



SUMMER 2022

RESIDENT EVENTS

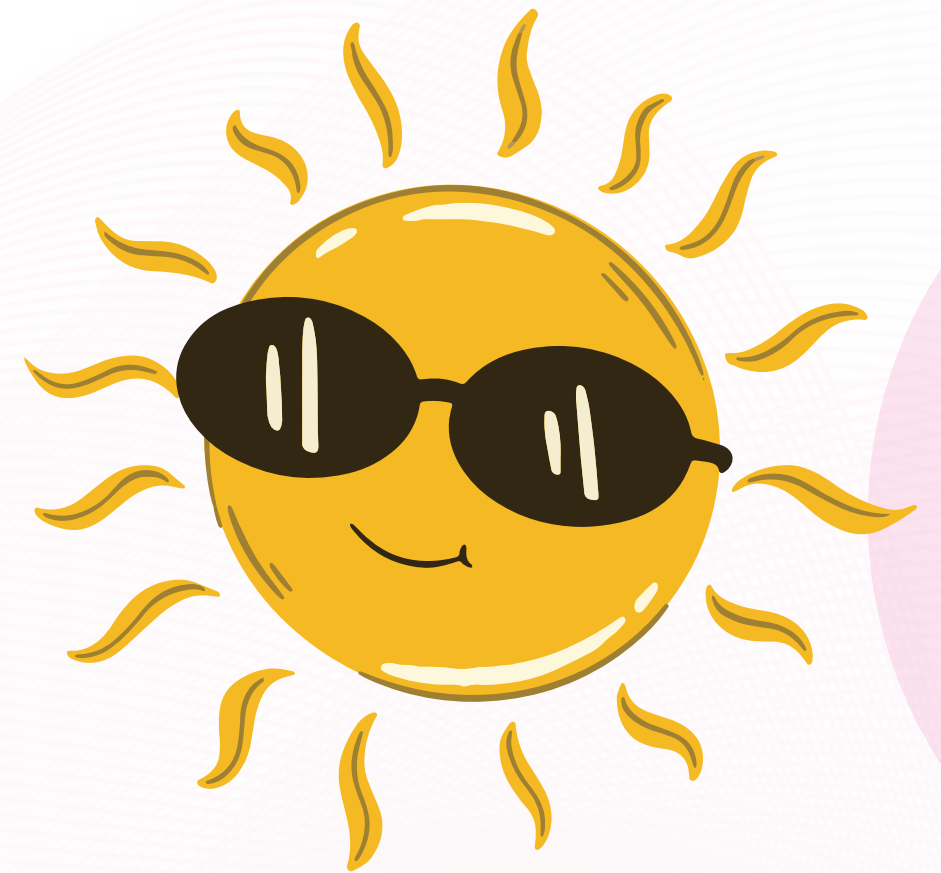
& ENGAGEMENT IDEAS

[WEBINAR]



FLAMINGO

Hi! I'm Jude



FLAMINGO

so

WTF

is Flamingo?





