

# The 2025 NAHB International Builders' Show®

Education & Events List as of 10/24/2024

| Name                                                                                        | Type                       | Date                                       | Location                                             |
|---------------------------------------------------------------------------------------------|----------------------------|--------------------------------------------|------------------------------------------------------|
| 2025 Preshow Event                                                                          | Pre-Show Course            | Available 24/7                             | Virtual                                              |
| Land Development: Getting Started, Business Management & Financing                          | Pre-Show Course            | Wednesday, January 29<br>9:00 am - 1:30 pm |                                                      |
| Women in Tech Talk                                                                          | Presentation               | Saturday, February 1<br>11:30 am - 1:00 pm | LVCC - Professional Women in Building HQ - North 231 |
| 8 Essentials for Company Growth, Increased Profitability & Company Performance              | Building Knowledge Session | Tuesday, February 25<br>8:30 - 9:30 am     | LVCC - West 217                                      |
| Design Lean to Build Lean: Next Level Value Engineering to Improve Product & Profit         | Building Knowledge Session | Tuesday, February 25<br>8:30 - 9:30 am     | LVCC - West 220                                      |
| Error-Free Excellence: Strategies to Avoid & Correct Callbacks                              | Building Knowledge Session | Tuesday, February 25<br>8:30 - 9:30 am     | LVCC - West 207                                      |
| Getting Pay Right: High-Impact Compensation & Bonus Plans for Today's Complex Labor Market  | Building Knowledge Session | Tuesday, February 25<br>8:30 - 9:30 am     | LVCC - West 304                                      |
| Innovative Building Tools & Technologies for Building Better Homes                          | Building Knowledge Session | Tuesday, February 25<br>8:30 - 9:30 am     | LVCC - West 229                                      |
| Punch List: 25 Marketing Mistakes Builders & Remodelers Make                                | Learning Lab               | Tuesday, February 25<br>8:30 - 9:30 am     | LVCC - West 232                                      |
| Sell Naked: Embracing Raw Authenticity in Sales                                             | Building Knowledge Session | Tuesday, February 25<br>8:30 - 9:30 am     | LVCC - West 224                                      |
| Trade Partners or Opponents? 10 Best Practices for Re-Booting Your Trade Relationships      | Building Knowledge Session | Tuesday, February 25<br>8:30 - 9:30 am     | LVCC - West 226                                      |
| What's in Your Digital Marketing Stack? Must-Have's, Don't-Care-For's & Integration Secrets | Building Knowledge Session | Tuesday, February 25<br>8:30 - 9:30 am     | LVCC - West 315                                      |
| 2025 Design & Product Trends                                                                | Building Knowledge Session | Tuesday, February 25<br>10:15 - 11:15 am   | LVCC - West 224                                      |
| 2025 Remodeling Market Outlook: The Economy & Your Business                                 | Building Knowledge Session | Tuesday, February 25<br>10:15 - 11:15 am   | LVCC - West 217                                      |
| 4/12 Pitch: Innovative Living - A Blend of Style, Structure & Tech                          | Learning Lab               | Tuesday, February 25<br>10:15 - 11:15 am   | LVCC - West 232                                      |
| 9 Rules of Customer Experience to Set Yourself Apart                                        | Building Knowledge Session | Tuesday, February 25<br>10:15 - 11:15 am   | LVCC - West 315                                      |

