



Marketing Masters 2021 - Know Before You Go

While we cannot wait to see everyone in person, this year's conference will be held virtually, and our volunteer team has done an amazing job to make the most out of the overall attendee experience. We have partnered with a company called The Event Lounge and using Virtu-Meet as the conference platform. This combined with Zoom Rooms will be how the meeting will run. We think you will find the platform and agenda to be very intuitive, but below are some tips to make the most of your meeting experience so you know what to expect.

When is Marketing Masters 2021?

April 26-29, 2021

What time zone is the agenda?

For the purposes of the event, we will be using Central Time Zone for the agenda. We know we have team members attending from all over the country, plus our friends in Europe and Mexico, so please make note of this time zone.

I am new to Greystar, what do I need to know?

Welcome to Team Awesome! If this is your first or if last year was your first Marketing Masters, we hope you join us at 10:30AM CDT on Monday, April 26 for New Attendee Orientation to learn what to expect with this year's conference.

Why should I attend Marketing Masters 2021?

- Connect with your peers and learn the latest about Greystar marketing
- Be motivated by dynamic speakers
- Exciting, informative breakout sessions filled with can't-miss content
- Team Building, self-care inspiration and volunteer service projects
- Announcement of our Award Winners
- Tradeshow showcasing our Preferred Marketing Partners
- Have an opportunity to win fabulous prizes!
- [Click here](#) to visit the conference website and don't forget to listen to our Spotify Playlist

What do I need to attend?

- Your computer, tablet, or mobile phone (using your computer will allow for the best viewing experience)
- Visit the [Marketing Masters website](#) to explore in advance



What internet browser should I use to access the virtual venue?

The latest version of Google Chrome is preferred; however, Edge 16+, Firefox 60+, Internet Explorer 11+ or Safari 10+ may also be used. Having a strong internet connection and using Chrome will enhance the functionality and user experience for Virtu-Meet. Aspects such as poor internet connection, shared bandwidth, firewall issue, servers blocking required websites, etc. can impact the platform's performance.

How do I login?

- Platform Link: <https://virtu-meet.com/gsmarketingmasters/>
- Login: the email address you used to register
- Password: **masters**
- The first time you log in, you will need to agree to the Virtu-Meet Terms and Conditions.
- If you experience any difficulties with logging in, click on "Trouble logging in? Click here" to send a message to the Virtu-Meet Help Desk.
- If you need to re-set your password, click on the "Forgot password" button and a temporary password will be emailed to you. Be sure to check your junk or spam folder if you do not see the reset password email in your in-box.

Do I need to update my profile?

Yes, you do! Please take the time to fill out as much information as you can on your profile, including uploading a picture.

What if I have trouble logging in?

If you are at home or on an unrestricted network, you should not have any issues connecting to the live stream. We have already notified the Greystar IT department to allow the following domains:

- Virtu-meet.com
- Player.postmedia.group
- Wowzaproduct121-i.akamaihd.net
- Cdn.jwplayer.com
- Pmgcdn.akamaized.net
- App.sli.do

Additionally:

- To watch replays, Vimeo must be authorized on your network
- Please ensure you have Zoom downloaded as a desktop app and it is up to date
- The live stream requires a minimum connection speed of 650 dbps to function
- Make sure your VPN is off



You can send an e-mail to helpdesk@theeventlounge.com if you have questions in advance of the conference. During the conference if you have any questions or need assistance, the tech support function will be available by clicking on the “?” located in the top right-hand corner of the screen or by going to the Help Desk in the lobby.

For Greystar system-related issues (VPN, blocked website, etc), email Clint Stanley: Clint Stanley clint.stanley@greystar.com or chat with him in Teams.

When is the Test Stream and how does it work?

IMPORTANT: On Friday, April 23, please log-in and navigate around the platform before the conference begins so you can familiarize yourself with how the platform works and where to access the various components of the conference. Test Stream time will be from 10:00AM to 4:00PM CDT on Friday, April 23. Logging into the platform between those times on the device you will be using to access the virtual event will cut down on possible connectivity issues the day of the event.

Link: <https://virtu-meet.com/gsmarketingmasters/>

Login: the email you used to register

Temporary password: **masters**

Where can I find the agenda?

