

OPPORTUNITY



NETWORKING



EDUCATION



THIS IS THE
one
YOU'VE BEEN
WAITING FOR!

CONNECT AND EVOLVE

ONE Conference, presented by the Texas Apartment Association, is the largest annual gathering of the Texas rental housing industry, providing opportunity, networking and education to thousands of multifamily professionals.

Register now at conference.taa.org

MAY 7-9, 2025 ★ HOUSTON




CONFERENCE
presented by **TAA**



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ONE
CONFERENCE

opportunity ★ networking ★ education

MAY 7-9, 2025 ★ HOUSTON

presented by **TAA**

TOP 5 REASONS TO ATTEND

Prepare to see **ONE** like you have never seen it before

The ONE Conference is evolving to provide even more opportunities for attendees, exhibitors, and sponsors alike to make the most of their conference experience!



Daily keynote presentations from industry thought leaders offering actionable insights on staying ahead of the curve



Earn your 8 CEC Credits in 3 Days: Keep your career on track by earning 8 CEC credits at TAA ONE—your annual requirement in a single event!



Customized education formats designed to foster knowledge-sharing and skill-building in collaborative sessions



A new interactive Expo experience that encourages discovery and innovation, plus upgraded content delivery and Expo stages to engage and inspire your team in the largest ever TAA ONE Expo



Over 20 new activities, lounges, meetups, and roundtables for networking with industry professionals in ONE powerful setting



Get inspired, stay engaged

AGENDA AND SPEAKERS



SCHEDULE AT A GLANCE

Visit conference.taa.org/agenda to plan your conference experience and dive into our interactive agenda to make the most of your time with us. From dynamic keynotes to interactive breakouts, there's something for everyone.

KEYNOTE & MAIN STAGE SPEAKERS

Get ready to be inspired by Tony Award-winning talent, economists, researchers, best-selling authors, TV hosts, and the apartment industry's most influential voices! This year's main stage speakers are trailblazers in their disciplines and beyond!

KEYNOTE SPEAKERS

WEDNESDAY, MAY 7TH



JESSE COLE

Savannah Bananas Baseball Franchise
Founder and Owner

THURSDAY, MAY 8TH



TUNDE OYENEYIN

Instant *New York Times* Best-Selling
Author, Peloton Instructor, Nike Athlete,
Change Maker

FRIDAY, MAY 9TH



FREESTYLE+

Tony Award-Winning Broadway
Entertainers and Improv Pros

FEATURED SPEAKERS



JAY PARSONS

Rental housing economist, advisor and speaker



JASON DORSEY

Author of the bestselling book "Zconomy: How Gen Z Will Change the Future of Business - and What to Do About It"



ERIN STAFFORD

Author of the bestselling book "The Type A Trap: Five Mindset Shifts to Beat Burnout and Transform Your Life"



CHET GARNER

Creator, host, and executive producer of "The Daytripper," a 12-time Emmy-award-winning Texas travel show



KATE GOOD

SVP of Multifamily Development at Hunington Residential and co-founder of Apartment All Stars



VIRGINIA LOVE

Industry Principal at Entrata, seasoned speaker, and member of the Apartment All Stars



LISA TROSIEN

President, ApartmentExpert.com and nationally recognized consultant, industry influencer, educator, proptech advisor, and keynote speaker

See the full lineup of speakers for ONE Conference at conference.taa.org/speakers

STAGES AND EDUCATION TRACKS

Enjoy dynamic sessions, hands-on workshops, and plenty of networking in the Expo. Stay inspired with engaging activities, great food, and cozy lounges—learning has never been this fun!

The **Main** Stage

This year's main stage speakers are trailblazers, offering fresh perspectives, expert insights, and visionary ideas. Get ready for inspiration from Tony Award-winning talent, economists, best-selling authors, TV hosts, and top voices in the apartment industry

The **TAA Talk Show** Stage

Step into the TAA Talk Show! Located on the Expo floor, this dynamic space features 10-20 interviews with industry thought leaders, delivering insights and inspiration in a lively, interactive format. Don't miss these engaging conversations designed to inform and energize ideas. Get ready for inspiration from Tony Award-winning talent, economists, best-selling authors, TV hosts, and top voices in the apartment industry!