| <b>Name</b>                                                                                        | <b>Type</b>                | <b>Date</b>                              | <b>Location</b>                  |
|----------------------------------------------------------------------------------------------------|----------------------------|------------------------------------------|----------------------------------|
| Become a Serial “Killer” Closer                                                                    | Building Knowledge Session | Tuesday, February 25<br>10:15 - 11:15 am | LVCC - West 318                  |
| Build Workforce Housing in Your Community with Modular Construction                                | Building Knowledge Session | Tuesday, February 25<br>10:15 - 11:15 am | LVCC - West 204                  |
| Capitalize on Built-for-Rent: Now is the Time for Small & Mid-Sized Builders                       | Building Knowledge Session | Tuesday, February 25<br>10:15 - 11:15 am | LVCC - West 207                  |
| Harnessing the Power of Video-Based Scopes of Work                                                 | Building Knowledge Session | Tuesday, February 25<br>10:15 - 11:15 am | LVCC - West 226                  |
| I Wish I'd Thought of That: Trending Multifamily Designs                                           | Building Knowledge Session | Tuesday, February 25<br>10:15 - 11:15 am | LVCC - West 304                  |
| Leveraging AI for Business Efficiency & Higher Profit                                              | Building Knowledge Session | Tuesday, February 25<br>10:15 - 11:15 am | LVCC - West 229                  |
| The RECIPE for Creating Award-Winning Client Experiences                                           | Building Knowledge Session | Tuesday, February 25<br>10:15 - 11:15 am | LVCC - West 220                  |
| 4/12 Pitch: Engage Home Buyers with an Interactive Customer Journey                                | Learning Lab               | Tuesday, February 25<br>12:30 - 1:30 pm  | LVCC - West 232                  |
| Effective Project Scheduling for Shorter Build Times & Higher Profits                              | Building Knowledge Session | Tuesday, February 25<br>12:30 - 1:30 pm  | LVCC - West 229                  |
| Increase Operational Productivity by Elevating Your Workplace Culture                              | Building Knowledge Session | Tuesday, February 25<br>12:30 - 1:30 pm  | LVCC - West 217                  |
| Right Land, Right Product: Development Trends & Strategies for 2025 & Beyond                       | Building Knowledge Session | Tuesday, February 25<br>12:30 - 1:30 pm  | LVCC - West 304                  |
| Sales Enablement: Equip Your Team for Success                                                      | Building Knowledge Session | Tuesday, February 25<br>12:30 - 1:30 pm  | LVCC - West 226                  |
| Stop Chasing Trends: Maximize Your Budget & Create Spaces Renters Want to Use                      | Building Knowledge Session | Tuesday, February 25<br>12:30 - 1:30 pm  | LVCC - West 207                  |
| What's Your Hook? The Forgotten Art of Storytelling in New Home Marketing                          | Building Knowledge Session | Tuesday, February 25<br>12:30 - 1:30 pm  | LVCC - West 315                  |
| The Outlook: 2025 Housing & Economic Forecast                                                      | Super Session              | Tuesday, February 25<br>2:00 - 3:30 pm   | LVCC - Spotlight Room - West 326 |
| Jam(b) Session: The AI Marketing Guide (for Humans) - What It Is, Isn't & Can Do for Your Business | Learning Lab               | Tuesday, February 25<br>2:15 - 3:15 pm   | LVCC - West 232                  |
| Navigating Kitchen, Bath & Outdoor Living Home Design Trends                                       | Building Knowledge Session | Tuesday, February 25<br>2:15 - 3:15 pm   | LVCC - West 220                  |

