



01-15-2014 - BOMA/NY to hold "Connect the Dots" event; Speakers include Berman of the Berman Group among others

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Which app to use? How to communicate faster and more effectively with tenants using the technology that works best for them—and for you as a business professional? How to cut through the e-clutter of social media and produce meaningful messages? And how does one keep up with technology today?

These can be daily questions in property management, and to help managers answer them, BOMA/NY is bringing together information specialists in the seminar "Connect The Dots: Bringing Building Staff and Tenants Together through Technology." Created by BOMA/NY's professional development committee, "Connect the Dots" will take place Wednesday, January 15th between 8 and 10:30 a.m. at Club 101 at 101 Park Ave. One CPD credit per hour will be awarded.

Speakers are:

- * Sarah Berman of The Berman Group will cover using social media and apps on smartphones and tablets to aid communication; building apps to facilitate marketing and communications, and new technology being developed for the real estate industry
- * Sandy Jacolow, CIO of Silverstein Properties, will share how mobility is changing how we work, mobility in the field and how it relates to operations and its role in connecting with tenants
- * Zac Wolf of Workspeed will answer why managers should use/implement an online tenant portal, mobile request submissions, Workspeed, and mobile apps and efficiencies.

To attend or get more information contact BOMA/NY's director of education, Mary Sorgente at mary@bomany.com or (212) 239-3662.

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