Easy peasy! Simply go to the Lobby and click on the room that says Sessions. Or click on Agenda on the top menu.

How will the Supplier-Buyer meetings work?

Elite Sponsor Supplier-Buyer Meetings will take place on Tuesday, April 27. You will be divided into two teams as follows:

Blue Team

- B1. Pacific Northwest and California
- B2. Mountain and Desert Regions
- B3. Central North, Central South, Central West
- B4. Northeast Region
- B5. Southeast and Florida Regions

Green Team

- G1. Digital Marketing
- G2. Student Living
- G3. GIG
- G4. GDG and Active Adult
- G5. Marketing Programs and Performance, National Client Marketing



Diamond Sponsor Supplier-Buyer Meetings will take place on Wednesday, April 28. Please go with your respective teams as follows:

- | | |
|----------------------|---|
| 1. Digital Marketing | 9. Northeast |
| 2. Pacific Northwest | 10. Southeast |
| 3. California | 11. Florida |
| 4. Mountain | 12. GDG and Active Adult |
| 5. Desert | 13. GIG |
| 6. Central North | 14. Student Living |
| 7. Central South | 15. Marketing Programs and Performance, National Client Marketing |
| 8. Central West | |

The appointments will take place in Zoom Rooms. Please view the agenda for your team Zoom Link each day. Appointments will last 15 minutes with Elite Sponsors and 8 minutes with Diamond Sponsors. Sponsors will rotate through each Zoom Room so you do not need to do anything but connect and learn about these valuable partnerships. There will be a designated timekeeper on each Greystar team to ensure appointments stay on schedule, and who you are meeting with next in the rotation.

Supplier-Buyer Meeting Agendas:

Tuesday, April 27 - Blue Team Schedule

Time	Blue 1	Blue 2	Blue 3	Blue 4	Blue 5
12:30-12:45 PM CT	Apartments.com	Yardi	Rently	CORT	Conversion Logix
12:48-1:05 PM CT	Conversion Logix	Apartments.com	Yardi	Rently	CORT
1:08-1:23 PM CT	CORT	Conversion Logix	Apartments.com	Yardi	Rently
1:26-1:41 PM CT	Rently	CORT	Conversion Logix	Apartments.com	Yardi
1:44-1:59 PM CT	Yardi	Rently	CORT	Conversion Logix	Apartments.com

Tuesday, April 27 – Green Team Schedule

Time	Green 1	Green 2	Green 3	Green 4	Green 5
2:03-2:18 PM CT	Apartments.com	Yardi	Rently	CORT	Conversion Logix
2:21-2:36 PM CT	Conversion Logix	Apartments.com	Yardi	Rently	CORT
2:39-2:54 PM CT	CORT	Conversion Logix	Apartments.com	Yardi	Rently
2:57-3:12 PM CT	Rently	CORT	Conversion Logix	Apartments.com	Yardi
3:15-3:30 PM CT	Yardi	Rently	CORT	Conversion Logix	Apartments.com

Wednesday, April 28 – Diamond Sponsor Schedule

Time	Digital Marketing	Pacific Northwest	California	Mountain
11:45-11:53 AM CT	Apartment List	Zillow	Wpromote	Weblisters
11:54-12:02 PM CT	Benson	Apartment List	Zillow	Wpromote
12:03-12:11 PM CT	Engrain	Benson	Apartment List	Zillow
12:12-12:20 PM CT	Entrata	Engrain	Benson	Apartment List
12:21-12:29 PM CT	Envida	Entrata	Engrain	Benson
12:30-12:38 PM CT	Helix	Envida	Entrata	Engrain
12:39-12:47 PM CT	In-House Agency	Helix	Envida	Entrata
12:48-12:56 PM CT	Jonah	In-House Agency	Helix	Envida
12:57-1:05 PM CT	Modern Message	Jonah	In-House Agency	Helix
1:06-1:14 PM CT	RealPage	Modern Message	Jonah	In-House Agency
1:15-1:23 PM CT	Realync	RealPage	Modern Message	Jonah
1:24-1:32 PM CT	Social Kapture	Realync	RealPage	Modern Message
1:33-1:41 PM CT	Weblisters	Social Kapture	Realync	RealPage
1:42-1:50 PM CT	Wpromote	Weblisters	Social Kapture	Realync
1:51-1:59 PM CT	Zillow	Wpromote	Weblisters	Social Kapture