| <b>Name</b>                                                                             | <b>Type</b>                | <b>Date</b>                              | <b>Location</b> |
|-----------------------------------------------------------------------------------------|----------------------------|------------------------------------------|-----------------|
| Proven Strategies for Reducing Cycle Times                                              | Building Knowledge Session | Tuesday, February 25<br>2:15 - 3:15 pm   | LVCC - West 304 |
| Tapping into Emotions: How to Unlock the Unspoken in Your Sales Process                 | Building Knowledge Session | Tuesday, February 25<br>2:15 - 3:15 pm   | LVCC - West 315 |
| Top Priority for Business Growth: Invest in Your People                                 | Building Knowledge Session | Tuesday, February 25<br>2:15 - 3:15 pm   | LVCC - West 226 |
| Framing the American Dream: A Real-World Side-by-Side Comparison of Stick vs. Component | Building Knowledge Session | Tuesday, February 25<br>4:00 - 5:00 pm   | LVCC - West 229 |
| Jam(b) Session: Winner Techs All: Tech-driven Solutions for Online Sales & Marketing    | Learning Lab               | Tuesday, February 25<br>4:00 - 5:00 pm   | LVCC - West 232 |
| Simple, Effective Financial Management for Home Builders & Remodelers                   | Building Knowledge Session | Tuesday, February 25<br>4:00 - 5:00 pm   | LVCC - West 204 |
| Strategies for Comprehensive Job Costing & Maximum Project Profitability                | Building Knowledge Session | Tuesday, February 25<br>4:00 - 5:00 pm   | LVCC - West 226 |
| Strategies for Happy & Engaged Customers from Project Start to Finish                   | Building Knowledge Session | Tuesday, February 25<br>4:00 - 5:00 pm   | LVCC - West 207 |
| 10 Proven Social Media Content Strategies to Break Through the Noise                    | Building Knowledge Session | Wednesday, February 26<br>8:30 - 9:30 am | LVCC - West 229 |
| 2025 Home Trends, Top Features & Buyer Preferences                                      | Building Knowledge Session | Wednesday, February 26<br>8:30 - 9:30 am | LVCC - West 224 |
| 2025 Multifamily Market Outlook                                                         | Building Knowledge Session | Wednesday, February 26<br>8:30 - 9:30 am | LVCC - West 315 |
| All the Single Lots: Innovation in Single Lot Replacement Development                   | Building Knowledge Session | Wednesday, February 26<br>8:30 - 9:30 am | LVCC - West 226 |
| Building an Impactful Brand: Beyond Colors & Logos                                      | Building Knowledge Session | Wednesday, February 26<br>8:30 - 9:30 am | LVCC - West 318 |
| Designing Attainable & Sustainable Custom Homes for Every Region                        | Building Knowledge Session | Wednesday, February 26<br>8:30 - 9:30 am | LVCC - West 204 |
| Find Your Niche to Unlock Long-Term Competitive Advantage                               | Building Knowledge Session | Wednesday, February 26<br>8:30 - 9:30 am | LVCC - West 304 |
| Jam(b) Session: Building Your REALTOR® VIPs in a Post-NAR Settlement World              | Learning Lab               | Wednesday, February 26<br>8:30 - 9:30 am | LVCC - West 232 |

| <b>Name</b>                                                                                        | <b>Type</b>                | <b>Date</b>                                | <b>Location</b>                  |
|----------------------------------------------------------------------------------------------------|----------------------------|--------------------------------------------|----------------------------------|
| Pricing for Profit: Essential Pricing Strategies for Higher Net Margins                            | Building Knowledge Session | Wednesday, February 26<br>8:30 - 9:30 am   | LVCC - West 207                  |
| Selling to Diverse Buyer Groups: It's More Than Speaking the Same Language                         | Building Knowledge Session | Wednesday, February 26<br>8:30 - 9:30 am   | LVCC - West 220                  |
| The Blueprint: Design & Develop Attainable, Exciting Homes & Neighborhoods                         | Super Session              | Wednesday, February 26<br>8:30 - 10:30 am  | LVCC - Spotlight Room - West 326 |
| The Psychology Behind Success: Secrets The Superstars Know                                         | Building Knowledge Session | Wednesday, February 26<br>8:30 - 9:30 am   | LVCC - West 217                  |
| Climb the Digital Marketing Ladder: A Step-by-Step Strategy for Home Builders                      | Building Knowledge Session | Wednesday, February 26<br>10:15 - 11:15 am | LVCC - West 304                  |
| Cohesive CX: Creating Raving Fans Online, Onsite & Beyond                                          | Building Knowledge Session | Wednesday, February 26<br>10:15 - 11:15 am | LVCC - West 217                  |
| Pre-Construction: An Estimating, Change Order & Allowance Tool for Great Profit                    | Building Knowledge Session | Wednesday, February 26<br>10:15 - 11:15 am | LVCC - West 226                  |
| Profitability & Growth Through Alignment, Structure & Processes                                    | Building Knowledge Session | Wednesday, February 26<br>10:15 - 11:15 am | LVCC - West 207                  |
| Project Management in the Fast Lane: Mobilizing a Profit-Driven Production Team                    | Building Knowledge Session | Wednesday, February 26<br>10:15 - 11:15 am | LVCC - West 224                  |
| The Best Tech Trends & Products from CES                                                           | Building Knowledge Session | Wednesday, February 26<br>10:15 - 11:15 am | LVCC - West 315                  |
| The Power of Communication & It's Impact on Your Company & Customer Experience                     | Building Knowledge Session | Wednesday, February 26<br>10:15 - 11:15 am | LVCC - West 318                  |
| Why Customer Culture Affects Company Culture & How to Have the Best of Both                        | Building Knowledge Session | Wednesday, February 26<br>10:15 - 11:15 am | LVCC - West 220                  |
| Design Unleashed: A Cross-Country Tour of National & Regional Home Trends                          | Building Knowledge Session | Wednesday, February 26<br>12:30 - 1:30 pm  | LVCC - West 226                  |
| Discover Your Operational Algorithm to Create a Data-Driven Construction Business That Runs Itself | Building Knowledge Session | Wednesday, February 26<br>12:30 - 1:30 pm  | LVCC - West 318                  |
| Estimating with AI                                                                                 | Building Knowledge Session | Wednesday, February 26<br>12:30 - 1:30 pm  | LVCC - West 229                  |
| Jam(b) Session: Bricks vs. Clicks Debate – Do We Still Need Physical Models & Design Centers?      | Learning Lab               | Wednesday, February 26<br>12:30 - 1:30 pm  | LVCC - West 232                  |

