



RENTPATH AND THE CAPITAL CITY
APARTMENT ASSOCIATION PRESENT:

MARKETING TO GEN-Z

A Deep Dive Into Reaching Today's Renter

JANUARY 30, 2020 | SAVE THE DATE!

Learn how to enhance your marketing and branding skills as we teach modern marketing in this interactive course.

Topics will include: Gen-Z behaviors and trends, reputation management, social media marketing strategy and brand development and awareness. Early bird registration begins via the CCAA website December 16th.

This course will be offered from 8:30am to 12:00pm.

Registration will include breakfast and refreshments during the course. Onsite team members of all levels and leadership team members such as regional property managers are welcome to attend.

Early Bird Registration Pricing: \$25 per member / \$35 per non member.

Expires 1/15/20

Standard Registration: \$40 per member / \$50 per non member