The **IRO** Event

Attend our special event for Independent Rental Owners (IROs) on Thursday, May 8 at 11:30am to gain in-depth market insights, investment strategies, and data-driven analysis tailored for this vital role in the rental housing industry.

Coffee & Collab with Jay Parsons

Join us for an engaging coffee and collaboration breakfast with Jay Parsons, rental housing economist, author and speaker, where he will host a special session crafted specifically for rising executives and established leaders! Gain new strategies and fuel your success in a relaxed breakfast setting on Thursday, May 8 at 8am.

2025 EDUCATION TRACKS

The Balanced Professional (Wellness)

Career Development

Marketing Reputation

Leadership Branding

Efficiency Tools (Affordable)

Efficiency Tools

Independent Rental Owners (IRO)

Leadership Operations

Regional Leadership

Technician Tools

Supplier Partners

Executive Leadership Event

Main Stage

Networking Events

Technician Tools - Spanish

and more...

Learn more about ONE Education Sessions at

conference.taa.org/agenda

WHAT'S **NEW** AND **AWAITING YOU** AT ONE

Dynamic stages, insightful sessions, and hands-on workshops

Get ready for an exciting experience with us at ONE! Enjoy networking in the Expo and engaging activities packed with learning and fun! Plus, indulge in great food, coffee bars, and cozy lounges to keep you energized. **Here are some of the highlights:**



Pickleball PAC Fundraiser

Tuesday, May 6, 2025

Join the TAA PAC on the pickleball court to help raise funds to support candidates for the Texas Legislature and statewide office.

Executive Edge, a Leadership Development Event

Wednesday, May 7, 2025

This exclusive, inaugural leadership development event is a unique opportunity to connect with fellow executives, share insights, and gain valuable knowledge to drive your business forward. **By invitation only.**

Kickoff Block Party in the TAA Expo Marketplace

Wednesday, May 7, 2025

Kick off the ONE Conference in the Expo at this high-energy block party to set the stage for an unforgettable evening, blending festival vibes with mouthwatering food, refreshing drinks, and live DJ beats. Open to all attendees and exhibitors. **No additional ticket is required.**

Planet Pop Networking Event

Thursday, May 8, 2025

Get ready for an epic party that will be talked about for years to come! Planet Pop, where the rhythms of the 90s and 2000s collide with an interstellar celebration. **Ticket purchase required to attend. Capacity is limited and it will sell out!**

Sneaker Day at ONE

Thursday, May, 8 2025

Get ready to step up your style on Sneaker Day, where attendees are invited to showcase their best kicks and personalize their look with custom laces and shoe decorations. Sneaker Day is all about making a bold statement.

NETWORKING AND CONNECTION

Meetups

Join targeted sessions designed to bring together professionals from key industry segments like Gen Z, Independent Rental Owners (IROs), and local Apartment Association executives. Engage in meaningful discussions, share insights, and build connections within your niche community in a focused and collaborative setting. These exclusive meetups offer a unique opportunity to deepen relationships and gain valuable insights while exploring the latest trends with like-minded professionals.