350,000+ Units Use Flamingo's Platform to Create Stand Out Communities



FLAMINGO

Used By
1000+ Communities

LINCOLN
PROPERTY
COMPANY

EMBREY
Development | Construction | Management

WAYPOINT
RESIDENTIAL

LEGACY
PARTNERS

veris
RESIDENTIAL

ZRS
MANAGEMENT

One-App Resident Journey



Resident
Events



Concierge
Services



Digital
Resident Guide



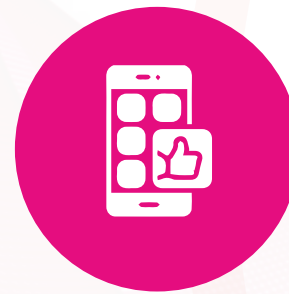
Automated
Move-In / Out



Smart Key
Access



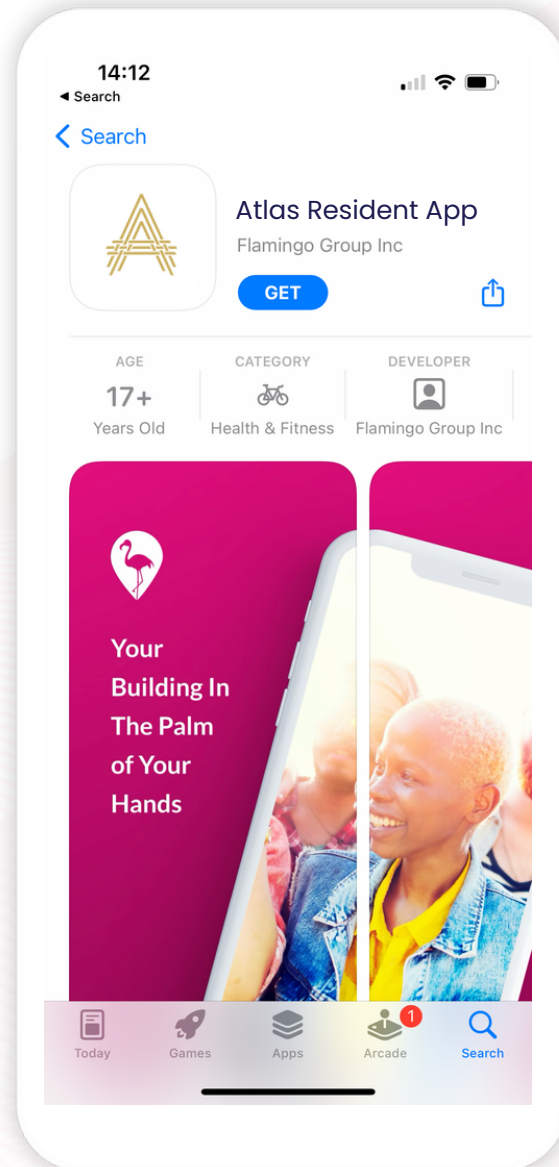
Maintenance
Requests



Resident - Staff
Communication




On Demand
Fitness



FLAMINGO

Single log-in system



Resident Engagement App

Attend Events

Book Services

Book Amenities

My REwards


Smart Key

On-Demand Fitness

Social Feed

Complete Surveys

Leave a Review



Staff Dashboard

Summary

Event Attendance

Ancillary Income Earned

Digital Resident Guide

Email Open Rate

Digital Lobby Screens

On-Demand Fitness

Move-Ins/Outs

Reputation Management

Renewal Rate

Resident Messages


Resident Surveys

Review Invites Sent

1 Jul 2021 - 31 Dec 2021

Resident happiness


★ 4.2 + 0.74 points from trailing 3 months



— This building — Buildings average

Facebook review data

★ 4.6 + 0.28 points from trailing 3 months



— This building — Buildings average

Virtual fitness

allbeats™

NESS™ DEMAND

Communication

REEN

Other

ter.

red.

untain

xt

\$200+/month: Resident Rewards

INCENTCO™

community rewards

modern message

\$400+/month: Resident portal

BuildingLink

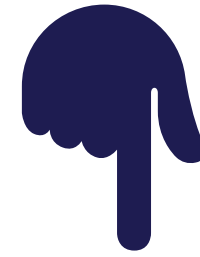
ActiveBuilding

\$300+/month: Services

amenify

FLAMINGO TIP

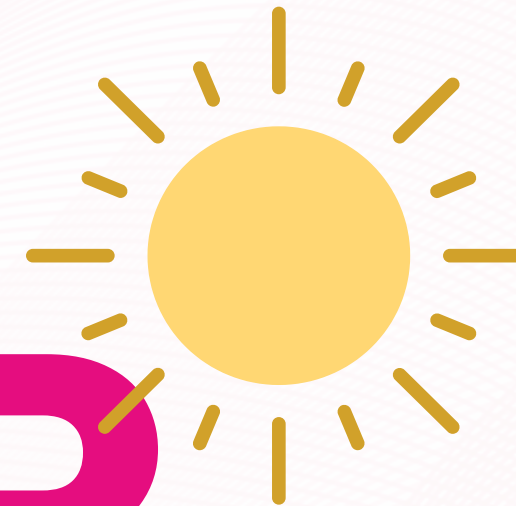
Why outdoor events are the way to go...



- It's the perfect way to show off your outdoor spaces and amenities.
- You can fit more people, which means higher reach and better engagement.
- Events feel more special (eg: Standup show vs Standup show by the pool)
- Pics are way better!
- More space means you can partner with Leasing and invite prospects.



TOP 15 SUMMER EVENTS



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EPIC POOL PARTY

- Mix with other events like Standup Show or Mixology class
- Instagrammable
- Make it your signature annual event

\$1,850 at getflamingo.com



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FOOD TRUCK FESTIVAL

- Invite Prospects
- Provide Alcohol
- Mix it up - Breakfast, Desserts, Cocktail/Craft Brews



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OUTDOOR MOVIE NIGHT

- Invite Prospects
- Rent Cotton Candy Machine for the Summer
- Provide Popcorn



FLAMINGO



YOGA, BRUNCH & MIMOSAS

- Instagrammable
- Make it a monthly event
- Add a DJ and make it a party!



