

The 2024 NAHB International Builders' Show®

Education & Events List as of 9/8/2024

Name	Type	Date	Location
Estimating: The First Line of Defense for Profits	Pre-Show Course	Available 24/7	Virtual
Land Development: Getting Started, Business Management & Financing	Pre-Show Course	Available 24/7	Virtual
Project Management	Pre-Show Course	Available 24/7	Virtual
Qualified Lead Generation for Referrals	Pre-Show Course	Available 24/7	Virtual
Using Contract and Law to Protect Your Assets	Pre-Show Course	Available 24/7	Virtual
Introductory Selling Strategies, Techniques, and Tips	Pre-Show Course	Available 24/7	Virtual
Site Planning	Pre-Show Course	Available 24/7	Virtual
The Project Schedule as a Planning and Communication Tool	Pre-Show Course	Available 24/7	Virtual
Building Science Symposium	Pre-Show Course	Available 24/7	Virtual
Custom Building & Remodeling Symposium	Pre-Show Course	Available 24/7	Virtual
Business Accounting: A Road Map to Profitability	Pre-Show Course	Available 24/7	Virtual
Business Management For Building Professionals	Pre-Show Course	Available 24/7	Virtual
Financial Management	Pre-Show Course	Available 24/7	Virtual
How to Craft a Winning Digital Marketing Strategy	Pre-Show Course	Available 24/7	Virtual
Train the Trainer	Pre-Show Course	Available 24/7	Virtual
Job Costing: The Road Map Continues	Pre-Show Course	Available 24/7	Virtual
Website Best Practices for Maximum Lead Generation	Pre-Show Course	Available 24/7	Virtual
DCW Opening Ceremonies	Keynote	Available 24/7	Virtual
8 Essentials for Company Growth, Increased Profitability & Company Performance	Building Knowledge Session	Available 24/7	Virtual
Error-Free Excellence: Strategies to Avoid & Correct Callbacks	Building Knowledge Session	Available 24/7	Virtual

Name	Type	Date	Location
Getting Pay Right: High-Impact Compensation & Bonus Plans for Today's Complex Labor Market	Building Knowledge Session	Available 24/7	Virtual
Innovative Building Tools & Technologies for Building Better Homes	Building Knowledge Session	Available 24/7	Virtual
Punch List: 25 Marketing Mistakes Builders & Remodelers Make	Learning Lab	Available 24/7	Virtual
Sell Naked: Embracing Raw Authenticity in Sales	Building Knowledge Session	Available 24/7	Virtual
What's in Your Digital Marketing Stack? Must-Have's, Don't-Care-For's & Integration Secrets	Building Knowledge Session	Available 24/7	Virtual
2025 Design & Product Trends	Building Knowledge Session	Available 24/7	Virtual
2025 Remodeling Market Outlook: The Economy & Your Business	Building Knowledge Session	Available 24/7	Virtual
9 Rules of Customer Experience to Set Yourself Apart	Building Knowledge Session	Available 24/7	Virtual
Become a Serial "Killer" Closer	Building Knowledge Session	Available 24/7	Virtual
Build Workforce Housing in Your Community with Modular Construction	Building Knowledge Session	Available 24/7	Virtual
Capitalize on Built-for-Rent: Now is the Time for Small & Mid-Sized Builders	Building Knowledge Session	Available 24/7	Virtual
Harnessing the Power of Video-Based Scopes of Work	Building Knowledge Session	Available 24/7	Virtual
I Wish I'd Thought of That: Trending Multifamily Designs	Building Knowledge Session	Available 24/7	Virtual
Leveraging AI for Business Efficiency & Higher Profit	Building Knowledge Session	Available 24/7	Virtual
The RECIPE for Creating Award-Winning Client Experiences	Building Knowledge Session	Available 24/7	Virtual
Increase Operational Productivity by Elevating Your Workplace Culture	Building Knowledge Session	Available 24/7	Virtual
Jam(b) Session: Engage Home Buyers with an Interactive Customer Journey	Learning Lab	Available 24/7	Virtual

