



IGNITE
MULTIFAMILY 2025

EMPOWER THE
E»X»T R A O R D I N A R Y

Deliver Results. Reimagine What's Possible.

IGNITE MULTIFAMILY 2025

Cushman & Wakefield's Multifamily
Asset Services Leadership Conference

KNOW BEFORE YOU GO GUIDE

IGNITE

MULTIFAMILY 2025

2025

CUSHMAN &

WAKEFIELD

MULTIFAMILY

LEADERSHIP

CONFERENCE

EMPOWER THE
EXTRAORDINARY

Deliver Results.
Reimagine What's Possible.



QUICK LINKS

Agenda.....03

Breakout Schedule04

Know Before You Go Guide06

Sponsor Information.....07

EMPOWER THE EXTRAORDINARY

Deliver Results. Reimagine What's Possible.

Start	End	Session	Location
MONDAY, JULY 28			
2:00 PM	6:00 PM	Registration	Paradise Foyer
4:00 PM	6:00 PM	Resource Row and Welcome Reception	Paradise Foyer
		Dinner on Your Own	
TUESDAY, JULY 29			
8:00 AM	8:45 AM	BREAKFAST	Arizona H, J-N
9:00 AM	9:15 AM	Welcome & Opening Remarks	Paradise 3-8
9:15 AM	10:00 AM	General Session Keynote	Paradise 3-8
10:00 AM	10:45 AM	General Session Client Perspective: Building Stronger Partnerships	Paradise 3-8
10:45 AM	11:00 AM	BREAK	Paradise Foyer
11:00 AM	11:30 AM	General Session Economic Outlook: Navigating Market Trends & Future Opportunities	Paradise 3-8
11:30 AM	12:15 PM	General Session Enterprise Impact: Empowering Our People Through Our Platform	Paradise 3-8
12:15 PM	12:30 PM	General Session Amplifying Our Brand: Inspiring Trust, Building Legacy	Paradise 3-8
12:30 PM	1:15 PM	LUNCH	Arizona H, J-N
1:15 PM	1:45 PM	CW Session Strategic Approach to our Tech Stack	Paradise 3-8
1:45 PM	2:15 PM	CW Session Fueling Progress: Reimagining What's Possible	Paradise 3-8
2:15 PM	2:30 PM	Day 1 Closing Remarks	Paradise 3-8
2:30 PM	4:45 PM	Sponsor Trade Show	Airzone C-E, G, I
4:45 PM	5:40 PM	BREAK	
5:40 PM		Transportation to Sponsor Event	Hotel Lobby
6:00 PM	9:00 PM	Sponsor Appreciation/Community Service Event	Backyard Phoenix

EMPOWER THE
EXTRAORDINARY
 Deliver Results. Reimagine What's Possible.

Start	End	Session	Location
WEDNESDAY, JULY 30			
8:00 AM	8:45 AM	BREAKFAST	Arizona H, J-N
8:45 AM	9:00 AM	Recap and Day 2 Opening	Paradise 3-8
9:00 AM	2:45 PM	BREAKOUT SESSIONS: See below for 2 separate tracks	
RPM BREAKOUT: Pick Your Journey – please check your custom schedule via email registration confirmation or the conference app to confirm your track.			
9:00 AM	9:45 AM	RPM Breakout Session #1	
		High-Performance Leadership: Elevating Teams and Culture	Arizona ABF
		Experience-Driven Marketing: Elevating the Resident Experience from Lead to Lease	Arizona G
		Tech Approach and How to Sell It	Arizona I
9:45 AM	10:15 AM	BREAK – Speaker Switch & Set Up	
10:15 AM	11:00 AM	RPM Breakout Session #2	
		RPM Leadership Intensive: The Owner’s Perspective	Arizona ABF
		Marketing: Selling the Brand and Creating one for Yourself	Arizona G
		Platform 101: Service Offering and Impact	Arizona I
11:00 AM	11:30 AM	BREAK – Speaker Switch & Set Up	
11:30 AM	12:15 PM	RPM Breakout Session #3	
		Career Acceleration: Navigating Growth at C&W	Arizona ABF
		Navigating Challenging Conversations: Client Focus	Arizona G
		Mastering Client Relationships: Becoming a Strategic Partner	Arizona I
12:30 PM	1:45 PM	LUNCH	Arizona H, J-N
1:45 PM	2:30 PM	RPM Breakout Session #4	
		DataEdge: Empowering Decisions, Enhancing Impact	Arizona ABF
		The New Era of Talent: Hiring Retaining, & Engaging Teams	Arizona G
		RPM Centralization: Successes, Feedback, Ideas	Arizona I

