



Frequently Asked Questions (FAQs) Submission Rules and Guidelines

What is the “Be the Next Ambassador” challenge?

“Be the Next Ambassador” is a challenge to Texas apartment industry employees with 5 years of experience or less to tell us why they love their apartment career to become the next Room to Grow ambassador!

What is a Room to Grow ambassador?

A Room to Grow ambassador is a Texas apartment industry professional (including supplier partners) who displays commitment to their job, professional growth, and enthusiasm about their career journey.

What is the Room to Grow campaign?

The Room to Grow campaign is an external recruitment initiative to raise awareness about the diverse, quality career opportunities in the Texas apartment industry. The campaign highlights the stories of our industry’s most valuable assets, it’s people! Visit www.roomtogrowth.com to learn more.

Who can enter?

All part-time and/or full-time employees in the Texas Apartment industry, including supplier partner professionals with 5 years or less experience in the industry. Applicants must be 18 years of age or older.

What are the important dates to know?

- *Submissions accepted:* Wednesday, January 18 through Wednesday, February 1, 2023.
- *Online voting runs:* Monday, February 13 through Friday, February 17, 2023.
- *Winner announced:* Tuesday, February 21, 2023.

How do I enter?

Submit your video at www.woobox.com/v4g2e3 or via www.taaef.org (site will go live on January 18). For more submission details visit the website and if you have any issues submitting your entry, please reach out to taaef@taa.org and we will respond promptly to help.

How long should my video be?

The shorter and more succinct the better. 2-4 minutes max.

What should I discuss in my video submission?

- Your name, job title and how long you’ve been in the multifamily industry.
- How you found your job.
- What you love the most about your job.

- What you tell a friend considering a job in the industry.
- How will you make your job into a career in the industry.

How will the winner be chosen and what is the criteria for a winning submission?

An independent selection committee comprised of industry professionals from a cross-section of backgrounds will review all submissions and pick finalists. The five finalists will then be announced and up for a public vote. Public voting will be open for five days. Finalists, their companies and local associations are encouraged to promote voting and the video challenge.

What does the winner receive?

- The prestige of being named TAAEF's next Room to Grow ambassador and having your story told through the lens of a professional videographer and photographer.
- Peer recognition as the video of you – the new Room to Grow ambassador – premieres at the 2023 TAA Education Conference & Lone Star Expo.
- Registration and hotel expenses paid for the 2023 TAA Education Conference & Lone Star Expo.
- A feature story in TAAEF Update of Texas Apartments Magazine, Spring 2019 issue.
- Promotion on TAAEF social media channels and publications throughout the year and beyond.
- Recognition for the company for which you work and local association; and
- A \$500 gift card.

What will be expected of the winner?

In addition to an initial photoshoot with a videographer, the winner will be asked to submit additional video content 2-3 times during their year as Ambassador. The winner will also be asked to chronicle their conference experience. Other opportunities may come up as well

What does my employer need to know?

- An initial video shoot will be held at the winner's place of business or an agreed upon location. Members of their team will also be invited to be part of the video content.
- The winner will be invited to attend the 2023 TAA Education Conference & Lone Star Expo and will have their registration and room paid for by TAAEF.
- The winner will be asked to provide additional video content 2-3 times during the year.
- The name of your company and property (if appropriate) will be shared.

How will video and photo content of the winner be produced?

Video and photographic content will be gathered as part of the video shoot for the winner. Specifically, TAAEF's professional videographer and photographer will capture content at his/her place of work, including brief video interviews with the local association lead and the appropriate leader at the winner's company (e.g., his/her manager; the local GM; etc.).

Using the content gathered, TAAEF's professional videographer and photographer will produce a series of short videos (reels or tiktok style videos) featuring the winner.

For more information, please visit the contest website or reach out to taaef@taa.org and we will promptly respond to your inquiry.