

**MORTGAGE BANKERS ASSOCIATION
COMMERCIAL/MULTIFAMILY REAL ESTATE FINANCE**

MARKETING OFFICER ROUNDTABLE

**Washington, D.C.
October 2 and 3, 2019**

Wednesday, October 2, 2019 1:00 – 6:00 p.m.

- 1:00 p.m. – 1:15 p.m. Welcome, Introductions & Review of Antitrust Guidelines
- 1:15 p.m. – 1:45 p.m. CRE Mortgage Market Update & Outlook
- 1:45 p.m. – 2:30 p.m. MBA Convention – How the Conference Has Changed & Evolved
- 2:30 p.m. – 3:00 p.m. Customer Experience/Journey
- 3:00 p.m. – 3:15 p.m. BREAK
- 3:15 p.m. – 4 p.m. Factors that Influence Marketing
- 4:00 p.m. – 4:30 p.m. MPOWER & MPACT
- 4:30 p.m. – 5:00 p.m. Technology in Marketing and Advertising
- 5:00 p.m. – 6:00 p.m. NETWORKING RECEPTION

Thursday, October 3, 2019 8:00 a.m. – Noon

- 8:00 a.m. – 8:30 a.m. BREAKFAST
- 8:30 a.m. – 9:00 a.m. Reflections on Day 1
- 9:00 a.m. – 9:45 a.m. LinkedIn discussing plans for the platform & best practices
- 9:45 a.m. – 10:30 a.m. Building Your Brand in a Digital World
- 10:30 a.m. – 10:45 a.m. BREAK
- 10:45 a.m. – 11:15 a.m. Perception of the Real Estate Finance Industry

11:15 a.m. – 12:00 p.m. Open Discussion