

# INNOVATION SUMMIT AGENDA

April (1), 2 – 3 | Scottsdale, Arizona



## EVENT LOCATIONS

**Hotel Valley Ho** | 6850 E Main Street, Scottsdale, AZ 85251

**Olive & Ivy** | 7135 E Camelback Road #195, Scottsdale, AZ 85251



## APRIL 1<sup>ST</sup>: PRE-EVENT ACTIVITIES (OPTIONAL)

**noon – 4:00 pm | pre-event tours (separate ticket required)**

Join us as we see innovation in action in and around the Scottsdale / Phoenix area. Choose from...



### Customer Experience Innovation Tour

Fulton Homes, one of Arizona's largest new home builders, will show us how they're bringing their customer experience into the 21st century. First, we'll visit their 13,000 square foot Design Center, where they use bar codes and the Envision software system to change how options are selected and visualized within the home. After lunch, we'll head to their new sales offices, where digital touch screen displays allow buyers to interact with programs like virtual tours, matterport tours, and interactive floor plans.



### Home Delivery Innovation Tour

This factory-to-field tour will explore how HercuTech, Tricor Development and SoDella Construction are partnering to deliver single-family rental homes using off-site construction methods, including concrete wall panels. First, we'll visit HercuTech's factory to learn about the wall panels and construction approach. Then we'll be joined by SoDella and Tricor Development in the field, where we will see installation in process and discuss how the approach impacts a number of key business metrics.

**7:00 – 9:00 pm | networking reception | Valley Ho's Sky Line Rooftop**

Enjoy a spectacular, panoramic view of Camelback Mountain. Get the conversation going and start making connections early over cocktails and heavy hors d'oeuvres.



## APRIL 2<sup>ND</sup>: SUMMIT DAY ONE | VALLEY HO, THE SANDS

### morning

**7:00 networking breakfast**

**8:00 welcome + ice breaker**

**8:20 KEYNOTE: driving innovation at a top 10 homebuilder**

Sheryl Palmer, Chairman + CEO, **Taylor Morrison**

Sheryl Palmer will set the stage for this year's Summit, sharing her vision for the future of housing and the approach Taylor Morrison is taking to drive innovation within their business.



**9:20 THE FUTURE OF HOUSING: pursuing the affordable American dream**

*20 min. snapshot | 20 min. interactive discussion*

We'll provide the Alliance vision of the future for our industry and how homebuilders and developers will be able to deliver the affordable American dream – where high-quality, high-value housing is attainable for everyone.

**10:00 THINK TANK KICKOFF**

Meet our expert facilitators and get the playbook for Summit think tank sessions.

**10:10 RE-DEFINING THE CUSTOMER EXPERIENCE**

*40 min. snapshots | 20 min. think tanks*

We'll kick off the discussion with two expert viewpoints: a leading architect on how today's households and data are driving innovation in design, and a marketing and customer relations expert will share lessons learned from integrating data and digital tools to change the conversation with customers before and after the sale. Then, we'll divide the room in two and dig deeper into strategies, opportunities and challenges during table-based think tanks. Our speakers and two other customer experience experts will wander the room and help spark discussion.

**11:10 break**

**11:25 CONSUMER VALUES OFF-THE WALL**

Betsy Scott, the leader of our Consumer Values channel, will pull highlights from the event so far and engage the the entire room. During an interactive discussion, we'll share our collective insights and perspectives, and identify opportunities to explore innovation in this area through future research and programming.

**afternoon**

**NOON networking lunch**

**1:00 CREATING CUSTOMERS FOR LIFE: expanding relationships + revenue opportunities**

*40 min. snapshots | 20 min. think tanks | 30 min. interactive discussion*

We'll kick off the discussion with two expert viewpoints: a leading builder who's extending the customer relationship beyond the sale with an expanded warranty and services offering and a developer who is delivering single-family rentals using more modern construction practices. We'll divide the room in two again and dig deeper into the 'how's', 'why's' and business implications at our tables. George Casey, the leader of our Business Models channel, will lead the room into a broader discussion.