Wednesday, April 28 – Diamond Sponsor Schedule

Time	Desert	Central North	Central South	Central West
11:45-11:53 AM CT	Social Kapture	Realync	RealPage	Modern Message
11:54-12:02 PM CT	Weblisters	Social Kapture	Realync	RealPage
12:03-12:11 PM CT	Wpromote	Weblisters	Social Kapture	Realync
12:12-12:20 PM CT	Zillow	Wpromote	Weblisters	Social Kapture
12:21-12:29 PM CT	Apartment List	Zillow	Wpromote	Weblisters
12:30-12:38 PM CT	Benson	Apartment List	Zillow	Wpromote
12:39-12:47 PM CT	Engrain	Benson	Apartment List	Zillow
12:48-12:56 PM CT	Entrata	Engrain	Benson	Apartment List
12:57-1:05 PM CT	Envida	Entrata	Engrain	Benson
1:06-1:14 PM CT	Helix	Envida	Entrata	Engrain
1:15-1:23 PM CT	In-House Agency	Helix	Envida	Entrata
1:24-1:32 PM CT	Jonah	In-House Agency	Helix	Envida
1:33-1:41 PM CT	Modern Message	Jonah	In-House Agency	Helix
1:42-1:50 PM CT	RealPage	Modern Message	Jonah	In-House Agency
1:51-1:59 PM CT	Realync	RealPage	Modern Message	Jonah

Time	Northeast	Southeast	Florida	GDG + Active Adult
11:45-11:53 AM CT	Jonah	In-House Agency	Helix	Envida
11:54-12:02 PM CT	Modern Message	Jonah	In-House Agency	Helix
12:03-12:11 PM CT	RealPage	Modern Message	Jonah	In-House Agency
12:12-12:20 PM CT	Realync	RealPage	Modern Message	Jonah
12:21-12:29 PM CT	Social Kapture	Realync	RealPage	Modern Message
12:30-12:38 PM CT	Weblisters	Social Kapture	Realync	RealPage
12:39-12:47 PM CT	Wpromote	Weblisters	Social Kapture	Realync
12:48-12:56 PM CT	Zillow	Wpromote	Weblisters	Social Kapture
12:57-1:05 PM CT	Apartment List	Zillow	Wpromote	Weblisters
1:06-1:14 PM CT	Benson	Apartment List	Zillow	Wpromote
1:15-1:23 PM CT	Engrain	Benson	Apartment List	Zillow
1:24-1:32 PM CT	Entrata	Engrain	Benson	Apartment List
1:33-1:41 PM CT	Envida	Entrata	Engrain	Benson
1:42-1:50 PM CT	Helix	Envida	Entrata	Engrain
1:51-1:59 PM CT	In-House Agency	Helix	Envida	Entrata

Wednesday, April 28 – Diamond Sponsor Schedule

Time	GIG	Student Living	MPP + NCM
11:45-11:53 AM CT	Entrata	Engrain	Benson
11:54-12:02 PM CT	Envida	Entrata	Engrain
12:03-12:11 PM CT	Helix	Envida	Entrata
12:12-12:20 PM CT	In-House Agency	Helix	Envida
12:21-12:29 PM CT	Jonah	In-House Agency	Helix
12:30-12:38 PM CT	Modern Message	Jonah	In-House Agency
12:39-12:47 PM CT	RealPage	Modern Message	Jonah
12:48-12:56 PM CT	Realync	RealPage	Modern Message
12:57-1:05 PM CT	Social Kapture	Realync	RealPage
1:06-1:14 PM CT	Weblisters	Social Kapture	Realync
1:15-1:23 PM CT	Wpromote	Weblisters	Social Kapture
1:24-1:32 PM CT	Zillow	Wpromote	Weblisters
1:33-1:41 PM CT	Apartment List	Zillow	Wpromote
1:42-1:50 PM CT	Benson	Apartment List	Zillow
1:51-1:59 PM CT	Engrain	Benson	Apartment List

How do I attend the Expo?

