



Network Connection Event Ideas

Need an idea for coordinating a network connection event in your area? Here are some ideas compiled from past Network Connection events. Feel free to use this list as reference for planning your own unique event.

Industry Overview/After CHPA Conference

- § Recap the CHPA conference, all to share experiences and general update on what is happening in the industry (45 – 60 minutes)
- § Discuss the latest Annual Corporate Housing Industry Survey report data (30 minutes)
- § Regional ERC representative to share relevant trends - (30 minutes)
- § Property Management representative to speak to the local markets – (30 minutes)

Each speaker takes Q&A immediately following presentation.

CHPA Webinar – Project the webinar in a central location and then hold a networking event after the webinar.

Lease Rental Optimization – explanation of what it is, how to use it, perhaps partner with a technology company that provide this.

Background Checks – discussion of specific legalities in your state and/or market. Have a roundtable discussion on how to address this rapidly growing issue with property management companies, including how to present and explain it to customers.

Bed Bug Addendum – connect with the local NAA affiliate to get a speaker knowledgeable on this topic to speak to how to use this lease addendum.

Local Market Trends – Graphs representing The Highland Group data collected over the past 4-5 years to begin a conversation in your market. Information includes: Average Occupancy, Average ADR, etc. *Graphs provided from CHPA office upon request.*

Relocation Trends - Have a professional from a local/regional relocation company speak about the trends they are seeing. They could also talk about criteria for selecting providers and offer tips/suggestions on how to better market/sell to relocation companies.

Related Industry Professionals (Invited as guest speakers or part of a panel)

- § Relocation specialist/Global Mobility Specialist (contact local Worldwide ERC representative)
- § Real Estate Associations and Realtor Boards
- § Local National Apartment Association (NAA Affiliate)
- § Research Appraisal Counselors

Other Topic Ideas

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| Local Trends (set up as a roundtable or a panel discussion) | Minimizing Credit Card expenses |
| Bed Bugs | Setting up new units |
| Meeting or Exceeding Revenue Projections | Hiring valuable employees for your company |
| Government Legislation on Corporate Housing | Evictions and Collections |
| Inside and Outside Sales Techniques | Inventory Management |
| Best Practices for the Corporate Housing Industry | Selling to Relocation Companies |
| Presentation by State Dept. Revenue Representative | Customer Retention Programs |
| Identity Theft and Fraud Protection | Marketing Plans |
| Preparing for Large Events (Olympics, Presidential Conventions, etc.) | Promotional items (gift baskets, printing, etc.) |
| Working with Management Companies | Computer, Electronic, technology purchase and repair |
| Guest satisfaction and corporate client surveys | Office supplies |
| Utility company partnerships | Cleaning supplies |
| | Housewares, Insurance and Utilities Management |

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