

		VRM INTEL + VR TECH, MARCH 9, 2018		
		MARKETING	SERVICE	MONEY
8:00	9:30	Registration and Breakfast		
8:45	9:50	Introduction and Keynote Speaker Simon Lehmann , Founder AJL Consulting, Former President, Phocuswright and CEO Interhome The State of the Vacation Rental Industry: Past, Present, and Future		
9:50	10:00	Break		
10:00	10:45	The Future of Vacation Rental Marketing with Alan Egan , Founder and Head Chef, Vacation Soup	2018 Regulatory Environment with Merilee Karr , Chairperson, UK Short Term Accommodation Association and Founder, Under the Doormat	European Holiday Rental Travel Insurance: Security, Protection, and Revenue with George Meshkov , VP, Generali Europ Assistance and CSA
10:45	11:15	Break with Coffee, Tea, and Biscuits		
11:15	12:00	High-Level Challenges and Opportunities Facing the Global Vacation Rental Market: Properly Founder and CEO Alex Nigg with Panel of Property Management CEOs	Authentically Passionate: Mistakes Made, Lessons Learned, and Finding Your Passion with Tara Scott , Founder and Managing Director, TS Holiday Lets	Systemise to Optimise: Creating Freedom Using Systems, Processes and Automation with Elaine Watt , Founder, Holiday Let Success and Stayable Property Solutions
12:00	1:30	Lunch		
12:25	1:25	VR Tech Startup Competition with Vanessa de Souza Lage , Founder VR Tech		
1:25	2:25	Keynote Speaker Steve Milo , Founder and CEO VTrips Unfiltered and Updated--Pros and Cons of Working with OTAs		
2:25	2:35	Break		
2:35	3:20	Emotional Web Design to Leverage Direct Conversions with Antonio Bortolotti , Founder, Vacation Rental World Summit and Owner, Vacation Rental Secrets	Using Data to Communicate with Owners for Inventory Acquisition and Retention with Jeremiah Gall , Founder Breezeway and Founder, FlipKey	Revenue Management 101: Using Comparative Data to Grow Your Business and the Industry with Amy Hinote , Founder, VRM Intel
3:20	3:40	Break with Coffee, Tea, and Biscuits		
3:40	4:25	Too Many Eggs in One Basket? A Look Forward to New Marketing Opportunities with Richard Vaughton , Founder, Rentivo	Leveraging Community to Take Back Your Power with Eric Bordier , Owner, RENTeGO, Founder, VR Booster and Tina Upson , VP, LiveRez	Revenue Management 201: The Importance of Revenue Management and Dynamic Pricing for Holiday Lets with Kameron Bain , VP, Beyond Pricing
4:25	4:30	Break		
4:30	5:15	Balancing Direct and 3rd Party Bookings: How to Leverage Changes at Channels to Grow Direct Bookings with Brian Hamaoui , Founder and GM, GuestBook by Bluetent	5 Strategies to Improve Your PR Efforts with Jessica Gillingham , Founder, Abode PR	Revenue Management 301: Tactics & Strategies: Revenue Management for Holiday Self-Catering Accommodations, Anurag Verma , Founder, PriceLabs

