



**Tuesday, November 30**

**5:00 pm – 6:00 pm, Meet-and-Greet Happy Hour Sponsored by Beyond, Ritz-Carlton Courtyard, 3<sup>rd</sup> Level**

**Wednesday, December 1**

**10:00 am – 11:00 am, VRWS Opening and Keynote: Velvet Machete Leadership, The Confident, Compassionate Path to Personal Power with Amber Hurdle, Author, *The Bombshell Business Woman*, Grand Ballroom**

**11:00 am – 12:00 pm, *Spirit of New Orleans* Brunch sponsored by Barefoot Technologies, Grand Ballroom**

**12:15 pm – 1:00 pm**

**Leadership Propels Employee Engagement and Retention**

Presenter: Sue Jones, HR4VR

Room: Lafayette East

The gap between what employees want and what their employers are offering has widened significantly since COVID-19 first appeared. With rampant levels of burnout and high levels of exhaustion, employee retention has fallen significantly for employers both large and small. Nearly 30 percent of US workers are actively job hunting, and it is projected that that 56 percent of the workforce will jump ship in 2021. Since COVID, people have a new frame of reference with what's important. During this session, Jones will discuss ways leaders can ensure attrition slows and retention grows.

**The Road to Success is Always Under Construction: Career Paths of the Industry's Most Successful Tech Executives**

Panel: Julie Brinkman, CEO, Beyond; Jennifer Hsieh, Vice President, Homes & Villas by Marriott International; Vered Raviv-Schwarz, President & COO, Guesty; Margot Schmorak, CEO, Hostfully; and moderated by Rebecca Chapman, VRM Intel

Room: Lafayette West

What does it take to get to the top in a field that's been historically dominated by men? VRM Intel's Rebecca Chapman wanted to know, so she pulled together a group of top-tier executives in the vacation rental industry to find out how they carved out their paths, the challenges they faced along the way, what they've learned, how they balance their personal and professional roles, and what advice they can offer to those who would like to follow in their footsteps.

### **Resilience Sprinkled with Self-Care**

Presenter: Ali Cammelletti, Spark Your Mindset

Room: Audubon, 1<sup>st</sup> Level

Do you feel like you have successfully adapted during 2021? Ali Cammelletti is still standing, and she is here to share how she believes *resilience* made the difference and how you can tap into it for your life and team moving forward. The sprinkles on the top include making time for self-care to have the bandwidth to support yourself and your team during challenging times to bounce back with grace.

### **The Gold in Vacation Rentals: Using Design and Amenities to Increase Profits**

Presenter: Elizabeth Carson Ellington, Vacation Rental Profit Lab

Room: La Salle

Elizabeth Carson Ellington made a \$3,000 investment in her property in Fiji, and over nine years, this single amenity brought in \$112,000 *above* her normal income. In another property, she did a splash-out, spa bathroom in a 330-square-foot suite for \$7,000, which increased her income by \$11,000 per year; and when she sold the home three years later, she made a six-figure profit on a \$165,000 property. Ellington will share all of her secrets of using design and amenities to 1) increase both profit and occupancy, 2) welcome guests that you WANT to have stay at your properties, and 3) consistently get 5-star reviews. Elizabeth will focus on visually rich presentation, how to choose design inspiration, ways to save money to focus on ROI, and how to up your game each and every year.

### **Creating Safe and Enjoyable Experiences for your Guests**

Presenters: Susie Cross and Monica Snyder, Brivo

Room: Orleans

Your guests expect a seamless and enjoyable experience while at your property. You expect a solution that delivers security and convenience that improves property management, increases revenue, and creates a memorable guest experience. Join this workshop and learn how Brivo helps you: manage hundreds of properties from one cloud-based dashboard, save time and money with our vacation rental

home automation platform, eliminate rekeying costs from guests losing or forgetting keys, increase guest satisfaction with easy and remote check-in and check-out, and improve security by locking and monitoring your vacant properties.

### **Social Media Success Framework**

Presenter: Jodi Bourne, Bourne Creative Marketing

Room: Acadia

Social media and marketing expert Jodi Bourne will guide you through how to create a social media strategy that grows your audience, strengthens your brand, and books your rentals.

