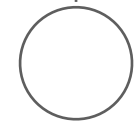
# OPTIMIZATION AND ANALYTICS

If you can't see it, you can't manage it. And if you can't manage it, you can't make the most of it. RealWorld attendees who participate in the Optimization & Analytics sessions will gain insights into how to sense, act and excel across disparate systems. They will walk away with an understanding of the metrics that highlight opportunities to continuously improve performance and maximize yield across the entire property and portfolio lifecycle.

- Business Intelligence
- Benchmarking for Success
- Market Analytics & Impact
- Performance Advising

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# VERTICAL COVERAGE INCLUDES

CONVENTIONAL

COMMERCIAL

AFFORDABLE

STUDENT

SENIOR

INVESTMENT  
MANAGEMENT

SINGLE FAMILY

VACATION RENTALS

HOA





# TRAINING WORKSHOPS

Nothing can replace the benefits of true hands-on, product learning, and going virtual hasn't stopped us from giving registered attendees the opportunity to sign up for additional paid training workshops taking place September 16. These popular workshops sell out every year.

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# CURATED ENGAGEMENT & ENTERTAINMENT EXPERIENCES

We took your requests and put together a range of experience selections for full conference package attendees. From an exquisite small-batch bourbon tasting to cooking with a celebrity chef or joining in a jam session, we are turning RealWorld's annual bash into exciting digital engagement and networking experiences.

All package levels will enjoy a mix of virtual trivia and games, along with an exclusive comedy entertainment show which will be a great way to close out two days of unparalleled learning.

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# SIGNATURE GIFTS



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## INDULGE DURING REALWORLD

The first 1000 registrants will receive a sweet, savory and mouthwatering collection of handcrafted popcorn, decadent brownies, crunchy toffee and more to enjoy during the event!

We'll also include a Tuscany journal and executive stainless steel pen, along with a compact Jud vibration speaker!





# REGISTRATION PACKAGES

## Tier 1: Complete Event Package \$195

Includes all content, expert engagement, consultancy and advising services, networking experiences, curated experiences, entertainment and complete event swag and materials delivered to your home or office.

## Tier 2: Event Package \$105

Includes all content, expert engagement, targeted networking experiences, entertainment and complete event swag and materials delivered to your home or office.

## Tier 3: Event Package \$55

Includes all content, expert engagement, targeted networking experiences, entertainment and limited event materials delivered to your home or office.

## Team Package: Complete Event Package \$1000

- 5 Tier 1 Complete Event Packages
- 100 Attendance-Only Passes - Includes access to all content (Keynote, Hall of Solutions and breakout sessions)
  - \$150 for every additional 100 passes

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REALWORLD  
2020

SEE YOU IN  
SEPTEMBER!