**2:30 break**

**2:45 INTERNET OF THINGS: models for delivering smart homes + smart businesses**

*45 min. snapshots | 15 min. facilitated panel | 30 min. interactive discussion*

We'll kick off the discussion with three expert viewpoints: a builder who's leading the way in production smart home offerings, a technology provider who's changing the smart home ecosystem, and an outsider with a vision for leveraging data as a business opportunity throughout the housing value chain. George Casey will pose a few pointed questions to each of our panelists before guiding an interactive discussion with all in the room. While there isn't a think tank component, we'll call on other experts from the room. Be prepared!

**4:15 matchmaking mixer**

**You've asked for more organized networking time and a place to do it. So, here it is!** Grab a snack. Request an intro in advance from the Alliance team, spark a one-on-one conversation on-site, or schedule a private meeting to conduct business in one of our Alliance lounge spaces. Look for 'reserved' signs and the Alliance logo at spots throughout the Valley Ho. The Sands will close at 5:30 pm, and the mixer will end (informally) at that point. Feel free to continue during free time or at our evening event.



## evening

5:30 free time

Freshen up, check email and grab more business cards in time for dinner.

**7:00 OLIVE & IVY: networking dinner + cocktail reception**

Relax over cocktails, appetizers and a full dinner buffet on Olive & Ivy's patio. The event wraps up at 9 pm.



## APRIL 3<sup>RD</sup>: SUMMIT DAY TWO | VALLEY HO, THE SANDS

### morning

**7:00 networking breakfast**

**8:00 WELCOME + driving trends in home delivery**

Michael Dickens, the leader of our Home Delivery channel, will welcome us to day two of the Summit before we dig into innovation in Integrated Design and Production + Productivity.

**8:10 INTEGRATED DESIGN: increasing efficiency before + during the delivery process**

*40 min. snapshots | 20 min. think tanks | 30 min. interactive discussion*

We'll kick off the discussion with three expert viewpoints: a consultant (the first) who helps housing providers develop winning strategies to streamline design and delivery and a technology provider-builder team (the second and third) who are leveraging BIM to achieve tangible business benefits throughout the process.

9:40 break

**10:00 OPTIMIZING HOME DELIVERY: strategies + tools for driving productivity + quality on-site**

*40 min. snapshots | 20 min. think tanks | 30 min. interactive discussion*

How can we optimize productivity, efficiency and quality building homes the way that we do today? A quality management guru and a housing developer turned digital solution provider will share their insights. They'll map the key areas of opportunity, share tips and tricks, and give each table a question to chew on. Then Michael Dickens will elevate the individual think tank discussions to the entire room.

**11:30 networking lunch**

We're hosting lunch a little early to help you catch that evening flight. We promise it will still be tasty. Speed through the line, grab a boxed lunch and chat with fellow attendees before we start afternoon sessions.

### afternoon

**12:30 OPTIMIZING HOME DELIVERY through more modern methods of construction**

*40 min. snapshots | 20 min. think tanks | 30 min. interactive discussion*

How can we optimize productivity, efficiency and quality using more industrialized approaches to home construction both on-site and off-site? What are the real costs and opportunities? For those of you who have been leveraging our Off-Site Solutions Value Calculator, what are you seeing?

We'll kick off this session with two experts: one focused on how industrial engineering principles and advanced machinery can help streamline the production process on-site and the other sharing results builders are achieving through off-site methods. They'll share the good, the bad and the ugly – both successes and fail forward – and give each table a question to chew on. After the 20-minute working discussions have passed, Michael will once again elevate the discussion to the entire room.

2:00 break

**2:15 OFF-THE-WALL: Key Takeaways + Next Steps for Collaborative Innovation**

As a group, we'll look back on the past couple of days, share our key takeaways, and set priorities for what the Alliance should tackle for the rest of this year. We'll give you a sneak peek of the private section of our website if you haven't seen it and show you where to find additional resources following the event.

**3:00 the Summit concludes**

It's Miller time! You've worked hard and got some good nuggets to take home with you. If you're already there, staying in town another night, or taking a later flight, join us for a beer. Once we see how many people are sticking around, we'll find the right spot to meet up.