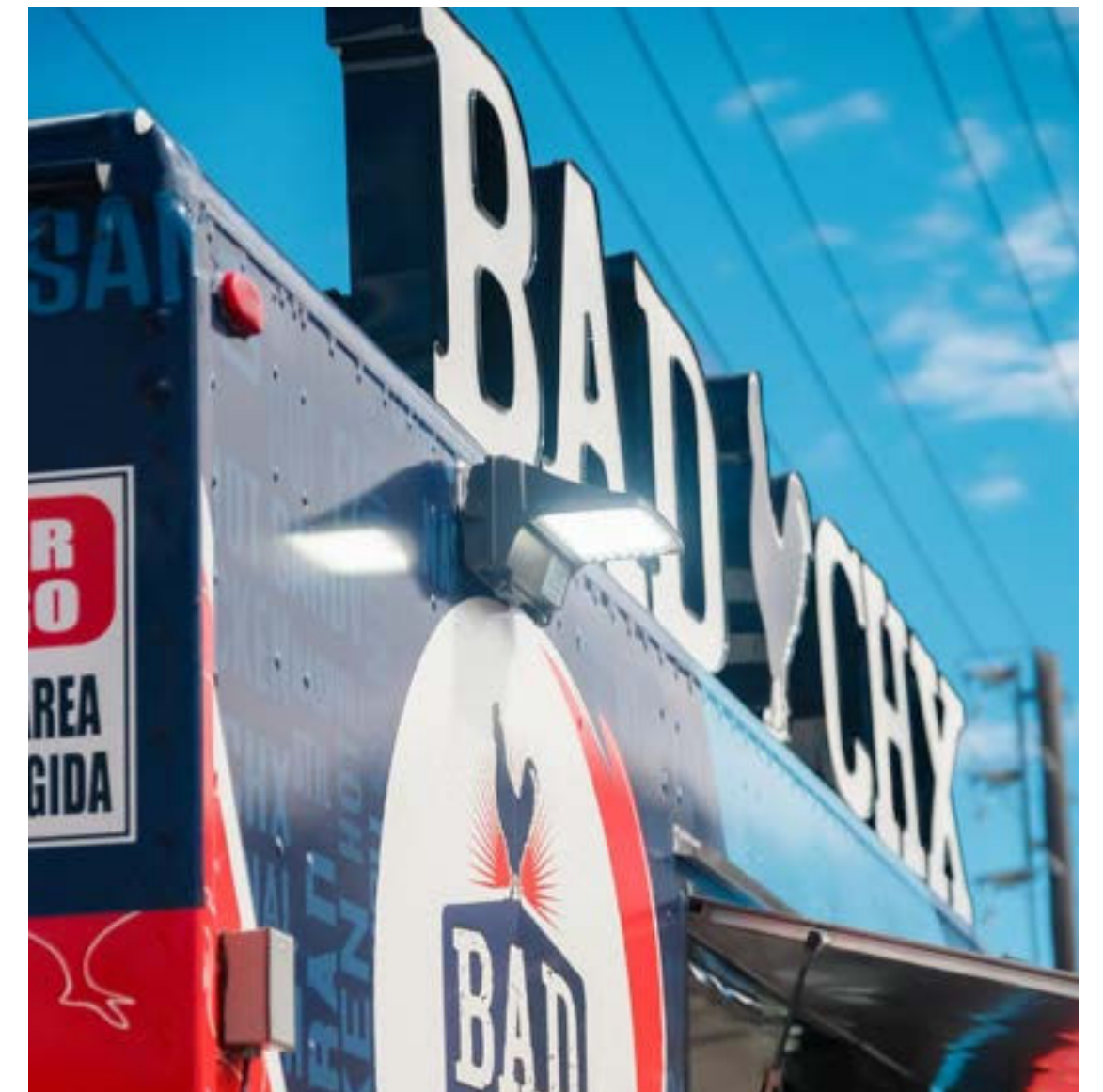


Lounges

Need a break? Step into one of our seven stylish lounges inside the TAA Expo Marketplace to recharge (yourself and your electronics) and relax. Our lounges provide the ideal environment for a breather between sessions, allowing you to catch up on emails, network in a quieter space, or simply to enjoy a coffee.

Things To Do

Immerse yourself in unique spaces designed to inspire creativity, relaxation, and personal growth throughout the ONE Conference. From serene relaxation zones to hands-on creative workshops, these interactive environments offer a refreshing break from the hustle while encouraging meaningful connections. Don't miss the chance to recharge, explore new ideas, and engage in experiences that will leave a lasting impact.



Good Eats: Food & Drinks

Keep your energy up and your taste buds satisfied with a variety of food trucks, food stations, specialty coffee stops, and snack stations. From savory bites to sweet treats, we've curated a range of tasty options to fuel you all day long.

THANK YOU TO THE ONE CONFERENCE TOP-LEVEL SPONSORS

HEADLINE



PREMIER



SPOTLIGHT

