

Gatlinburg, TN, Nov 6 - 8, 2017



6:00pm - 8:00pm

Opening Reception, Gatlinburg Convention Center

8:00am - 8:30am

Breakfast Sponsored by LiveRez

8:30am - 10:15am

**True Growth: Simple Insights on How to Live and Lead with Authenticity**  
with Best-Selling Author, Byrd Baggett

10:15am - 10:45am

Break in Vendor Showcase

	HK Leadership	Presenter	Operations	Presenter	Management	Presenter	Marketing	Presenter
10:45am - 11:30am	Round Table Discussions: Housekeeping, Maintenance and Operations				Keys to Leadership and Management	Q & A with Byrd Baggett, Michelle Marquis, Whitney Sauls, and	Managing an In-house Marketing Department	Katrina Murray, Director of Marketing, Tybee Vacation Rentals
11:40am - 12:30pm	Linen Life Expectancy and Different Types of Linen (Show and Tell)	Panel	Property Care Operations: Your Special Sauce or Biggest Liability?	Jeremy Gall, Founder, Breezeway & FlipKey	Skipping Over the Pitfalls in Changing Property Management Software	Doug Macnaught, Founder, Instant Software & VRM Consultants	Increasing Website Conversion Rates	Brandon Sauls, Founder, ICND

12:30pm - 1:45pm

Lunch Sponsored by Xplorie

1:50pm - 2:40pm	Guest Service Training for Housekeeping Staff	Jodi Refosco	Setting Up Piece Rates	Durk Johnson	Data 101: An Introduction to KPIs and Independent Reporting	Elizabeth Winkle and Jessica Haywood, STR Global	The Universe of Digital Property Display	Brianne Pope, TruPlace
2:45pm - 3:30pm	Creating and Managing Budgets and Financial Statements	Ben Edwards	How to Partner with Housekeepers for Better Outcomes	Alex Nigg, Founder Properly	Data 102: Types of Business Intelligence: Internal, Market, Competitive, and Comparative	Amy Hinote, Founder, VRM Intel	Lead Acquisition and Conversion	Matt Renner, VP, ResortsAndLodges & TRACK

3:30pm - 4:00pm

Break in Vendor Showcase

4:00pm - 5:00pm	Steve Craig: Best Practices in 2018 Housekeeping and Maintenance				Steve Milo: The Real Truth of Working with OTAs: Unfiltered & Updated			
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6:30pm - 9:00pm

Ober Gatlinburg: Bluegrass Hoedown Sponsored by Red Sky Travel Insurance

8:00am - 9:00am

Breakfast Sponsored by aBundle

9:00am - 9:50pm

**The Rebuilding of a Destination**

Gatlinburg's Success Story, President and CEO Mark Adams

	HK Leadership	Presenter	Operations	Presenter	Management	Presenter	Marketing	Presenter
9:50am - 10:40am	People Analytics: Making Decisions Based on Facts & Figures	Sue Jones	Building an In-House Laundry Facility	Joe Refosco	The 2018 Technology Enabled Vacation Rental Manager	Panel: Alan Hammond, Steve Milo, Jason Sprenkle, and Clark Twiddy	Online Marketing Strategies	Joe Joyce, Bluetent

10:40am - 11:10am

Break in Vendor Showcase

11:10am - 12:00pm	Generating Income for Your Housekeeping Department	Steve Craig	Sustainable Products and Green Certifications	Durk Johnson	Updates: Credit Card Processing, Travel Insurance and Smart Home	Panel: Red Sky, CSA, Ascent, Lynnbrook, Kaba, BeHome247 and PointCentral	If We Don't Learn from History, It Will Surely Repeat Itself	Michelle Marquis, VP NAVIS
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12:00pm - 1:00pm

Lunch

1:10pm - 2:00pm	Housekeepers: Guardian of the Brand	Tim Cafferty	Q&A: What is on your mind?	Panel	Stronger Together: Leveraging Your Sphere of Influence	C.J. Stam & Tina Upson	Email Marketing Workshop	Heather Weiermann
2:10pm - 3:00pm	VR Housekeeping Survey Results, Q&A with Executive Housekeeper				Finding New Revenue Streams	Panel: Xplorie, Silicon Travel, Breezeway	2018 Marketing Strategies	Matt Bare, Founder Q4 Launch

3:00pm - 3:30pm

Break in Vendor Showcase

3:30pm - 4:30pm	<b>Where the Vacation Rental Industry is Heading</b>							
	Panel: Doug Brindley, Miller Hawkins, Steve Milo, Jodi Refosco, Clark Twiddy							

5:00pm - 8:00pm

Downtown Gatlinburg Winter Magic Kickoff and Chili Cookoff