EMPOWER THE EXTRAORDINARY

Deliver Results. Reimagine What's Possible.

LEADERSHIP AND STRATEGY WORKSHOPS BREAKOUT (EMD's, MD's, Functional Leaders)			
9:00 AM	10:00 AM	State of the Business	Paradise 3-8
10:00 AM	10:30 AM	Growth in Action: Strategies that Scale	Paradise 3-8
10:30 AM	10:45 AM	BREAK	Paradise Foyer
10:45 AM	11:15 AM	Building High-Performance Teams & Succession: The Accountability Framework	Paradise 3-8
11:15 AM	12:00 PM	DataEdge: Transforming Property Management	Paradise 3-8
12:00 PM	12:30 PM	Operational Effectiveness	Paradise 3-8
12:30 PM	1:30 PM	LUNCH	Arizona H, J-N
1:30 PM	2:00 PM	Selling the New Narrative: Bringing it to Life	Paradise 3-8
2:00 PM	2:30 PM	Trailblazing Tomorrow: Paving the Path Forward	Paradise 3-8
ALL ATTENDEES RECONVENE FOR CLOSING REMARKS			
3:00 PM	3:05 PM	Conference Closing and Takeaways	Paradise 3-8
3:15 PM	5:30 PM	BREAK	
5:30 PM	6:00 PM	Cocktail Hour	Paradise Foyer
6:00 PM	8:00 PM	Award Ceremony, Dinner, Conference Close	Paradise 3-8
8:00 PM	9:30 PM	After Party	Paradise Foyer
THURSDAY, JULY 31			
Travel Day			

We are excited to welcome back our leaders and sponsors for the **IGNITE Multifamily 2025 Leadership Conference**. To help you prepare for this educational and fun-filled event, we have put together this reference guide. Get ready for a week of learning, leadership and laughter!

For additional event details, please visit our conference website.

We look forward to seeing you in **Scottsdale**!

GENERAL INFORMATION

Conference Dates

Monday, July 28 – Thursday, July 31

Official Hotel and Conference Venue

JW Marriott Scottsdale Camelback Inn Resort & Spa
5402 East Lincoln Drive, Scottsdale, AZ 85253
(480) 948-1700

Weather

Temperatures are expected to range between 85° - 100°

Airport Transportation

Follow airport signs for information on ground transportation. The resort is an approximate 20-minute drive from Phoenix Sky Harbor International Airport.

WHAT TO PACK/BRING

Morning & Daytime Attire

General Sessions: Business Casual

- » Given Arizona's high summer temps, we want everyone to stay comfortable while still looking professional. Golf shirts and slacks are appropriate, and breathable fabrics are encouraged. Since our sessions will be held indoors, consider bringing a light sweater or jacket for the cooler conference rooms.

Afternoon & Evening Attire

Welcome Reception: Casual

- » Casual dresses and sundresses are welcome. Jeans, business shorts, slacks, khakis, and golf shirts are all appropriate as well.

Sponsor Appreciation/Community Service Event: Casual

- » This year's theme for our sponsor appreciation and community service event is Groovy Picnic, so feel free to lean into playful patterns or colorful shirts. Think festive—but still work appropriate. Tailored shorts, relaxed button-downs, or casual dresses are all fair game.

