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Georgia Apartment Association

September 7-9

Ritz Carlton

Amelia Island, FL

Wednesday, September 7

- 2:00 pm** **GAA is on Fire**
Hear rapid-fire five-minute presentations from ... YOU!
GAA members will present a variety of topics
- 3:30 pm** **GAA Hall of Fame Induction**
Trust me – you WANT to be here to celebrate the 2022 inductee(s).
- Legislative Panel**
Hear from elected officials about current issues.
- 5:30 pm** **Chair's Opening Reception**
PAC fundraiser wine toss, ocean views, live music ...
what more could you want?
- 7:00 pm** **Dinner on Your Own**

Thursday, September 8

- 9:00 am** **Keynote: Jim Knight – Leadership That Rocks**
Jim Knight is annually ranked as one of the top 10 rated speakers in the country! He led Global Training for Hard Rock International for 20 years and now brings his rock star personality and message to us!

10:30 am

Jim Knight: Leadership That Rocks, Part 2!

This impactful keynote presentation is effectively designed to provide leaders of any level, practical and tactical initiatives to create an iconic business - internally and externally. This program will deliver rapid-fire best practices that any leader can immediately put into practice, starting them down the path to rock star success. Edu-tainment will be served.

12:00 noon

GAA/ AAA Board Meetings

Invitation only. Enjoy lunch on your own.

1:45 pm

CX: The New Competitor No One Is Talking About

Rents are on the rise, concessions remain in play, and renters today have options beyond traditional apartment renting. To be competitive in this setting, companies must think ahead of the market, quickly adjust to shifting trends, and engage with customers at every stage of their journey. An effective CX strategy comes from developing a balanced ecosystem where company culture, brand messaging and analytical feedback work together in harmony to elevate onsite interactions and solidify online reputations. In the past, your competition was another company, brand, or community but the new kid on the block is about competing with the customers' last best experience and things are about to get even tougher. It's time to focus on what's NEXT versus what's now!

3:15 pm

Lori Snider – I'm Okay ... You Okay?

The pandemic, lay-offs, remote work, the daily rule

changes, and the "stay 6 feet away" habit (both emotionally and physically) have triggered an epidemic of burn-out, and left many employees struggling to cope. It's time to learn how to refresh, renew, and get out of that burn-out mode!

4:30 pm **VIP Reception (invite only)**

5:30 pm **GAA Evening Reception**

7:00 pm **Dinner on Your Own**

Friday, September 9

10:00 am **Closing Panel**

Balance sheets, ROI, statistics, efficiency experts ... the business world relies heavily on numbers and data analysis, but what about the *people*? Our panel of industry rock stars will share thoughts and examples on how some of our member companies are focusing on the people that make everything happen.

11:30 am **Conference Close**

Announcement of 2023 conference location and dates. And maybe some prizes too!