

## VRM Intel Live! Agenda

Start	Stop	Schedule	Sales and Marketing	Management and Operations	Product Demos	
8:00	9:00	Breakfast	Hot Breakfast			
8:30	8:45	Intro	Welcome to VRM Intel Live!			
8:45	9:30	General	Toppling the Competition with Park Brady			
9:30	10:00	Break	Networking in the Vendor Hall			
10:00	10:40	Sessions	Building Your 2017 Marketing Plan	Profitability: Rolling Up Your Sleeves and Working Smarter, Ben Edwards	Live! Product Demos	
10:50	11:30	Sessions	Revenue Management	Housekeeping and Maintenance Standards + Q&A with Experts, Durk Johnson		
11:40	12:40	Lunch	Lunch on the Riverview Terrace			
12:40	1:20	General	Company Wide Customer Service Goals with Doug Kennedy			Live! Product Demos
1:20	2:00	Sessions	SEO/SEM Panel with Experts	Software Utilization and New System Implementation, Doug Macnaught		
2:10	2:50	Sessions	Listing Site Optimization and Independence	HR: Compensation, Overtime, Hiring, & Subcontractors, Sue Jones		
2:50	3:30	Break	Break in Vendor Hall			
3:30	4:10	Sessions	CRM and Marketing Automation	Key Changes in Credit Card Payments and Insurance: Q&A Panel		
4:15	5:00	General	Key Performance Metrics That Tie Departments Together to Build the VRM Company as a Whole			