Annual Awards Dinner: Business Professional

- » Elevated business attire encouraged. A cocktail dress, dress pants or skirt paired with a blouse, or a button-down with slacks and a blazer are all great options. Ties are welcome but not required.

EVENT & SESSION INFORMATION

Registration/Welcome Reception/Resource Row

The Welcome Reception and Resource Row will be held in the Paradise Foyer on Monday, July 28, from 4:00 to 6:00 PM. Conference registration will be available in the Paradise Foyer from 2:00 to 6:00 PM.

Resource Row provides a platform to meet with our business partners within Cushman & Wakefield and learn more about the services and opportunities they provide. Be sure to visit them during the Welcome Reception.

Onsite JW Marriott Camelback Inn Locations

Registration	Paradise Foyer
Welcome Reception, Resource Row	Paradise Foyer
General Sessions	Paradise 3-8
Breakout Sessions	Leadership Sessions: Paradise 3-8 RPM Breakout Sessions: Arizona ABF, Arizona G, Arizona I <i>*check your schedule</i>
Tradeshow	Arizona C-E, G, I
Awards Ceremony & Dinner	Paradise 3-8

Offsite Locations

Transportation will be provided for offsite events.

Sponsor Appreciation Event/ Backyard Phoenix
Community Service Event

General Sessions

General Session agendas will be available by scanning the QR code located on the back of your name badge. Name badges will be distributed at Registration. Your full agenda can also be accessed via the conference app.

Awards Ceremony & Dinner

We will close out our conference on Wednesday, July 30 from 6:00 PM – 8:00 PM at the Awards Ceremony & Dinner in Paradise 3-8.

SPONSOR/TRADE SHOW INFORMATION

Sponsor Appreciation Event

Tuesday, July 29 from 6:00 PM to 9:00 PM at Backyard Phoenix. Bus transportation will be provided (buses depart at 5:40 PM).

Trade Show Date and Time

Tuesday, July 29 from 2:30 PM to 4:45 PM in Arizona C-E, G, I.

Audio Visual & Electrical Equipment

AV and electrical equipment can be ordered through [EventNow](#). Please note "Arizona C-E, G, I" on your order and enter your company name for the booth number. All AV/electrical orders will be available at your booth the morning of Tuesday, July 29.

Additional Information

A 6' table will be provided to each sponsor.

A 6' black cloth linen is available for all sponsors and will be at your booth when you arrive.

Booth & Sponsor Placement

Priority placement will be given to sponsors in this order: Marquee, Diamond, Platinum, Gold and Silver. Sponsor tables will be identified by a sponsor company name card.

[CLICK HERE FOR SPONSOR AGENDAS BY TIER LEVEL](#)

Schedule & Shipping

Monday, July 28

3:00 pm - 7:00 pm
Trade Show Load-in

Tuesday, July 29

8:00 am - 2:00 pm
Trade Show Load-In

2:15 pm - 4:30 pm
Trade Show Exhibits

5:00 pm - 8:00 pm
Trade Show Load-out

Wednesday, July 30

6:00 am - 9:00 am
Trade Show Load-out

FedEx Shipping Information

JW Marriott Camelback Inn
ATTN: Courtney Roth
5402 E. Lincoln Drive
Scottsdale, AZ 85253
C/O: IGNITE Multifamily,
July 28-31 - [SPONSOR COMPANY NAME]

CONFERENCE EVENT CONTACTS

Sponsorship & Trade Show Questions

Contact **Brian Rackliff**
(303) 945 6942

Hotel Registration and Conference Questions

Contact **Courtney Roth**
(512) 637 5470

Shipments can be sent 3 days prior to group arrival. If extensive storage space, or if boxes arrive more than 3 days prior, the Resort reserves the right to assess additional storage charges.