# Landlord Symposium Event Framework

This framework will guide you in the decisions that need to be made throughout the planning process.

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| WHO IS THE TARGET AUDIENCE? | The target audience for a Landlord Symposium includes current, former and prospective HCV Landlords. Landlords can range from just a single rental property to large corporate property management companies.You may also want to invite people from community groups, organizations or industry partners. |
| WHO WILL PRESENT? | Consider using current program staff or mid-level leadership to present information the HCV Overview, they know the program well and will be able to answer questions easily. Use current Program mid-level leadership to present program updatesConsider an expert presenter or panel of experts for the headline topic.  |
| WHAT WILL BE PRESENTED? | HCV Program Overview Program and Policy UpdatesHeadline TopicQ&A |
| HOW WILL THE INFORMATION BE DELIVERED? | A landlord symposium is framed around speaker style presentations. Utilize slides along with verbal presentations to deliver concise information.You may consider having information booths before, after and in between presentation sessions. |
| WHY IS THIS IMPORTANT? | A landlord symposium supports current landlords and potential landlords by providing current program information, policy and program and other industry information that is useful to the landlord community and voucher holders. |
| WHERE WILL THE EVENT TAKE PLACE? | Landlord Symposiums can vary greatly in size and complexity. For smaller PHAs, this even may take place in a community room at a PHA location, resource tables can be available in the same room as the presentations. Larger PHAs might consider renting a space to accommodate many people.  |
| WHEN WILL THE EVENT TAKE PLACE? | Available resources and interest will influence how frequently you hold Landlord Symposia. Individual events may take more planning, whereas the planning for regular events is repetitive and thus becomes easier. For one-time events consider time of year so as not to conflict with holiday and peak vacation times. |
| DAY OF EVENT LOGISTICS  | As you are planning the details of the event, keep a running checklist of all the things you will need to bring and do on the day of the event. |