

### **3 Session Snapshot from Patty Morgan**

**Pssst...need to refresh your MOJO? Seeking some fresh new marketing/leasing ideas to jump-start your leasing season? If so, then you will want to be sure you plan to attend my three dynamic sessions at the Virginia Apartment Management Association's annual conference next month!**

**Here's a snapshot of the three sessions I'll be presenting:**

#### **People vs. Technology...Re-Igniting A Personal Touch In A Digital World!**

**The advance of technology has significantly changed the way we live, the way we work, the way we communicate with each other and the way we entertain ourselves. It is affecting the pace and the focus of our lives!**

**We are on 25/8! And the rapid speed and development of technology has made our world seem larger and larger and at times, more impersonal. Consequently, studies are revealing that now, more than ever, we are craving meaningful, personal connections with each other.**

**I'll share with you some great ideas you and your teams (including service team members) can utilize immediately to deliver a more personalized future/current resident experience.**

#### **6 Marketing Strategies Your Competitors And Cutting-Edge Companies Outside Our Industry Are Using To Gain A Competitive Edge!**

**Want to learn how to gain more of your fair share of your marketplace? Join me for this fun, informational session filled with thought provoking strategies in bit-size simplicity you'll understand and be able to implement right away. We will**

**discuss how to deliver future/current resident experiences that transfer “meh” to “WOW!” You and your teams will be memorable, talk-able, and able to stand out and capture more of a competitive edge in your market.**

**Driving More Traffic To Your Door With Effective Outreach Marketing...It's All About Building Partnerships!**

**Looking for a fresh, new outlook on outreach marketing? You won't want to miss this fast-paced, interactive workshop. I've collected a gallery of creative, effective, outreach ideas that smart companies have implemented with successful outcomes. You will leave with a new perspective on outreach marketing and I will provide you with the tools and tips to easily implement an effective outreach program at your community.**

**I am personally inviting you to spend the day with me on April 19<sup>th</sup>, in Norfolk, Virginia. I'll be happy and excited to see you!**

**Oh, and did I mention I have several awesome items to give away during each session?**

**Sign up today, as I understand from Teresa that seats are filling fast! Hope to see you there!**

**Connect with Patty at:**

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