

IGNITE MOMENTUM

outthink
outdo
outperform

IGNITE MULTIFAMILY 2024

Cushman & Wakefield's Multifamily
Asset Services Leadership Conference

KNOW BEFORE YOU GO GUIDE

IGNITE

MULTIFAMILY 2024

2024

CUSHMAN &

WAKEFIELD

MULTIFAMILY

LEADERSHIP

CONFERENCE

IGNITE
MOMENTUM

outthink
outdo
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Start	End	Session	Speaker(s)	Location
MONDAY, NOVEMBER 18				
4:00 PM	6:00 PM	Registration, Resource Row and Welcome Reception		Oceans Foyer
		Dinner on Your Own		
TUESDAY, NOVEMBER 19				
7:00 AM	8:00 AM	BREAKFAST		Pool Lawn
8:00 AM	8:15 AM	Conference Welcome and Opening Remarks	Woody Stone	Oceans 1-4
8:15 AM	8:35 AM	General Session Keynote: Introduction	Andrew McDonald	Oceans 1-4
8:35 AM	9:35 AM	General Session Keynote: The Power of the Flock	Noelle Perkins	Oceans 1-4
9:35 AM	10:20 AM	General Session Market Overview: Seizing Opportunities in a Shifting Landscape	Sam Tenenbaum	Oceans 1-4
10:20 AM	10:30 AM	BREAK		
10:30 AM	11:15 AM	CW Session Fueling Momentum: A Candid Conversation on Strength, Strategy and Future	Avery Solomon, with Marla Maloney and Jeremy Hemann	Oceans 1-4
11:15 AM	12:00 PM	CW Session Accelerating Impact: A Strategic Look at Performance and Potential	Woody Stone and Jeremy Hemann	Oceans 1-4
12:00 PM	1:00 PM	LUNCH		Pool Lawn
1:00 PM	1:45 PM	CW Session Accountability: Growth, Grit and Insights from Leaders in the Field	Woody Stone, with Cambry Leahy, Brian Lauro and Kim Senior	Oceans 1-4
1:45 PM	2:15 PM	CW Session Culture & Hospitality: Elevating Performance with Care	Jeremy Edminston, Erinn Cassidy, Greg Mark, Kevin Charcut and Lisa McDonnell	Oceans 1-4
2:15 PM	2:20 PM	Program Close	Woody Stone	Oceans 1-4
2:20 PM	2:30 PM	BREAK Transition to Trade Show		
2:30 PM	5:00 PM	Trade Show		Oceans 5-12
5:00 PM	6:45 PM	BREAK		
	6:45 PM	Transportation to Sponsor Event		Oceans Porte-cochère
7:00 PM	10:00 PM	Sponsor Appreciation Event		Discovery Cove

Start	End	Session	Speaker(s)	Location
WEDNESDAY, NOVEMBER 20				
7:30 AM	8:30 AM	BREAKFAST		Pool Lawn
8:30 AM	9:00 AM	General Session Opening Remarks	Woody Stone	Oceans 1-4
9:00 AM	9:15 AM	BREAK		
9:15 AM	12:00 PM	Breakout Sessions Begin: See Timeline on Next Page for 2 Separate Tracks		
12:00 PM	1:00 PM	LUNCH		
1:00 PM	1:45 PM	General Session Shaping Tomorrow: Ignite Change, Own the Journey	Woody Stone, Sharlene George and Jeremy Hemann	Oceans 1-4
1:45 PM	2:15 PM	BREAK - Transition to Community Service		
2:15 PM	4:15 PM	Community Service U.S. Hunger		Oceans 5-8
4:15 PM	6:00 PM	BREAK		
6:00 PM	9:00 PM	Award Ceremony, Dinner and Conference Close		Oceans 1-4
THURSDAY NOVEMBER 21				
Travel Day				

