

FREQUENTLY ASKED QUESTIONS

**Q: What time should I arrive?**

A: The Event Check-In desk outside of the Brainstorming room will be open from 8:15-8:45 a.m. while you get checked in, write out your nametag, meet-and-greet fellow Brainstormers and Sponsor Reps, compare costumes (yes, we said costumes... more on that later!), and grab a cup of coffee. Brainstorming will begin promptly at 9:00 a.m.

**Q: Is lunch provided?**

A: Yes, because our sponsors rock! We'll all have lunch together while Tami and our Special Guest Facilitators share their "Greatest Hits" ideas!

**Q: Did you just say "Special Guest Facilitators"?**

A: Yeah, we know a few Rock Stars ... like Toni Blake, Leah Brewer, Doug Chasick, Tracey Hopkins, Terri Norvell, Donna Olson, Kendall Pretzer, Anne Sadovsky, Valerie Sargent ... check your local event info for details. You never know who might show up!

**Q: You mean I might get to see some of those people!?!**

A: No, we mean you might get to actually *Brainstorm* with them. Bring your autograph book.

**Q: What time will we be done?**

A: Brainstorming is a fluid process, so the timing isn't always exact; but we usually wrap up at around 3:30 p.m.

**Q: What do I wear?**

A: It's a Brainstorming tradition to dress in costume according to the theme; so unleash your inner Rock Star! Invent your own rock persona, dress as a favorite artist, or get together with your teammates and come as a whole band! At Brainstorming, you'll only be out of place if you're NOT wearing a costume; but nice, business-casual "street clothes" are also appropriate, preferably with a little rock-and-roll edge!

**Q: Do I need to bring anything special?**

A: We'll provide everything you need to Brainstorm, including paper and pens/pencils. We'll even post the lunch presentation to our website so you can review the actual slides post-event, so no need for notes! You'll want lots of business cards because you never know how many new friends and networking contacts you'll make. You might want a camera (because one of your teammates could come dressed as Gene Simmons, and blackmail material like that just doesn't come around often enough).

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**Q: What happens to all the ideas we generate?**

A: They'll be gathered up at the end of the event and sent back to Team Multifamilypro for processing. Your notes will be neatly typed up, the best ideas will be sent to our staff designer for illustrating, and the whole batch will be compiled and posted to our website for you to access as soon as it's complete, within about 6-8 weeks post-event. We'll stay in contact with you via e-mail to keep you apprised of status.

**Q: Would I benefit from attending your larger, national Brainstorming event in November?**

A: In the immortal words of Bachman Turner Overdrive, *"B-b-b-baby, you just ain't seen nothing yet!"* The Ideas That Rock Tour is especially for On-Site Apartment Professionals at their local level, but The Annual Multifamily Housing Brainstorming Sessions™ are for *everyone* in our industry from on-site all the way up to the corporate office, *and* we even have a special Executive Brainstorming Sessions™ event just for your company's VPs and above! In addition to Brainstorming with hundreds of other apartment professionals—not just from your own market but from coast-to-coast—the larger event includes a full day of education; our unique low-pressure Resource Room environment where you can shop the top service providers in our business; the priceless opportunity to work and network with your peers and the leaders of our industry; our famous "Industry Trends" luncheon; the matchless "Million and One Ideas" panel session staffed by the "Who's Who" of our industry, and so much more! Visit [www.Multifamilypro.com/brainstorming.htm](http://www.Multifamilypro.com/brainstorming.htm) for more info!

**Q: What if I have more questions?**

A: E-mail [info@multifamilypro.com](mailto:info@multifamilypro.com) or call 800-363-7384 to contact a real, live member of Team Multifamilypro. Question, comment, concern ... bring it on.

**Q: When you people are done with me, will I ever be fully satisfied by another "seminar" or "workshop" ever again?**

A: Probably not. But don't say we didn't warn you.