| <b>Name</b>                                                                                      | <b>Type</b>                | <b>Date</b>                               | <b>Location</b> |
|--------------------------------------------------------------------------------------------------|----------------------------|-------------------------------------------|-----------------|
| Mapping the Buyer's Journey: 19 Touch Points to Establish Trust & Influence The Sale             | Building Knowledge Session | Wednesday, February 26<br>12:30 - 1:30 pm | LVCC - West 304 |
| Proven Path to Profit: A "Do This, Not That" Guide To 10x Gains                                  | Building Knowledge Session | Wednesday, February 26<br>12:30 - 1:30 pm | LVCC - West 207 |
| Search, Click, Sold! Website Best Practices for Selling Online Today & Tomorrow                  | Building Knowledge Session | Wednesday, February 26<br>12:30 - 1:30 pm | LVCC - West 315 |
| The Close-Out Is What Counts! Avoiding Punch Lists from Day One                                  | Building Knowledge Session | Wednesday, February 26<br>12:30 - 1:30 pm | LVCC - West 217 |
| #NoFilter: Builders Uncensored with the Hard Truths about Thriving in Business                   | Building Knowledge Session | Wednesday, February 26<br>2:15 - 3:15 pm  | LVCC - West 315 |
| 60 Design Ideas in 60 Minutes                                                                    | Building Knowledge Session | Wednesday, February 26<br>2:15 - 3:15 pm  | LVCC - West 224 |
| AI in Custom Building & Remodeling: Revolutionizing Sales & Marketing or Crossing the Line?      | Building Knowledge Session | Wednesday, February 26<br>2:15 - 3:15 pm  | LVCC - West 229 |
| You Heard from the Economists, Now Let's Make It Work for You                                    | Building Knowledge Session | Wednesday, February 26<br>2:15 - 3:15 pm  | LVCC - West 204 |
| Bambi vs. Godzilla: How to Deal with Difficult People                                            | Building Knowledge Session | Wednesday, February 26<br>4:00 - 5:00 pm  | LVCC - West 304 |
| Boomer Home Designs for Living a Long & Happy Life                                               | Building Knowledge Session | Wednesday, February 26<br>4:00 - 5:00 pm  | LVCC - West 224 |
| Collaborate for More Leads, Higher Sales & Better Customer Experiences                           | Building Knowledge Session | Wednesday, February 26<br>4:00 - 5:00 pm  | LVCC - West 315 |
| Effective Estimating: Your Path to Greater Remodeling Profitability                              | Building Knowledge Session | Wednesday, February 26<br>4:00 - 5:00 pm  | LVCC - West 204 |
| Jam(b) Session: Do This, Not That: What Homebuilder Marketing Experts Really Want Builders to Do | Learning Lab               | Wednesday, February 26<br>4:00 - 5:00 pm  | LVCC - West 232 |
| Maintaining Healthy Cash Flow                                                                    | Building Knowledge Session | Wednesday, February 26<br>4:00 - 5:00 pm  | LVCC - West 229 |
| Beyond the Product Demo: How Small Builders Can Navigate New Tech & AI Implementation            | Building Knowledge Session | Thursday, February 27<br>8:30 - 9:30 am   | LVCC - West 217 |
| Essential Tools for Great Project Management                                                     | Building Knowledge Session | Thursday, February 27<br>8:30 - 9:30 am   | LVCC - West 220 |