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4TH OF JULY COCKTAILS

- Trendy & fun!
- Prospect friendly
- Educational



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MINI SUMMER FESTIVAL

- Mix more than 2 events in 1! For example Live band, Ice-Cream, Food, and Drinks!
- Huge reach, prospect friendly



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INHOUSE ICE-CREAM CRAWL

- Beats a pub-crawl, every day!
- Easy and simple
- Family-friendly



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WING FESTIVAL

- Celebrate the wing! Provide lots of flavors.
- Hot wing eating contest!
- Provide alcohol



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COOKING ON THE GRILL 101

- Educational
- Residents learn and get to taste their creations.
- Perfect event for an Instagram or FB Live



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TACO BAR & DRINKS

- Delicious, fun and has a special touch
- Bring a DJ or put on music to lighten the mood
- Prospect friendly



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YAPPY HOUR

- Family-friendly
- Pair it up with an Outdoor movie event
- Take lots of pics for your website (pet-friendly communities have to show off their pets!)



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MAKE-YOUR-OWN MOJITO

- Make it a weekly event with a different every week.
- Educational
- Prospect friendly



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SUMMER FLING CASINO PARTY

- Make it elegant and chic!
- Alcohol event
- Raise funds for a local organization.



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SUMMER SMOOTHIES

- Perfect Saturday morning event.
- Pair it up with a yoga or fitness class
- Make it educational and invite a nutritionist to talk about healthy, delicious smoothies recipes



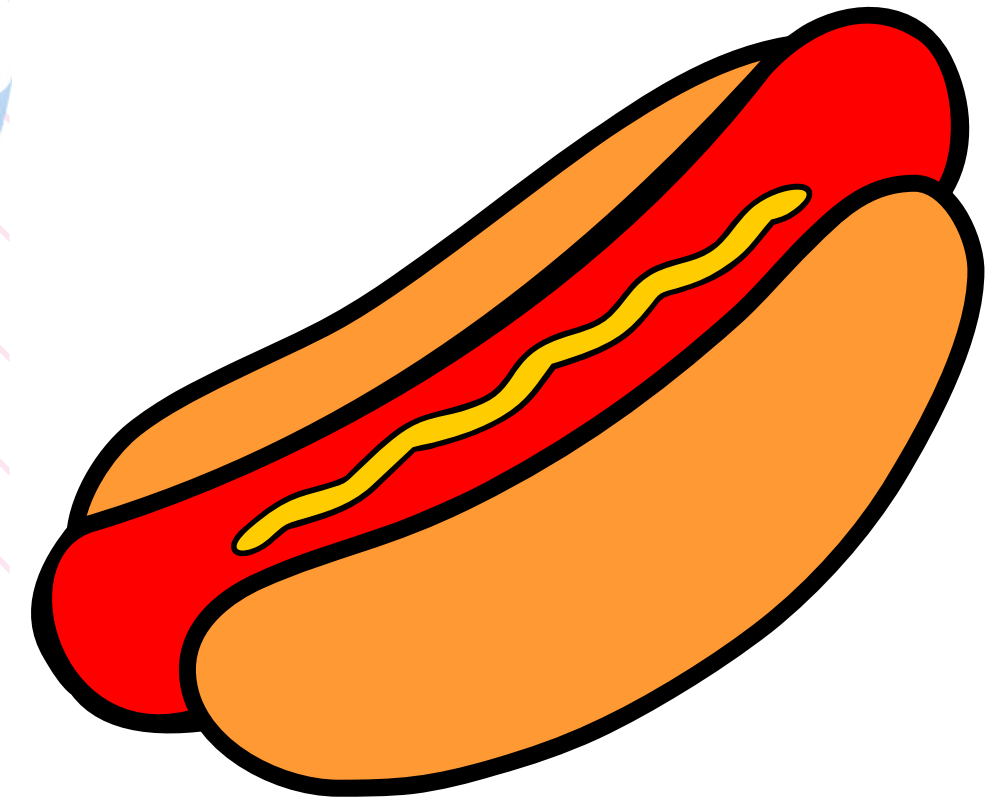
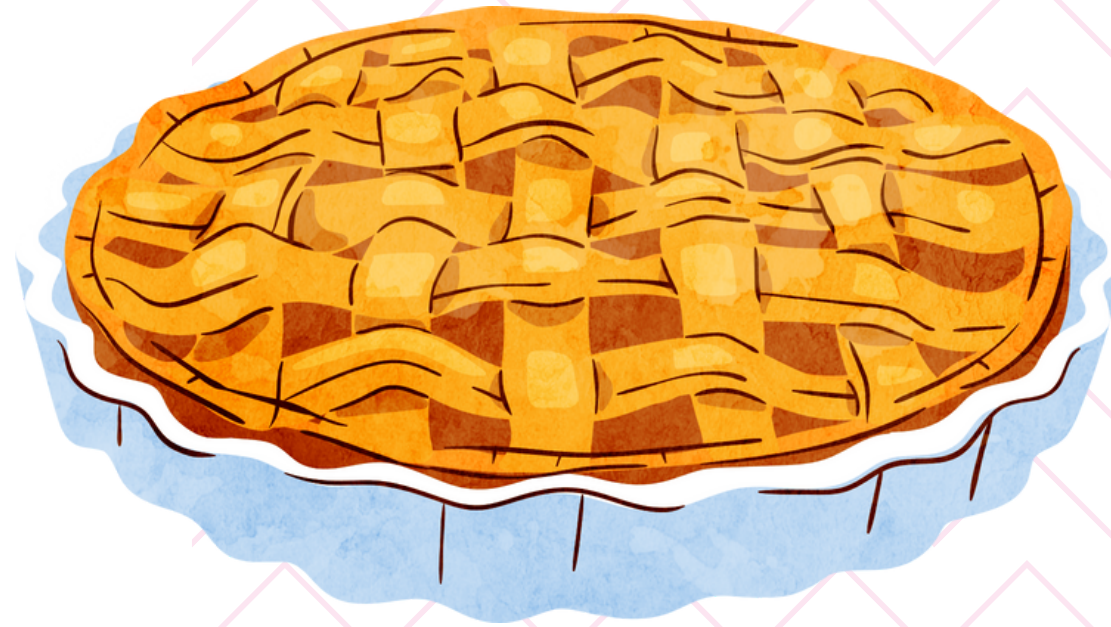
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BONUS (CRAZY) EVENT