### **1:15 pm – 2:00 pm**

#### **2021 State of the Industry: How Did the Year Play Out and What Can We Expect in 2022?**

Presenter: Melanie Brown, Key Data Dashboard

Room: Lafayette East

Key Data's Melanie Brown will share exclusive data showing how VRMs performed in 2021 compared to 2019 and 2020 and will share KPIs (including ADR, RevPAR, occupancy, booking window, and length of stay) across key destinations and regions. Brown will also examine actual performance by channel and will look at 2022's bookings to help PMs forecast for 2022.

#### **The Guest Experience: Insights and Ideas from Leading PMs**

Panel: Brittany Blackman, Breathe Easy Rentals; Karen Bobe, Sunset Properties; Sarah Bradford, Winter Park Lodging Company and Steamboat Lodging Company; Alex Husner, Condo-World; Lauren Madewell, Auntie Belham's Cabin Rentals; and moderated by Adrienne Clark and Anne Toal, Xplorie

Room: Lafayette West

What does *guest experience* mean to you? Does it include the discovery phase and the post-stay? Or just the stay itself? We'll be talking to some of the brightest property managers in the industry about when the guest experience begins (and ends) and what they do to enhance it. Sit in with Adrienne Clark and Anne Toal of Xplorie as they delve into these questions and more with a panel of experts who will share insights, ideas, and best practices on the guest experience.

#### **How to Spot Sex Trafficking in Your Homes**

Presenters: Margaret Cascio, Sudara, and Michele Marquis, TravelNet Solutions

Room: Audubon, 1<sup>st</sup> Level

The hospitality industry unwittingly plays a part in sex trafficking around the world and, more importantly, in our own backyards. With philanthropic partners, Sudara and The Guardian Group, this session will 1) review the latest data of this global epidemic, 2) share how to identify and prevent trafficking, and 3) identify the best ways to engage the authorities if you or your team suspect something is wrong. Attendees will take home new awareness and communication tactics to disrupt the sex trafficking of women and children. Learn to be a part of the solution, not the problem.

### **Long-Term Value Building: For Executives, Building Value in Your Business to Accomplish Long-Term Goals and Exit Strategies**

Presenter: Tracey Gillespie, National Director Business Transition Planning, Wells Fargo

Room: La Salle

You are busy building your business, but are you building the value of your business? Understanding the fundamentals of business value is the key to creating a valuable enterprise which you can convert to personal wealth, funding your lifestyle, retirement, or family legacy goals. Courtesy of Whichard & Woolard Wealth Management Group of Wells Fargo Advisors, Gillespie's session will review VRM market trends and valuation dynamics which can inform your value-creation strategy, examine the impact of risk, answer your questions regarding ownership transition options, and discuss best practices successfully used by other company owners as they prepare for their future.

### **Workshop: Evolution of Hiring and the Workplace**

Presenter: Sue Jones, HR4VR

Room: Orleans

Today's workplace is evolving quickly, prompted by the impact of the COVID-19 pandemic. Managers are facing new challenges when it comes to sourcing new talent. Employees are now asking themselves about the purpose and meaning behind the work that they are doing, with many choosing to leave their jobs. The competition to attract and retain talent is a threat to businesses everywhere. Join us for a lively discussion on this topic and questions such as: What strategies are you deploying to recruit and retain talent? How has the evolution of the hybrid model impacted your recruiting, onboarding, and employee culture? How effective is your employer brand? What are you doing to grow and retain internal talent? How are you incorporating diversity, equity, and inclusion in your workforce?

### **Revenue Management, More Than Just Pricing**

Presenter: Desiree Garcia, RevMax

Room: Acadia

RevMax cofounder and CEO Desiree Garcia presents an overview of all of the factors that are important and often overlooked when creating a pricing strategy.

**2:00 pm – 3:00 pm, VRWS Signature High Tea Sponsored by TruPlace and Changing Guest Perceptions, Behaviors, and Expectations for Private Home Rentals with Jennifer Hsieh, Homes & Villas by Marriott International, Grand Ballroom**

**3:15 pm – 4:00 pm**

**Homeowners Who Love You Don't Leave You**

Presenter: Sarah Bradford, CEO, Winter Park Lodging Company and Steamboat Lodging Company, and Host of the *Sarah and T Podcast*

Room: Lafayette East

The secret to homeowner retention is building relationships that are based on trust. This session will cover innovative (*yet easy!*) ways you and your team can build trust, respect, and loyalty with your homeowners. Bradford will cover specific, regular one-on-one communication ideas as well as en masse unscheduled touch points, how to speak the truth, how to gift and entertain them, and tips to surprise and delight. Avoid having a homeowner leave your program because they simply didn't feel like they connected with you or knew what you were doing for them. If you save just one homeowner with this session, it's worth your time!

