



Educational Sessions by Track

OPERATIONS TRACK - BREAKOUT SESSIONS

Never Let a Good Crisis Go to Waste

Crises come in all shapes and sizes and so do the opportunities to make the most out of them. Do you have the tools you need in place for the next crisis? This session will offer you all of the emergency operations plans, public relations strategies, insurance claim procedures, and more that you will need to not be caught off guard. Peers share recent best practices that will help you to diminish business interruption and thrive, not only survive, in a crisis.

People Powered Success

Hotel operation success is in large part determined by its staff, led by the businesses' commitment to empowering, training and developing their talents. Well-planned and innovative training programs, offering best practices, managerial training, performance evaluations and leadership development, are guaranteed to enhance the overall value of a hotel, as a vacation spot and as an employer.

Exceeding Expectations: The Guest Point of View

Do you know what your guests expect of you and are you able to deliver? Satisfied customers are nice, but delighted customers will return. Repeatedly delighted customers become raving fans that translate to ambassadors for your business. Come together in an interactive session where you will gather the best practices that will demonstrate how to consistently WOW your guests and boost sales.

SALES & MARKETING TRACK - BREAKOUT SESSIONS

The Guest's Digital Journey

From initial search, to social media content, to mobile friendly websites, to review apps... is your hotel taking its guests through a digital journey that fast tracks them towards booking? With more travelers turning to digital for assistance, marketers can connect with guests when they express the mere intent to travel. That is a journey worth taking.

The Hotelier's Guide to Hitchhike Marketing: the new Co-Op

Hitchhike or Co-op marketing is a way for hotels to reach their new markets in a cost-effective way by partnering with complementary businesses. What should you be looking out for? What are the most powerful programs out there, and are you making the most out of them?



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MULTITRACK - BREAKOUT SESSIONS

Hit the Reset button: Rebuild and refurbish efficiently

What are the most cutting-edge improvements that will reduce your costs and provide most value in the long run? Industry experts and fellow hoteliers share how you can rebuild and refurbish in the most efficient and effective way possible.

Sparks of knowledge in Energy Usage

Consumer behavior and recent trends in technology impact energy usage for businesses. Panelists will share cutting-edge products and practices that will address guests' needs while positively impacting your bottom-line.

Disruptive Innovation in Hospitality

Emerging technologies continue to change, improve and disrupt the way hospitality does business. The most recent game changers: Blockchain technology and cryptocurrency (most notably Bitcoin). What do they hold for the future of hospitality and how will they impact your business now?

More sessions coming soon!