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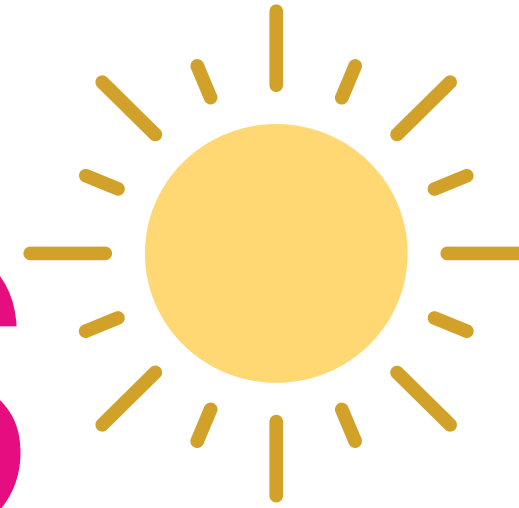


EATING CONTEST



FLAMINGO

EVENTS



DO'S

&

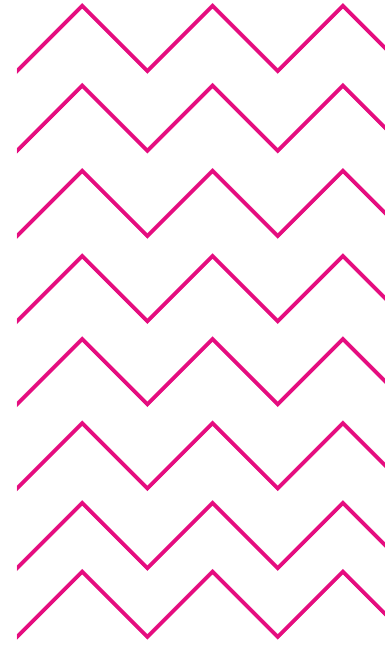
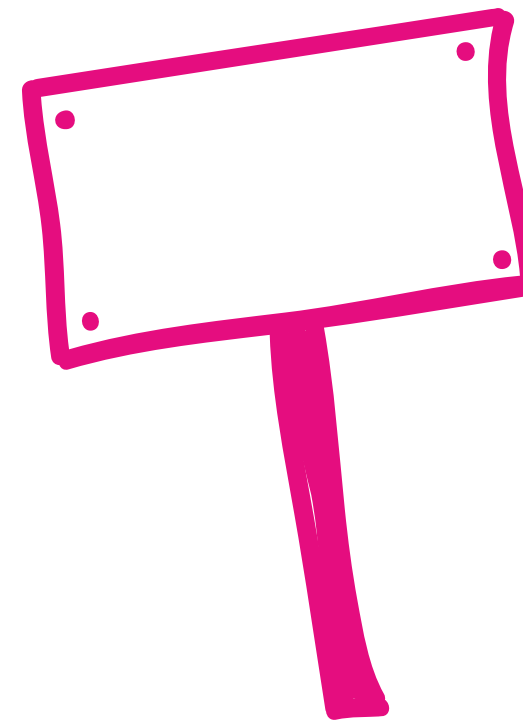
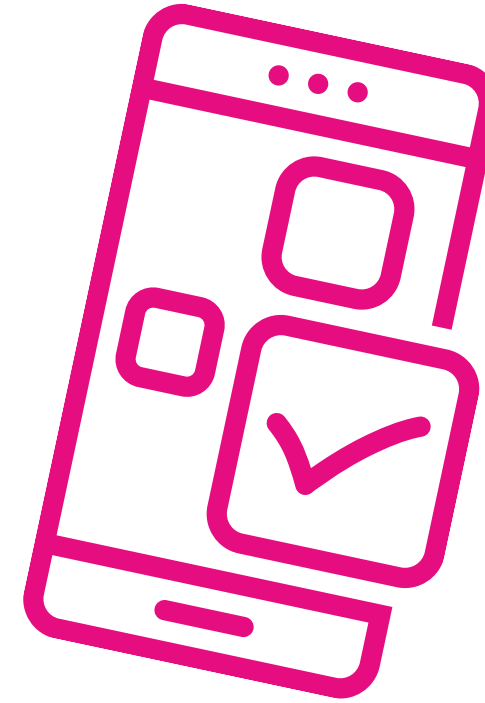
DONT'S



FLAMINGO

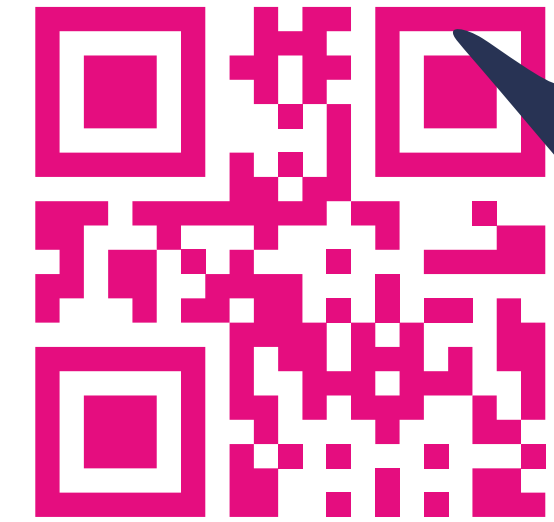
1

DO
SPEND MORE
TIME
MARKETING
YOUR EVENT
THAN
PLANNING IT



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DON'T
FORCE
