

# People vs. Technology

Re-Igniting A Personal Touch In A Digital World! Presented by: **Patty Morgan-Seager**

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, 365 days per year! 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.

Engagement and the art of creating memorable

experiences have become extremely rare in our busy, online digital world... so, when it does happen, it gets noticed! Focusing on meaningful **face-to-face connections** and building rapport with each interaction pays off...especially when it comes to increasing the bottom line! Smart companies capitalize on training these skill sets and strategies to stand out and get noticed.

In this **fun, informative, and interactive session**, you'll glean thought provoking; leasing/marketing/customer experience ideas companies in and outside our industry are using to gain a competitive edge. You'll have the ability to be different, talk-able, and memorable and capture more of your share of the marketplace!

## Learning Outcomes

(What's in it for Me?):

1. Re-discover the concept of meaningful interactions and personal touches.
2. Embrace the power and effectiveness of "being present!"
3. Gain useful leasing, marketing and customer experience ideas to implement right away and stay a step ahead of your competitors.

This session is geared toward Regionals, Managers, Leasing Professionals and Service Team Members as well.



**Patty Morgan-Seager**, founder and President of Seager Marketing, is a personable and thought provoking national speaker with over 20 years of marketing, sales, leasing and training expertise in the advertising and multifamily industry. Patty has held a variety of positions that include Sales Professional, Regional Director, Marketing and Training Director and National Sales Trainer.

Patty is best known for her genuine enthusiasm, dedicated professionalism, and unique ability to inspire her clients to rethink the way they have always done things to achieve their highest potential. She frequently keeps plugged in to what's really going on in the on-site world by leasing in the trenches!

She incorporates real world scenarios and strategies in an informational, yet humorous setting. She is an author, frequent contributor to numerous publications and a Certified Laughter Leader-Expert Level!

Please RSVP by November 6<sup>th</sup>

**People vs. Technology** 9-11am

**Members \$39 | Non-Members \$79**

Only Primary Member attendees of this seminar and past NOAA events will receive a raffle ticket for the 1:00, 1:30 and 2:00 pm cash raffle drawings. \$250, \$500 and \$1,000 will be given away! *You must be present to win.*

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Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Attendees:

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

Please attach sheet or email for more than 5 attendees.

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Submit RSVP to the Northeast Ohio Apartment Association

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