| <b>Name</b>                                                                                   | <b>Type</b>                | <b>Date</b>                               | <b>Location</b>                                |
|-----------------------------------------------------------------------------------------------|----------------------------|-------------------------------------------|------------------------------------------------|
| Lessons Learned & Leveraged: The America at Home Study's Data-Driven, Systems-Built Home      | Building Knowledge Session | Thursday, February 27<br>8:30 - 9:30 am   | LVCC - West 207                                |
| License to Sell: Mastering the Balance of AI & Human Intelligence in Home Sales               | Building Knowledge Session | Thursday, February 27<br>8:30 - 9:30 am   | LVCC - West 229                                |
| Pricing Mastery: 5 Things You Must Know, 7 Mistakes to Avoid & 4 Ways to Increase Profit      | Building Knowledge Session | Thursday, February 27<br>8:30 - 9:30 am   | LVCC - West 226                                |
| Two-Story Talk: How to Attract, Train & Retain Your Future Workforce                          | Learning Lab               | Thursday, February 27<br>8:30 - 9:30 am   | LVCC - West 232                                |
| Navigating Customer Challenges: Turning Mistakes into Opportunities                           | Building Knowledge Session | Thursday, February 27<br>10:15 - 11:15 am | LVCC - West 207                                |
| Punch List: Managing Business Risk Through Contracts, Insurance & More                        | Learning Lab               | Thursday, February 27<br>10:15 - 11:15 am | LVCC - West 232                                |
| Selling at a Premium: How to Outperform the Competition When Your Homes are Priced 30% Higher | Building Knowledge Session | Thursday, February 27<br>10:15 - 11:15 am | LVCC - West 229                                |
| The Healthier Home & Community Design Toolkit                                                 | Building Knowledge Session | Thursday, February 27<br>10:15 - 11:15 am | LVCC - West 217                                |
| Top Trends for Amenity Spaces                                                                 | Building Knowledge Session | Thursday, February 27<br>10:15 - 11:15 am | LVCC - West 220                                |
| Design & Build for Natural Comfort                                                            | Building Knowledge Session | Thursday, February 27<br>12:30 - 1:30 pm  | LVCC - West 229                                |
| Develop Leaders from Within: Improve Company Culture & Drive Success                          | Building Knowledge Session | Thursday, February 27<br>12:30 - 1:30 pm  | LVCC - West 226                                |
| Elevate Your Elevations: Creating Streetscapes That Sell Homes                                | Building Knowledge Session | Thursday, February 27<br>12:30 - 1:30 pm  | LVCC - West 217                                |
| How to Create Demand Using Construction Slots & Scarcity                                      | Building Knowledge Session | Thursday, February 27<br>12:30 - 1:30 pm  | LVCC - West 204                                |
| How to Give 55+ Buyers What They Want                                                         | Building Knowledge Session | Thursday, February 27<br>12:30 - 1:30 pm  | LVCC - West 207                                |
| Supercharge Your Marketing: Mastering the Buyer's Journey in the 'Messy Middle'               | Building Knowledge Session | Thursday, February 27<br>12:30 - 1:30 pm  | LVCC - West 220                                |
| Two-Story Talk: Lights, Camera, Record! Video Best Practices for YouTube & Social Media       | Learning Lab               | Thursday, February 27<br>12:30 - 1:30 pm  | LVCC - West 232                                |
| Official IBS House Party sponsored by Rhott                                                   | Reception                  | Thursday, February 27<br>6:30 - 8:30 pm   | Westgate - Lobby Level - Paradise Event Center |

| Name                                                                             | Type               | Date                               | Location                                                          |
|----------------------------------------------------------------------------------|--------------------|------------------------------------|-------------------------------------------------------------------|
| Building the 21st Century Community:<br>Offsite, Sustainable, Inclusive - COPYss | Awards<br>Ceremony | Thursday, May 1<br>9:03 - 10:00 am | LVCC - NAHB<br>Building Systems<br>Councils Lounge -<br>North 242 |
| Jen's homemade preshow                                                           | Pre-Show<br>Course | Available 24/7                     | Virtual                                                           |