



2018 Maximize Customizable Toolkit - Speakers

About the toolkit --

Customizable email:

We ask that you please send this email to three contacts you think would benefit most from learning about the conference. The content marked in red are placeholders for information specific to you, so please update it before distribution.

Social media posts:

This is suggested content that you can post on your Facebook, Twitter or LinkedIn pages (or all of the above). For LinkedIn, please also consider posting about the conference in any groups that you feel may be relevant. You're welcome to use your own language, but please be sure to use the same link (<http://bit.ly/2oxV3TO>) and conference hashtag #MAX18.

Graphic:

If you would like to use an image when posting about the conference on social media, please feel free to include the attached graphic for your use. We do not recommend embedding it into emails (unless it's an e-newsletter) as that may cause it to get caught in the recipient's spam folder.

Email

Dear **[FIRST NAME]**,

I am speaking on a panel at [2018 Maximize Conference](#) from Oct. 1-3 at the [Omni La Costa Resort & Spa](#) outside San Diego. This is the industry's only conference dedicated to asset management and NOI; it's a real hidden gem!

This year's sessions include some of the industry's best minds, and I'm looking forward to discussions on innovative ways to create long-term value in apartment housing communities. I think you'd really enjoy the intimate scale of this gathering, with great peer interaction, hot topics and the great venue.

Hopefully, you can join me at Maximize, but if you can't, send a colleague and tell them to look for me on the program. Make sure to [register](#) by Friday, August 31 to take advantage of the advanced rate.

I look forward to sharing this experience with you.

Sincerely,

[Name]

[Title]

[Organization]



Social Posts

Facebook:

I'll be speaking at the #MAX18 conference outside San Diego – the industry's only conference dedicated to NOI and asset management – happening from Oct. 1-3. Hope to see you there! <http://bit.ly/2oxV3TO>

Join me at #MAX18 where I'll be speaking at the industry's only conference dedicated to NOI and asset management – held outside sunny San Diego from Oct. 1-3. It's the perfect opportunity to learn the last and emerging trends, as well as network with top professionals in the industry. See you in October! <http://bit.ly/2oxV3TO>

Want to boost your NOI? Then don't miss out on #MAX18 outside San Diego from Oct. 1-3! I'll be speaking at the rental housing industry's sole conference dedicated to asset management and NOI. Network with high-level peers, hear from top speakers and gain actionable knowledge. Take your NOI to the MAX. <http://bit.ly/2oxV3TO>

Twitter:

Join me as I speak at #MAX18 outside #SanDiego from Oct. 1-3! It's the #apartment industry's only #conference on #NOI & #assetmanagement! Join me! <http://bit.ly/2oxV3TO>

I'll be speaking at #MAX18 outside San Diego from Oct. 1-3 – the only conference dedicated to #NOI and #assetmanagement. Hope to see you there! <http://bit.ly/2oxV3TO>

LinkedIn:

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