**An Honest Look at Work-Life Balance**

Panel: Kerrie Racicot-Baitx, Tahoe Truckee Vacation Properties; Brittany Blackman, Breathe Easy Rentals; Ashley Kubiszyn, River Ridge Rentals; Tyann Marcink, Touch Stay, Missouri Haus, Branson Family Retreats, and Natty Media; and moderated by Koryn Okey, Breezeway

Room: Lafayette West

Our commitments are endless: never-ending inboxes, a barrage of phone calls, family obligations, soccer games, a dog that always needs to be walked, and relationships that need our attention. No matter which form this takes, it's difficult to balance it all with just 24 hours in a day. But if you can reach the promised land of work/life balance, euphoria awaits in both your personal and professional lives. Now more than ever, it's important to hear what work/life balance really means, how it changes throughout your life/career, and understand what can be done to set manageable boundaries. Join this interactive panel discussion to understand the challenges these professionals have faced and how they have evaluated, re-evaluated, and ultimately prioritized what's most important in their lives both personally and professionally. We won't pretend to have all the answers, but through a candid discussion, we can discover practical takeaways from one another to help us find more balance.

**Come As You Are**

Presenter: Dr. Emily Nagoski

Room: Audubon, 1<sup>st</sup> Level

It may be wildly inappropriate for an industry conference, but let's talk about sex! Before our keynote speaker Dr. Emily Nagoski coauthored *Burnout: The Secret to Unlocking the Stress Cycle*, she penned the *NY Times* bestseller *Come As You Are*. While we have Emily with us, we would be remiss not to tap into her knowledge and expertise. *Come As You Are* is an essential exploration of why and how women's sexuality works that will radically transform your sex life into one filled with confidence and joy. Cutting-edge research across multiple disciplines tells us that the most important factor for women in creating and sustaining a fulfilling sex life is not what you do in bed or how you do it, but how you feel about it. Which means that stress, mood, trust, and body image are not peripheral factors in a woman's sexual wellbeing; they are central to it. Once you understand these factors, and how to influence them, you can create for yourself more profound pleasure than you ever thought possible.

### **Getting to The Big Leagues: Short-Term Rental vs Hotel Revenue Management**

Presenter: Deena Sewihy, Beyond

Room: La Salle

There's no denying we're in a new era of revenue management for the short-term rental industry. But let's be honest, we've only scratched the surface of what's possible. Join revenue managers from Beyond as they relive their years in hotel revenue management—the good and bad—and discuss the biggest revenue opportunities for the short-term rental industry in 2022.

### **Seven Best Practices for Increasing Direct Bookings**

Presenter: Debi Steigerwald, Rented

Room: Orleans

In 2021, the percentage of direct bookings dropped by double digits, a trend we've been seeing for the last three years. Join this fast-moving session that will provide specifics on how to increase direct bookings. Although we all want this, it can be overwhelming and there are multiple strategies you can implement. Debi will look at how to improve SEO, paid ads, social, email, and more to get more bookers coming directly to you. If you are just getting started or looking for creative insights, Debi will provide actionable steps to improve your guest acquisition blend.

### **Group Therapy & Bourbon: Learn from Each Other and Share Your Worst Guest Experiences and How You Resolved Them**

Presenters: Amber Harris and Amanda Martins, Safely

Room: Acadia

“Amber, you wouldn't BELIEVE what this guest did!” We believe you. And we want to hear more! Come hang out with Amber and Amanda from Safely, and let's share our best and worst guest stories. In this relaxed, interactive session, we will laugh, cringe, and encourage each other. But—more importantly—we will learn from each other about how to handle our most challenging guests. We can't wait to hear about the craziest things you have been pushing through this year! *Oh yeah*, did we mention that there will likely be bourbon and mimosas involved?

**4:15 pm – 5:00 pm**

### **Lessons from Guests: The Magic Fairy Dust of Guest Loyalty**

Presenter: Tyann Marcink Hammond, Touch Stay, Branson Family Retreats, Missouri Haus, VR Mastered

Room: Lafayette East

Guest loyalty is directly related to profitability, brilliant guest experience, and social responsibility. Learn how to build your own private army of loyal guests with an action plan and examples of true guest stories on how to (and how not to) achieve it.

