



4300 Wilson Blvd., Ste. 400
Arlington, VA 22203
703-518-6141
www.naahq.org

NAA Education Conference & Exposition 2017 Customizable Toolkit - Attendee

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 conference hashtag #NAAEDU17.

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 will be at the [2017 NAA Education Conference & Exposition](#), June 21-24 at the Georgia World Congress Center in Atlanta. The best and brightest gather in Atlanta to hear from [industry experts on the latest trends, solutions, best practices and opportunities](#).

Hopefully, you will join me at the Education Conference & Exposition! Make sure you to register by April 14 to receive the early registration rate.

I look forward to seeing you there.

Sincerely,

[Name]

[Title]

[Organization]

Sample Social Media Posts

Twitter

- Very excited to be attending #NAAEDU17 in June. See you in #Atlanta! @NAAEduConf @NAAhq <http://bit.ly/1m97srT>
- I'll be in #ATL 6/21-6/24 for the biggest event in the apartment industry, #NAAEDU17. Come join me! @NAAEduConf <http://bit.ly/1m97srT>
- Join me in #Atlanta in June at #NAAEDU17 along with nearly 10K apt housing pros! @NAAEduConf @NAAhq <http://bit.ly/1m97srT>
- The education can't be beat at #NAAEDU17! Join me & #Apartmentalize in #Atlanta in June <http://bit.ly/1m97srT> @NAAhq
- No other event lets you network with 10k apt housing pros. I can't wait! Are you going to #NAAEDU17? #Apartmentalize <http://bit.ly/1m97srT>
- I've been waiting all year for #NAAEDU17 where we can talk to 450+ suppliers about the latest products/services <http://bit.ly/1m97srT>
- I can't wait for all the great tips and stories from legendary Game Changers at #NAAEDU17! @NAAEduConf @naahq <http://bit.ly/1m97srT>
- .@JohnnyCupcakes turned a small t-shirt #business to a multi-million dollar fashion brand! #GameChanger #NAAEDU17 <http://bit.ly/1m97srT>
- Dawn Hudson will be @NAAEduConf sharing 20+ yrs worth of knowledge on #innovation & #branding. Can't wait! #NAAEDU17 <http://bit.ly/1m97srT>
- .@manjitminhas broke barriers to be #successful in male-dominated industries. Learn how she did it @NAAEduConf <http://bit.ly/1m97srT>
- .@SarahPrette will talk engineering #creativity & #innovation in a workplace culture at #NAAEDU17. Don't miss it! <http://bit.ly/1m97srT>
- #Tech expert @siebergd is headed to #NAAEDU17 to talk about what the future of #technology holds. @NAAEduConf <http://bit.ly/1m97srT>
- .@anjalikumar changed the game for @WarbyParker & she wants to help transform your #business! #marketing #NAAEDU17 <http://bit.ly/1m97srT>

Facebook

- I'll be in Atlanta, June 21-24, for the 2017 NAA Education Conference & Exposition. Join us in supporting the apartment industry! #NAAEDU17 <http://bit.ly/1m97srT>
- On June 21-24, the 2017 NAA Education Conference & Exposition is where nearly 10,000 top apartment housing industry professionals go to take their business to the top. I'm excited to be a part of it. See you in Atlanta! #NAAEDU17 <http://bit.ly/1m97srT>
- The 2017 NAA Education Conference & Exposition during June 21-24, brings together more than 500 exhibitors and offers more than 50 education sessions along with top-name keynote speakers and Game Changers. It's time to Apartmentalize! #NAAEDU17 <http://bit.ly/1m97srT>

Graphics

Link graphics to: <https://www.naahq.org/education-conference>



NAA
NATIONAL APARTMENT ASSOCIATION
EDUCATION
CONFERENCE & EXPOSITION

June 21-24, 2017
Georgia World Congress Center | Atlanta

APARTMENTALIZE.



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