Name	Type	Date	Location
Sales Enablement: Equip Your Team for Success	Building Knowledge Session	Available 24/7	Virtual
Stop Chasing Trends: Maximize Your Budget & Create Spaces Renters Want to Use	Building Knowledge Session	Available 24/7	Virtual
What's Your Hook? The Forgotten Art of Storytelling in New Home Marketing	Building Knowledge Session	Available 24/7	Virtual
The Outlook: 2025 Housing & Economic Forecast	Super Session	Available 24/7	Virtual
Jam(b) Session: The AI Marketing Guide (for Humans) - What It Is, Isn't & Can Do for Your Business	Learning Lab	Available 24/7	Virtual
Navigating Kitchen, Bath & Outdoor Living Home Design Trends	Building Knowledge Session	Available 24/7	Virtual
Tapping into Emotions: How to Unlock the Unspoken in Your Sales Process	Building Knowledge Session	Available 24/7	Virtual
Top Priority for Business Growth: Invest in Your People	Building Knowledge Session	Available 24/7	Virtual
Framing the American Dream: A Real-World Side-by-Side Comparison of Stick vs. Component	Building Knowledge Session	Available 24/7	Virtual
Jam(b) Session: Winner Techs All: Tech-driven Solutions for Online Sales & Marketing	Learning Lab	Available 24/7	Virtual
Simple, Effective Financial Management for Home Builders & Remodelers	Building Knowledge Session	Available 24/7	Virtual
Strategies for Comprehensive Job Costing & Maximum Project Profitability	Building Knowledge Session	Available 24/7	Virtual
Strategies for Happy & Engaged Customers from Project Start to Finish	Building Knowledge Session	Available 24/7	Virtual
Official IBS House Party	Reception	Available 24/7	Virtual
10 Proven Social Media Content Strategies to Break Through the Noise	Building Knowledge Session	Available 24/7	Virtual
2025 Home Trends, Top Features & Buyer Preferences	Building Knowledge Session	Available 24/7	Virtual
2025 Multifamily Market Outlook	Building Knowledge Session	Available 24/7	Virtual

Name	Type	Date	Location
All the Single Lots: Innovation in Single Lot Replacement Development	Building Knowledge Session	Available 24/7	Virtual
Building an Impactful Brand: Beyond Colors & Logos	Building Knowledge Session	Available 24/7	Virtual
Designing Attainable & Sustainable Custom Homes for Every Region	Building Knowledge Session	Available 24/7	Virtual
Find Your Niche to Unlock Long-Term Competitive Advantage	Building Knowledge Session	Available 24/7	Virtual
Pricing for Profit: Essential Pricing Strategies for Higher Net Margins	Building Knowledge Session	Available 24/7	Virtual
Selling to Diverse Buyer Groups: It's More Than Speaking the Same Language	Building Knowledge Session	Available 24/7	Virtual
The Blueprint: Design & Develop Attainable, Exciting Homes & Neighborhoods	Super Session	Available 24/7	Virtual
The Psychology Behind Success: Secrets The Superstars Know	Building Knowledge Session	Available 24/7	Virtual
Climb the Digital Marketing Ladder: A Step-by-Step Strategy for Home Builders	Building Knowledge Session	Available 24/7	Virtual
Cohesive CX: Creating Raving Fans Online, Onsite & Beyond	Building Knowledge Session	Available 24/7	Virtual
Jam(b) Session: Turning Abstract Data Into Actionable Insights!	Learning Lab	Available 24/7	Virtual
Profitability & Growth Through Alignment, Structure & Processes	Building Knowledge Session	Available 24/7	Virtual
Project Management in the Fast Lane: Mobilizing a Profit-Driven Production Team	Building Knowledge Session	Available 24/7	Virtual
The Best Tech Trends & Products from CES	Building Knowledge Session	Available 24/7	Virtual
The Power of Communication & It's Impact on Your Company & Customer Experience	Building Knowledge Session	Available 24/7	Virtual
Why Customer Culture Affects Company Culture & How to Have the Best of Both	Building Knowledge Session	Available 24/7	Virtual
Discover Your Operational Algorithm to Create a Data-Driven Construction Business That Runs Itself	Building Knowledge Session	Available 24/7	Virtual