### **How to Successfully Pursue New Homeowners**

Panel: Sarah Bradford, Winter Park Lodging Company and Steamboat Lodging Company; Jennifer Frankenstein-Harris, Village Holdings; Annee Martin, Sanctuary Vacation Rentals; and Sharon Walker, Walker Luxury Vacation Rentals

Room: Lafayette West

We now have a whole new industry, thanks to an influx in demand of consumers wanting to stay in private residences. Many owners who are currently renting are wondering if there is a better property management service available; RBOs are considering moving into a managed service; and more owners than ever are starting to consider renting out their homes for the first time to get into this “new” and growing market. How do you set yourself apart? How do you get their attention? How do you close the deal? In this panel, Sharon Walker, owner of Walker Luxury Vacation Rentals, along with some fierce leading ladies that aren't afraid to close a deal, will dig into the most steadfast and original methods of portfolio growth through organic owner acquisition. Come to this very focused session to hear some of the most successful managers and industry leaders share who, how, and when they target new clients, their value propositions, marketing secrets, and strategies for closing the deal.

### **The Impact of Violence and Abuse on Professional Women and the Workplace**

Panel: Vanessa de Souza Lage, Rentals United; Tammi Sims, Hospitality Consultant; and Sue Jones, HR4VR

Room: Audubon

One out of four women in the US has been violently attacked, and in an industry in which the majority of team members are women, we can't pretend that this is not a major issue. In April 2021, after a violent

attack by her boyfriend—who was also an investor and on the board of directors at her company—Vanessa de Souza Lage demonstrated extraordinary courage by holding him accountable (he was sentenced to ten months in prison) and by sharing her story. However, recovery is ongoing, especially with continued threats. As she wrote, “Five days after the attack, he was speaking at a conference while I was under antidepressants, incapable of leaving the house, in physical pain, and in utter fear.” In this candid session, Tammi Sims and Sue Jones will talk to Vanessa about her experience, discuss recovery, and identify things we can do to spot warning signs, help others, and build supportive environments.

### **Making 2022 Another Growth Year is Going to Take GRIT**

Presenter: Michelle Marquis, TravelNet Solutions

Room: La Salle

2021 was an all-hands-on-deck kind of year that stretched everyone. Delivering more growth in 2022 (and 2023, 2024, etc.) is going to take GRIT (guts, resilience, initiative, and tenacity). In this session, we’ll review ways to transform your team’s “hero” moments into scalable operating procedures using creative processes and modern tech. Come learn how property managers like you are saving 1,000s of labor hours, driving revenue capture across their teams, and boosting company valuations.

### **How to Capture Additional Income from Each Booking**

Presenter: Shauna Simmonds, BNSellit

Room: Orleans

BNSellit's COO, Shauna Simmonds, will discuss a new and exciting way to capture additional revenue from your short-term rental properties. Introducing BNSellit's innovative app that gives rental operators a platform to sell or rent items to guests during their stay. Short-term rental guests will enjoy a unique shopping experience to enhance their stay. Learn about the enticing customized marketplace kit, full of curated items and essential products. BNSellit believes there is more to earn than just booking income from your vacation home(s).

### **Open-Forum Workshop for Vacation Rental Industry Vendors**

Panel: April Burns, ICND; Koryn Okey, Breezeway; Dawn Yeskulsy, Consultant

Room: Acadia

Since COVID-19, the world for PMs changed dramatically, but it also changed for our vendor community. In the first of its kind, this open-forum roundtable workshop for vendors—led by empathetic industry sales and customer support veterans—will discuss how selling and marketing to VRMs has changed, setting realistic expectations, dealing with evolving roadmaps, navigating conferences, the industry's domino effect, rapidly changing org charts, career growth, and balancing life on the road. Bring your questions and challenges, and this group will help you find solutions.

**5:30 pm – 7:30 pm, 80's Cocktail Party sponsored by Red Sky Travel Insurance, Red Fish Grill**

**Thursday, December 2**

**8:00 am – 9:00 am, French Quarter Breakfast Sponsored by Safely, Grand Ballroom**

**9:00 am – 10:00 am, The 2022 Vacation Rental Ecosystem from Startups to SPACS with Jen Ford, Amy Hinote, Kimberly Lang, and Margot Schmorak, Grand Ballroom**

**10:15 am – 11:00 am**

**Exclusive First Look at Findings from Rent Responsibly's 2022 State of the STR Community Report**

Presenter: Alexa Nota, Rent Responsibly

Room: Lafayette East

Harmful regulations are the biggest threat to our industry. After years of one bad policy after another, why are even long-standing VR destinations *still* struggling to find ordinances that work? And how do we solve the problem once and for all? Doing so requires a two-way conversation with our local governments, and this inaugural study dives deep into both sides of it: the needs and challenges of city staff charged with managing VR and STR programs, and the opportunities that responsible, professional operators have to cement their footing in their local tourism economies. In this session, attendees will get an exclusive first look at key findings from the study, including quantified benefits VRs bring to their communities, opportunities to bridge the gap with local governments, and other insights for win-win solutions in every destination. Plus, we'll share how to use this new information to strengthen your business and build a robust 2022 advocacy strategy—no government relations experience required.

