

# 2010 Orlando Events Calendar

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**Our partner employers distribute information about our participating communities to their employees as part of their human resources benefits. We give them all the materials they need, such as posters, flyers, payroll inserts & membership cards, to inform their employees about this great benefit. Every month, we update our listings and distribute them by mail & email to our partners.**

**The relationships we build allow us to develop unique marketing opportunities. Some partners allow us to attend onsite events and distribute community information directly to employees.**

**This calendar will keep you updated\* on how we are working hard, every month, to promote your community to the employees of our partners.**

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\*Events, dates and times are subject to change without notice.



**We build and manage employer relationships for you.  
Follow these easy steps to make sure you get the most from your membership.**

1. List your best discount.
2. Check email for leads from [info@npep.com](mailto:info@npep.com).
3. Listen for “*Call from National Preferred Employer Program*” when you answer the phone.
4. Look for our listings when potential residents visit your community.
5. Keep the listing we mail you monthly, handy to all leasing agents to quickly verify partner employers
6. Acknowledge & explain your discount and the benefits of the program.
7. Request the Free Welcome Gift we provide when a new lease is signed.
8. Honor your discount for all employees of our partners. Contact us at 1-877-629-6082 if an employee does not know about the program. We'll work with the partner to better notify employees & ensure more leads for your community.

### Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.
- Employer visits: LightPath Technologies, Community Health Centers

### NPEP Tip of the Month

**Become a fan of our page on Facebook – Orlando Apartment Discounts!**

### Marketing Idea of the Month

Have your staff come in a little early and provide individually wrapped honey buns and fruit juice for your residents as they leave for work that morning.

Get your local newspaper to provide free newspapers to hand out. You can set up at the entrance to your community or have the residents come into your office.

# January

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
					1	2
3	4	5 Nickelodeon Family Suites 11am-1pm 3 guest cards	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22 Connexions 10am-2pm 9 guest cards	23
24	25	26	27	28	29	30
31						

2010

### Regular Monthly Marketing

- Partner Employer newsletter emailed.
- Community listings mailed & emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – Cumberland Park.

### *NPEP Tip of the Month*

**Suggest employers to enroll in NPEP!**

### *Marketing Idea of the Month*

#### **Trash Pickup Day**

Have everyone leave the trash at their front door and have your staff pick up and throw away.

# February

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	1 Center for Drug-Free Living 10am-2pm 0 guest cards	2 Center for Drug-Free Living 20am-2pm 0 guest cards	3	4	5	6
7	8	9	10	11	12 Connexions 12pm-3pm 3 guest cards	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

2010

### Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – Central Park.
- Employer visits – DiPasqua Enterprises

### *NPEP Tip of the Month*

**Make employees of our partner employers feel special!**

### *Marketing Idea of the Month*

Sponsor a blood drive at your community. Not only will you be helping with the blood drive but your community will be advertised for free on the radio when they announce where the blood drive is being held.

# March

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 Connexions 12pm-3pm 7 guest cards	18	19	20
21	22	23	24	25	26 Nickelodeon Family Suites 11:30am-4pm 2 guest cards	27
28	29	30	31			

2010

### Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – Cypress Run.

### *NPEP Tip of the Month*

**Give us postings about your community for our fan page on Facebook – Orlando Apartment Discounts!**

### *Marketing Idea of the Month*

Direct mail your competition. Order post cards with cute saying like – “*The grass is greener on the other side of the street!*” – For a community that is across the street from you.

# April

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16 Westminster Communities of Florida 11:30am- 2:00pm 5 guest cards	17
18	19	20	21	22	23 Lowndes, Drosdick, Doster, Kantor & Reed 9am- 3:30pm 0 guest cards	24
25	26	27	28	29	30 Connexions 12pm-3pm 0 guest cards	

2010

**Regular Monthly Marketing**

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – Victoria Place.

**NPEP Tip of the Month**

**Reply promptly and persistently to leads!**

**Marketing Idea of the Month**

Good Customer Service, this is one of the best marketing tools. Be the one that says “Yes, we will” instead of “No, we won’t”.

# May

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

2010

**Regular Monthly Marketing**

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – City West.

**NPEP Tip of the Month**

**Make your Preferred Employer Discount your best discount!**

**Marketing Idea of the Month**

**Free Car Wash**

Have the staff dress casual and rotate everyone throughout the day to help wash residents' cars

# June

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22 Nickleoden Family Suites 11am-1pm 4 guest cards	23	24	25	26
27	28	29	30			

2010

**Regular Monthly Marketing**

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – TBD.

**Events TBD**

- Connexions

**NPEP Tip of the Month**

**Keep listings handy for leasing staff to quickly and easily verify partner employers!**

**Marketing Idea of the Month**

**Kid's Day**

Have all the children at your community come in for a movie and popcorn party. Set a couple of hours in the afternoon for them to watch a movie or have a local movie theater offer reduced price or free movie for the parents to take their children in the afternoon when show times are slow

**July**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13 AAA 11:30am- 2:00pm	14	15	16	17
18	19	20 CFHRA Vendor Expo & Benefit Conference 12pm-4pm	21 Hard Rock Café 9am- 12pm	22	23	24
25	26	27	28	29	30	31

**Regular Monthly Marketing**

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – TBD.

**Events TBD**

- Connexions

**NPEP Tip of the Month**

**Distribute NPEP flyers to all walk-in traffic!**

**Marketing Idea of the Month**

**Friday Night Party**

Invite your residents bring their favorite covered dish. You could also choose specific dishes like seafood, Mexican, or Italian...you might be surprised how good your residents can cook!

# August

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

2010

### Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – TBD.

### Events TBD

- Connexions
- Nickelodeon Family Suites

### *NPEP Tip of the Month*

**Give us postings about your community for our monthly employee newsletter!**

### *Marketing Idea of the Month*

Check with a radio station to do a live remote at your community. Some stations will do this free, you just have to call and ask!

# September

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

2010

### Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – TBD.

### Events TBD

- Connexions
- Fidelity National Information Services
- Quest

### *NPEP Tip of the Month*

**Request our Welcome Gift for your new NPEP residents!**

### *Marketing Idea of the Month*

Contact your local restaurants to find out if they will offer your residents coupons for meals. You can hand out coupons to new residents and to residents who are renewing their leases. Another way to use them, have your maintenance professional leave the coupon with a copy of the work order after repairs with a note saying "We love our residents!"

# October

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15 Rosen Hotels & Resorts 11am-2pm	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

2010

### Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – TBD.

### Events TBD

- Connexions
- Comprehensive Energy Services

### *NPEP Tip of the Month*

**Keep your listing updated!**

### *Marketing Idea of the Month*

#### **Resident Referral Fee**

Offer your residents a referral fee for anyone they referred who moves in this month. It can be a one time discount on their rent or a gift card from a local vendor.

# November

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16 Florida United Methodist Children's Home 9am- 4pm	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

2010

### Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.
- *NPEP Member News* emailed to employees – community highlight section – TBD.
- Holiday cards mailed to partner employers.

### Events TBD

- Connexions
- Nickelodeon Family Suites
- Parrish Medical Center

### *NPEP Tip of the Month*

Honor your Preferred Employer Discount for all employees of our partner employers.

### *Marketing Idea of the Month*

#### Package Delivery

Call each resident to alert them that they have a package and offer to deliver it to their apartment. Communities are typically slower this time of year and many residents are getting packages – a win-win!

# December

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2010