Name	Type	Date	Location
Estimating with AI	Building Knowledge Session	Available 24/7	Virtual
Jam(b) Session: Bricks vs. Clicks Debate – Do We Still Need Physical Models & Design Centers?	Learning Lab	Available 24/7	Virtual
Mapping the Buyer's Journey: 19 Touch Points to Establish Trust & Influence The Sale	Building Knowledge Session	Available 24/7	Virtual
Proven Path to Profit: A "Do This, Not That" Guide To 10x Gains	Building Knowledge Session	Available 24/7	Virtual
Search, Click, Sold! Website Best Practices for Selling Online Today & Tomorrow	Building Knowledge Session	Available 24/7	Virtual
Trend Insights: Discover National & Regional Design Trends to Gain a Competitive Edge	Building Knowledge Session	Available 24/7	Virtual
#NoFilter: Builders Uncensored with the Hard Truths about Thriving in Business	Building Knowledge Session	Available 24/7	Virtual
60 Design Ideas in 60 Minutes	Building Knowledge Session	Available 24/7	Virtual
AI in Custom Building & Remodeling: Revolutionizing Sales & Marketing or Crossing the Line?	Building Knowledge Session	Available 24/7	Virtual
Jam(b) Session: Building Your REALTOR® VIPs in a Post-NAR Settlement World	Learning Lab	Available 24/7	Virtual
You Heard from the Economists, Now Let's Make It Work for You	Building Knowledge Session	Available 24/7	Virtual
Bambi vs. Godzilla: How to Deal with Difficult People	Building Knowledge Session	Available 24/7	Virtual
Boomer Home Designs for Living a Long & Happy Life	Building Knowledge Session	Available 24/7	Virtual
Collaborate for More Leads, Higher Sales & Better Customer Experiences	Building Knowledge Session	Available 24/7	Virtual
Jam(b) Session: Do This, Not That: What Homebuilder Marketing Experts Really Want Builders to Do	Learning Lab	Available 24/7	Virtual
Best in American Living™ Awards, Featuring Design, Multifamily, Offsite Construction & Remodeling Awards	Awards Ceremony	Available 24/7	Virtual
IBS Young Pro Party	Networking	Available 24/7	Virtual

Name	Type	Date	Location
Beyond the Product Demo: How Small Builders Can Navigate New Tech & AI Implementation	Building Knowledge Session	Available 24/7	Virtual
Essential Tools for Great Project Management	Building Knowledge Session	Available 24/7	Virtual
Global Home Building Symposium: How to Win in the U.S. Home Building Market	Networking	Available 24/7	Virtual
Lessons Learned & Leveraged: The America at Home Study's Data-Driven, Systems-Built Home	Building Knowledge Session	Available 24/7	Virtual
License to Sell: Mastering the Balance of AI & Human Intelligence in Home Sales	Building Knowledge Session	Available 24/7	Virtual
Pricing Mastery: 5 Things You Must Know, 7 Mistakes to Avoid & 4 Ways to Increase Profit	Building Knowledge Session	Available 24/7	Virtual
Two-Story Talk: How to Attract, Train & Retain Your Future Workforce	Learning Lab	Available 24/7	Virtual
Navigating Customer Challenges: Turning Mistakes into Opportunities	Building Knowledge Session	Available 24/7	Virtual
Punch List: Managing Business Risk Through Contracts, Insurance & More	Learning Lab	Available 24/7	Virtual
Selling at a Premium: How to Outperform the Competition When Your Homes are Priced 30% Higher	Building Knowledge Session	Available 24/7	Virtual
The Healthier Home & Community Design Toolkit	Building Knowledge Session	Available 24/7	Virtual
Top Trends for Amenity Spaces	Building Knowledge Session	Available 24/7	Virtual
Design & Build for Natural Comfort	Building Knowledge Session	Available 24/7	Virtual
Develop Leaders from Within: Improve Company Culture & Drive Success	Building Knowledge Session	Available 24/7	Virtual
How to Create Demand Using Construction Slots & Scarcity	Building Knowledge Session	Available 24/7	Virtual
How to Give 55+ Buyers What They Want	Building Knowledge Session	Available 24/7	Virtual
Supercharge Your Marketing: Mastering the Buyer's Journey in the 'Messy Middle'	Building Knowledge Session	Available 24/7	Virtual

Name	Type	Date	Location
Two-Story Talk: Lights, Camera, Record! Video Best Practices for YouTube & Social Media	Learning Lab	Available 24/7	Virtual
IBS Closing Concert	Concert	Available 24/7	Virtual