RESIDENTS TO
SEND AN EMAIL
TO RSVP



DO BRING SOCIAL MEDIA INTO THE MIX



- ✓ Hashtags
- ✓ Residents-generated content
- ✓ Event Pics contest



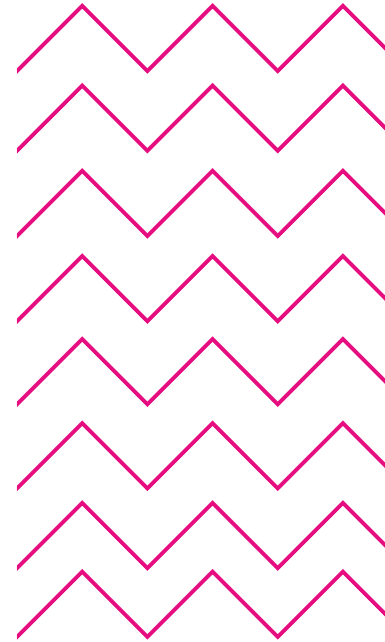
DON'T IGNORE RESIDENT REQUESTS



Easiest way to pick your next resident event is by asking your residents which event they want to experience!



**DO
SEND
AUTOMATIC
REVIEW
REQUESTS TO
ALL ATTENDEES**



DON'T
FORGET TO
INVITE
PROSPECTS &
PARTNER WITH
LEASING



THANKS!