**Sold! When and How to Sell Your Baby**

Presenters: Jennifer Frankenstein-Harris, Village Holdings; and Michelle Hodges, SH Enterprises

Room: Lafayette West

Building your vacation rental company is like raising a child. You nurture and grow something that takes all the time, energy, and passion that you have. At some point, you know it is time to "let it go." After negotiating three separate purchase contracts, Great Ocean Condos was sold to Village Realty Holdings in November 2020; and in 2021, Meyer Vacation Rentals sold to Vacasa. Jennifer Frankenstein-Harris and Michelle Hodges will walk through the ins and outs of negotiations, valuations, and heart palpitations. There is life outside of ownership!

## **Create a Powerful Brand: Lead & Grow a Passionate Business Following**

Presenter: Amber Hurdle, Amber Hurdle Consulting

Room: Audubon, 1<sup>st</sup> Level

How to brand and differentiate yourself from your competition and build trust with your customers, potential customers, and employees can be wildly frustrating without the right road map. In this fast-paced session seasoned brand expert, Amber Hurdle, walks you through the #1 secret to brand clarity; how to leverage the connectivity of a business brand, personal brand, and employer brand; empowering you to get a head start on marketing and recruiting; and how to create THE essential statement that will guide not just your marketing, but your leadership for years to come. Through this engaging presentation attendees will leave with the vision and confidence to craft their brand promise and a plan of action to share their brand story with the world— eliminating confusion, awkward elevator pitches at networking events, shoddy social media posts, ambiguous website copy, and more. Freshly equipped with next steps, participants will boldly attract the right customers and employees who are perfectly poised to pay for or promote the product or service they offer.

## **Self-Hypnosis for Everything: A Guide to Getting Your Life Under Control**

Presenter: Heather Bayer, CottageLINK Rental Management

Room: La Salle

This is a how-to session with practical demonstrations on using self-hypnosis to manage many areas of your life. You'll learn induction and deepening techniques as well as a variety of tactics to deal with stress, procrastination, and the challenges of a hectic business.

## **Using Virtual Tours to Stand Out and Win Inventory**

Presenters: Ashley Kraft, Vintory, and Rebecca Lombardo, TruPlace

Room: Orleans

What exactly is a virtual tour? And how do you know which type is right for your home(s)? Vrbo estimates a 15-18 percent higher lift on properties with a virtual tour, and TruPlace found an average 3-10 minutes of viewing time on tours when guests are booking direct. Homeowners are also looking for companies that are going to offer their property something unique to increase bookings. Takeaways include the differences between virtual tour options, deciding whether to do virtual tours in-house or outsource, and what's worked well for other vacation rental companies.

## **2022 Ecosystem Keynote Follow Up and Q&A**

Presenters: Jen Ford, Amy Hinote, Kimberly Lang, and Margot Schmorak

Room: Acadia

Following the morning's general session, we'll follow up with more in-depth discussion about funding options, venture capital, private equity, and the path to IPO. If you've been wondering about how all these businesses in our industry are moving through funding cycles, what these funding types actually mean for the companies, whether funding is right for you, how to protect your interests as you add investors, or how to take your company to the next level, this is a great opportunity to sit down with industry experts.

## **11:15 am – 12:00 pm**

### **Rise of "Voice" within the Hospitality Industry**

Presenter: Dana Alia, Sr. Manager Business Development, Alexa Smart Properties, Amazon

Room: Lafayette East

Learn how voice technology can delight your guests and improve your property's productivity from the experts at Alexa. Alexa Smart Properties for Hospitality provides device fleet management to build Alexa capabilities at scale. Simplify guest tasks—play music, check the weather, research local activities, contact the property manager, and even check out—all with Alexa. Find out how "voice" can help your property increase revenues, reduce costs, and improve guest satisfaction like Amazon is doing now with Disney Resorts.