You can enter the Expo from the lobby if you click on the room that says Expo, or you can access it by clicking on the Sponsor tab at the top of the platform website. Click on the sponsor you would like to visit, and you'll automatically be taken to their virtual booth. Click on "Let's Chat" button and you will find the link to the sponsor booth where you will be connected with a representative.

Official Expo times are:

- Tuesday from 3:45 pm-4:45 pm CDT
- Wednesday from 2:30 pm-3:30 pm CDT.

Bonus Expo hours:

- Lunch time on both Tuesday and Wednesday

Lunch time Expo visits are not mandatory, but if you can, please take advantage of the time to connect with sponsors and keep in mind that you will earn points by visiting sponsor booths. More points equal better changes of winning amazing prizes!



What do I need to do for the Awards Gala?

Sit back and relax while we honor the best of the best Marketing team members during our Marketing Masters 2021 Awards Gala. Please make sure you turn on your cameras so you can applaud and celebrate all the winners. We have plenty of surprises you won't want to miss, so please make sure to be there and we hope you join us for the after party!

Are we doing anything for Team Building?

You betcha we are! Our Team Building activity is a time-honored tradition for Marketing Masters that ties into our Greystar Community Pillars.

Sarah Chezbro and Gina Marogil will lead this inspiring session, with an inspiration talk from Michael Levin from our Active Adult team on The Social Conscience Project, and a TikTalk video from Anna Jones on Move for Hunger.

How do I win prizes?

The virtual platform is designed to track your activities, so that you automatically earn points. The more sessions and booths you visit, and the more activities you participate in, the more points you earn. You will have an opportunity to earn points right up to the close of the conference. Everyone is eligible for a drawing, which we will announce after Masters! But the more points you have, the better chance of winning. So don't miss out on winning amazing prizes like the Apple Air Max Pro, Home Office Makeover, Peloton Digital Membership, Sonos Roam and lots of other prizes!

What do I need to do for the Kick Off party?

Our Kick Off party is scheduled for Monday, April 26 at 3:00 pm CDT. Comedian Spencer James will be entertaining us as you create your own cocktail or mocktail from your mixology kit. Spencer will show us exactly how to make our drinks, then all you have to do is sit back and relax while he makes us laugh! Remember, you are responsible for bringing your own beverages, and always act responsibly.

Is there a morning workout?

Yes! Let's Rise & Grind with pre-conference morning fitness workouts. Put your MM2021 swag on and join your teammates in these online fitness classes from Peloton:

Tuesday, April 27: Cardio

Wednesday, April 28: Strength

Thursday, April 29: Yoga

Classes start at 7:15 am CDT for 30 minutes, with enough time to prepare for that day's morning sessions. Just log in to the MM2021 event platform, go to the Lobby and click on the Rise & Grind room. You don't need a Peloton to participate and turning in your camera is not a requirement. Just have fun with your teammates and get a good sweat! There will be plenty of time to get you the opening sessions. See you there!



What if I miss one of the content sessions or want to re-watch because it was so amazing?

You should be able to watch the sessions the day after they take place or sooner. Please refer to the Agenda after the session you have missed and if you see a “Watch Now” button instead of a “Join Now” button, the session is available for viewing. You will be able to view sessions up to 7 days post conference by logging back into the Virtu-Meet platform.

Should I expect any pre-conference deliveries?

Team members should expect a minimum of 3 packages being delivered to the address they included in their promo kit order. These packages will include different gifts from sponsors, MM2021 promo, Crafted Taste mixology kit and a few other conference surprises. Please keep an eye out for them starting the week of April 19th !

Who Are the Main Contacts for Questions?

- If you have any questions regarding meeting content, please contact Israel Carunungan at icarunungan@greystar.com
- For questions about sponsors, please contact Tiffany Walters at twalters@greystar.com or Carina Bryars at cbryars@greystar.com
- Should you have any technical challenges during the conference, there are several ways to ask for help.
- Click on the Help Desk in the main conference lobby
- Click on any of the question marks you will see on each agenda page to be connected directly to the Help Desk
- E-mail helpdesk@theeventlounge.com
- For Greystar system-related issues (VPN, blocked website, etc), email Clint Stanley: Clint Stanley clint.stanley@greystar.com or chat with him in Teams.

Thank you and hope you enjoy a great conference, make it productive!