Create an account
for free at
getflamingo.com



Events Marketplace

[In-Person Events](#)[Virtual Events](#)[Live Event Ideas](#)[Virtual Event Ideas](#)

Search

Enter event name

Average event rating:

15

Event budget:

\$0\$10000

Reorder Ta

Most Popular

Summer Events

Spring Events

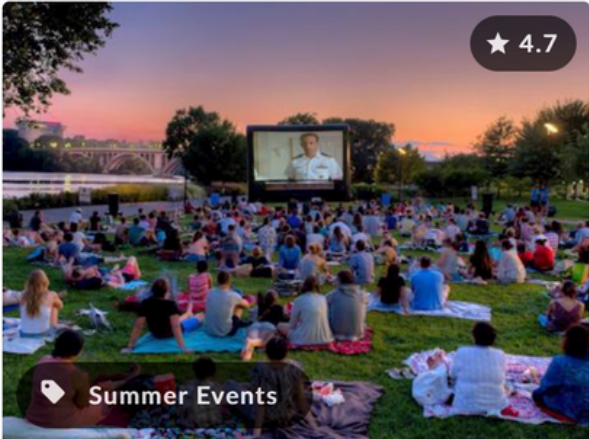
Winter Events

Holiday Event

Fall Events

Untagged

Classes Events



★ 4.7

Summer Events

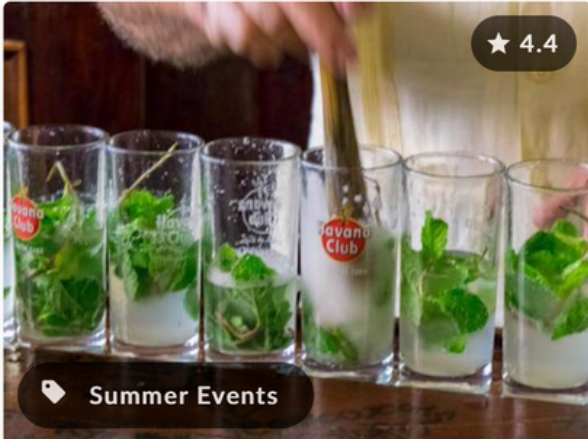
Entertainer - Outdoor Movie

Outdoor Movie Night

A fun movie night with an outdoor theatre set.

\$800 (estimate)

Request



★ 4.4

Summer Events

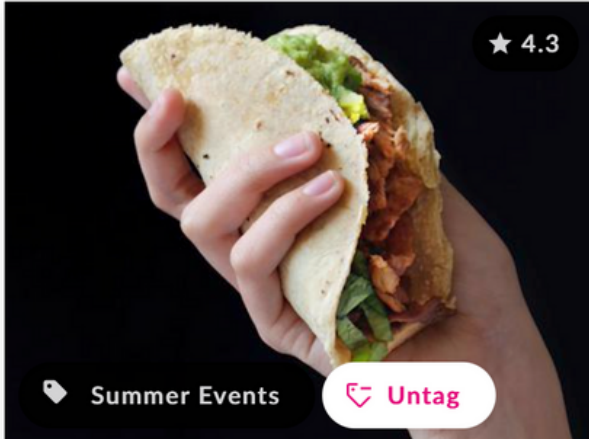
Social - Cocktail Making

Make-Your-Own Mojito Day

A mixologist will teach your residents about the origin of the Mojito drink and give them a

\$600 (estimate)

Request



★ 4.3

Summer Events

Untag


Social - Food, Catering, or Reception

Taco Bar & Drinks

This is a winner, every time. A taco bar social will give residents the opportunity to enjoy amazing

\$700 (estimate)

Request



★ 4.3

Summer Events


Social - Pool Party

Epic Pool Party

This Pool Party is unli

catering, drinks and t

\$3000 (estimate)



★ 4.3

Summer Events


Social - People

Summer Social

A fun summer social with live music and food.

\$500 (estimate)

Request



★ 4.4

Summer Events


Social - Drink

Mojito Making

A mixologist will teach your residents about the origin of the Mojito drink and give them a

\$600 (estimate)

Request



★ 4.3

Summer Events


Social - Food, Catering, or Reception

Ice Cream Social

A fun ice cream social with live music and food.

\$500 (estimate)

Request



★ 4.3

Summer Events

Social - Food, Catering, or Reception

Food Social

A fun food social with live music and food.

\$500 (estimate)

Request

**GET YOUR FREE
COMMUNITY-BRANDED
APP AND BOOK
YOUR FIRST
EVENT FOR FREE**



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