Start	End	Session	Speaker(s)	Location
WEDNESDAY, NOVEMBER 20				
9:15 AM	12:00 PM	Breakout Sessions Begin: See Below for 2 Separate Tracks		
MANAGING DIRECTOR SESSIONS				
9:15 AM	9:30 AM	Intro to Managing Director Sessions	Woody Stone and Kevin Charcut	Oceans 1-4
9:30 AM	10:15 AM	Outperform: Performance and Attrition	Lisa McDonnell	Oceans 1-4
10:15 AM	10:45 AM	Outthink: Driving Profitability	Heather Kufta and Colleen Nipper	Oceans 1-4
10:45 AM	11:00 AM	BREAK		
11:00 AM	11:45 AM	Outdo: Growth Mindset and Execution	Avery Solomon	Oceans 1-4
11:45 AM	12:00 PM	Debrief	Woody Stone and Kevin Charcut	Oceans 1-4
REGIONAL PROPERTY MANAGER SESSIONS				
9:15 AM	10:00 AM	*Rotating Session: Outdo: Property Marketing Tactics to Stand Out	Amanda Maclin and Katya Watson	Oceans 10
10:00 AM	10:15 AM	BREAK		
10:15 AM	11:00 AM	*Rotating Session: Outthink: How to Think Like an Asset Manager	Shannon Riner and Michelle Blumenaur	Oceans 11
11:00 AM	11:15 AM	BREAK		
11:15 AM	12:00 PM	*Rotating Session: Outperform: Tech Tools - How to Measure Performance to Boost Results	Connie Aldape and Amanda Hester	Oceans 12

* Check Your Badge for Group Number and See Next Page for Schedule

GROUP



**BREAKOUT
SESSIONS**

9:15 am - 10:00 am

**Outdo: Property Marketing
Tactics to Stand Out**

Oceans 10

10:15 am - 11:00 am

**Outthink: How to Think
Like an Asset Manager**

Oceans 11

11:15 am - 12:00 pm

**Outperform: Tech Tools:
How to Measure
Performance to
Boost Results**

Oceans 12

GROUP



**BREAKOUT
SESSIONS**

9:15 am - 10:00 am

**Outthink: How to Think
Like an Asset Manager**

Oceans 11

10:15 am - 11:00 am

**Outperform: Tech Tools:
How to Measure
Performance to
Boost Results**

Oceans 12

11:15 am - 12:00 pm

**Outdo: Property Marketing
Tactics to Stand Out**

Oceans 10

GROUP



**BREAKOUT
SESSIONS**

9:15 am - 10:00 am

**Outperform: Tech Tools:
How to Measure
Performance to
Boost Results**

Oceans 12

10:15 am - 11:00 am

**Outdo: Property Marketing
Tactics to Stand Out**

Oceans 10

11:15 am - 12:00 pm

**Outthink: How to Think
Like an Asset Manager**

Oceans 11

We are excited to welcome back our leaders and sponsors for the **IGNITE Multifamily 2024 Leadership Conference**. To help you prepare for this educational and fun-filled event, we have put together this reference guide. Get ready for a week of learning, leadership and laughter!

For additional event details, please visit our conference **website**.

We look forward to seeing you in Orlando!

GENERAL INFORMATION

Conference Dates

Monday, November 18 - Thursday, November 21

Official Hotel and Conference Venue

Renaissance Orlando at SeaWorld
6677 Sea Harbor Dr, Orlando, FL 32821
(407) 351-5555
Check-in at 4 pm EST, Check-out at 11 am EST

Weather

Temperatures are expected to range between 60° - 80°.

Airport Transportation

Follow airport signs for information on ground transportation.

WHAT TO PACK / BRING

SESSION TECHNOLOGY REMINDER

Please bring your laptop for the Outperform | Tech Tools: How to Measure Performance to Boost Results session.

Morning & Daytime Attire

General Sessions: Business Casual

- » Jackets not required, layers encouraged for optimal comfort in the conference rooms.

Afternoon & Evening Attire

Welcome Reception: Casual

- » Jeans and business shorts are welcome.

