

VRM **LIVE!** intel

TUESDAY, JULY 25			
Start	End	Sales and Marketing	Management and Operations
1:00	1:10	Welcome	
1:10	2:00	The Changing Landscape of the Vacation Rental Industry with Walter Buschta, Phocuswright	
2:00	2:30	Break	
2:30	3:15	Latest Trends and Growth of Airbnb in 2017 with Airdna CEO Scott Shatford	Using Technology to Manage Properties in 2018 with Jeremy Gall, Founder, Breezeway & Co-founder, FlipKey
3:15	4:00	Website Design & Usability Tactics That Drive Conversions with Brandon Sauls, CEO, ICND	How to use Technology to Allow PMs to Expand Geographically with Alex Nigg, Founder and CEO, Properly
4:00	4:15	Break	
4:15	5:15	The Tech-Enabled, Multi-Destination VRM, Panel: Jordan Allen, CEO, Stay Alfred; Cliff Johnson, COO, Vacasa; Michael Joseph, CEO, Invited Home; Steve Milo, Founder & Owner, Vacation Rental Pros, Lino Maldonano, Wyndham	
5:15	6:30	Welcome Reception with Cocktails and Hors D'Ouevres hosted by VRM Intel's VI Reports	
WEDNESDAY, JULY 26			
8:00	9:30	Breakfast Sponsored By LiveRez	
8:30	8:45	Welcome	
8:50	9:45	Unfiltered: The Real Cost of Working with OTAs, Steve Milo, Owner and Founder, Vacation Rental Pros	
10:00	10:45	Digital Strategies to Create a Competitive Advantage, Susan Blizzard, CEO, Blizzard Internet Marketing	People Analytics: Making Decisions Based on Facts and Figures with Sue Jones, Founder, KLS Group
10:45	11:15	Break	
11:15	12:00	Turning a One Time Lead into a Lifelong Guest, Peter Scott, President, Bluetent	Changing Software Systems: What You Need to Know, Doug Macnaught, Managing Partner, VRM Consultants & Co-founder, Instant Software
12:00	1:30	Lunch Sponsored by VacationRentPayment	
12:30	1:15	Sponsor Update and Recent Changes in the Rental Regulatory Environment, Matt Curtis, Founder, GPS Policy Group, Former Senior Director, Public Policy, HomeAway	
1:15	2:15	Executive Think Tank: Open discussion focused on technology and the trajectory of the private accommodations rental industry, moderated by Walter Buschta, Phocuswright and Amy Hinote, Founder, VRM Intel	
2:15	2:45	Break	
2:45	3:30	Rethinking Your Direct Channel in Today's Changing Marketplace with Heather Weiermann	Revenue Management Training with Edgar Garin and Doug Kennedy, Kennedy Training Network
3:30	4:15	Using Technology to Decrease Dependence on Channels, Vince Perez, Founder, Fetch My Guest & Co-founder, Beach House Rentals	Operations Update and Q&A: Smart Home, Credit Card Processing, and Travel Insurance, Panel
4:30	5:15	Fork in The Road: AI or EI! Artificial Intelligence or Emotional Intelligence, Doug Kennedy, President, Kennedy Training Network	