

VRM Intel Live! Breckenridge, Wednesday, June 6		
8:00	9:00	Breakfast Sponsored by LiveRez
8:30	8:45	Introduction
8:45	9:30	Examining the Cost of Working with OTAs with Steve Milo, Founder and CEO, VTrips
9:40	10:20	Housekeeping FAQs: Standard Property Appearance, Team Cleaning, Accountability, and More with Durk Johnson, Executive Director, VRHP
		Colorado Regulations and Restrictions Discussion, Panel (Breckenridge Resort Managers, Invited Home, HomeAway, Wyndham)
10:20	10:45	Break
10:45	11:25	Keeping Your Guests Safe: Addressing the Dangers in Vacation Rentals with Justin Ford, President, A&A VR Consulting
		Declare Your Independence: Key Website Tactics to Increase Direct Online Bookings with Brandon Sauls, Founder and President, ICND
11:30	12:10	Engaging Employees to Make Performance Management More Meaningful with Sue Jones, Founder, HR4VR
		How Successful Vacation Rental Managers Use Social Media as a Customer Service Tool with Susan Blizzard, President, Blizzard Internet Marketing, and Alexa Nota, Marketing Director, Outer Beaches
12:10	1:30	Lunch Sponsored by Key Data Dashboard
12:45	1:30	VRM Panel: Where We Are as an Industry and Where We're Heading with Toby Babich (Breckenridge Resort Managers), Sarah Bradford (Winter Park and Steamboat Lodging Company), Barry Cox (SkyRun), Michael Joseph (Invited Home), Steve Milo (VTrips)
1:40	2:25	Evolve or Die: Time-Tested Keys for Success in A Rapidly Changing Industry with David Angotti, Founder, SmokyMountains.com
2:25	2:50	Break
2:50	3:30	Acquisition Case Study: Inside Vacasa's Purchase of Key to the Rockies with Michael and Julie Magliocchetti and Sandra Brahn
		The Forgotten Art of Turning Leads into Bookings with Lois Mueller, COO, TripsIn
3:35	4:15	How to Sell Your Business for More Than It's Worth with Ben Edwards, President, Weatherby Consulting
		Optimizing OTA Presence with Heather Weiermann, Founder, Vacation Rental Coach
4:20	5:00	Travel Insurance and Damage Waiver Programs with Laird Sager, Founder & CEO, Red Sky
		Building Trust in an Untrusting World with Ali Cammelletti, Founder, Cammelletti Consulting