Sponsor Appreciation Event: Casual

- » Our Sponsor Appreciation Event will have a tropical theme, so feel free to bring festive, island-inspired shirts or dresses. Attire should remain work appropriate, with tailored shorts and shirts considered acceptable. Please consider bringing flip flops, sandals or shoes that can handle a bit of sand!

Community Service Project: Casual

- » Please wear your CushWake Community t-shirt, which will be provided at Registration. Jeans and business shorts are welcome for this event.

Annual Awards Dinner: Business Professional

- » Polished, elevated business attire. This could include a cocktail dress, a dressy skirt or pants paired with a blouse or a button-down shirt paired with slacks. A jacket or blazer is encouraged, and a tie is optional.

EVENT & SESSION INFORMATION

Registration / Welcome Reception / Resource Row

Registration, Welcome Reception and Resource Row is on **Monday, November 18, from 4:00 pm to 6:00 pm** at the Renaissance Orlando at SeaWorld in the Oceans Ballroom Foyer.

Resource Row provides a platform to meet with our business partners within Cushman & Wakefield and learn more about the services and opportunities they provide. Be sure to visit them during the Welcome Reception.

On-site Renaissance Orlando at SeaWorld Locations

Registration, Welcome Reception, Resource Row	Oceans Foyer
General Sessions	Oceans 1-4
Breakout Sessions	Managing Director Sessions: Oceans 1-4 RPM Rotating Sessions: Oceans 10, 11 & 12 <i>*Check your badge</i>
Trade Show	Oceans 5-12
Community Service Project	Oceans 5-8
Awards Ceremony & Dinner	Oceans 1-4

Off-site Locations

Transportation will be provided for off-site events.

Sponsor Appreciation Event	Off-site at Discovery Cove
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General Sessions

General Session agendas will be available by scanning the QR code located on the back of your name badge. Name badges will be distributed at Registration.

Awards Ceremony & Dinner

We will close out our conference on **Wednesday, November 20, from 6:00 pm to 9:00 pm** at the Awards Ceremony & Dinner in Oceans 1-4.

STAY CONNECTED ON SOCIAL MEDIA

Share your photos and experiences with your colleagues on LinkedIn using the hashtags, **#ignitemomentumcw** and **#CushWake**.

SPONSOR / TRADE SHOW INFORMATION:

Sponsor Appreciation Dinner

Tuesday, November 19, from 7:00 pm to 10:00 pm at Discovery Cove.

Trade Show Date & Time

Tuesday, November 19, 2:30 pm to 4:45 pm in Oceans 5-12.

Audio Visual & Electrical Equipment:

AV and electrical equipment can be ordered through EventNow. Please note "Oceans 5-12" on your order and enter your company name for the booth number. All AV/electrical orders will be available at your booth the morning of Tuesday, November 19.

Additional Information:

A 6' table will be provided to each sponsor.

A 6' black cloth linen is available for all sponsors and will be at your booth when you arrive.

Booth & Sponsor Placement:

Priority placement will be given to sponsors in this order: Marquee, Diamond, Platinum, Gold and Silver. Sponsor tables will be identified by a sponsor company name card.

Schedule & Shipping:

Monday, November 18

8:00 pm - 11:59 pm

Trade Show Load-in

Tuesday, November 19

8:00 am - 2:00 pm

Trade Show Load-In

2:15 pm - 4:30 pm

Trade Show Exhibits

5:00 pm - 8:00 pm

Trade Show Load-out

Wednesday, November 20

6:00 am - 9:00 am

Trade Show Load-out

Download the FedEx shipping information below. Please note the FedEx open and close times (7:00AM / 6:00 PM) and plan accordingly.

[FedEx Shipping Information](#)

CONFERENCE EVENT CONTACTS

Sponsorship & Trade Show Questions

Contact **Brian Rackliff**

(303) 945 6942

Hotel Registration and Conference Questions

Contact **Kim Dixon**

(312) 470 1871