### **A League of Their Own: Polish through Professionalization**

Panel: Brandreth Canaley, Sextant Stays; Violet Carlsberg, Castle Vacation Rentals Hawaii; Ashley Kubiszyn, River Ridge Rentals; Joy Ritter, Sojo; and moderated by Jinnie Templin, GuestView Guide

Room: Lafayette West

There's momentum behind a professionalization movement in the vacation rental industry, but the path to professionalizing looks different for all of us. From property operations to guest communications, there are endless opportunities to step up our hospitality game. During this panel, we'll discuss both tactical and soft skills that will help you professionalize your business practices, as well as how to strike the right balance between automated technology and irreplaceable human elements.

### **From "Hot Mess" to Less Stress: 5 Tips for Self-Care and Personal Growth**

Presenter: Lynell Eaddy Gordon, LSI Tools

Room: Audubon, 1<sup>st</sup> Level

As businesswomen we carry an enormous amount of responsibility. In the midst of this stress we want to thrive, flourish, and grow personally. Let's explore five tips to clear your head, calm your heart and create a habit of self-care.

## **Career Growth: Navigating Jobs, Life, and Personal Passions**

Presenter: Margot Schmorak, Hostfully

Room: La Salle

Thinking career change? Design-thinking can guide you when options seem daunting and you're suffering from burnout. Join Margot Schmorak, CEO and cofounder of Hostfully, as she reflects on her career switch from a corporate marketing executive to startup founder while balancing her love for motherhood and personal growth. Hear life coaching frameworks you can use to find your passions, prioritize what's important, and leave space for creativity. Join us to play with these ideas so that the next time you want to make a change, you can decide on and embrace whatever comes next. Good vibes only!

## **Diversity, Equity, and Inclusion (DEI) Brainstorming Workshop**

Panel: April Burns, ICND; Carole Sharoff, Atlantic Vacation Homes; Michelle Williams, Atlantic Vacation Homes; Resha Shroff, Lynx

Room: Orleans

*Diversity, Equity, and Inclusion (DEI)* are no longer just buzzwords, amounting to little more than a compulsory annual training; and leaders are learning that when DEI is a priority, it improves every facet of the organization. It's not about reaching certain demographic quotas or professing blindness to difference. Instead, it's about understanding the importance of your employees' intersecting identities, honoring differences, and rooting out the effects of systemic inequity hidden in company cultures. In this open-forum roundtable format, we'll discuss what building a DEI culture means and brainstorm ways to build companies that attract more diverse talent. We'll also talk about what we can do as an industry to build an ecosystem that embraces our differences and recognizes that these differences make us stronger.

## **Making the Most of Vacation Rental Insurance**

Presenters: Rhonda Abedsalam, Tracy Cappel, and Shannon MacPeek, Generali

Room: Acadia

Maximize your travel insurance and damage protection sales, brush up on best practices, and learn more about regional solutions for coastal and mountain properties. In this session, we'll explore the ways vacation rental insurance can help protect your guests and owners and grow your business.

## **12:00 pm – 1:15 pm, VRWS Pioneer Award Luncheon Sponsored by Vrbo, Grand Ballroom**

**1:15 pm – 2:00 pm, Keynote: *NY Times* Bestselling Authors, Drs. Amelia and Emily Nagoski, *Burnout: The Secret to Unlocking the Stress Cycle*, Grand Ballroom**

**2:00 pm – 2:30 pm, VRWS Pioneer Awards Reception and Book Signing Sponsored by TravelNet Solutions, 2<sup>nd</sup> Level Foyer**

**2:30 pm – 3:15 pm**

**The Three Ps of Brand Standards: People, Process & Promise**

Presenter: Koryn Okey, Breezeway

Room: Lafayette East

With increased focus on contactless check-in and less one-on-one interaction with guests, it's critical for teams to be aligned on company brand and service standards. How do you hire (and train) your team to execute on internal processes? How do you empower your staff to do their part in delivering your brand promise to owners and guests? In this session, Koryn Okey, vice president of client experience at Breezeway, will discuss the three Ps of vacation rental brand standards: people, process, and promise and the importance that each component has on elevating and showcasing your hospitality brand.

**Battling Vacation Rental Regulations in Resort/Leisure Destinations**

Panel: Sarah Bradford, Winter Park Lodging Company and Steamboat Lodging Company; Amy Gaster, Tybee Vacation Rentals; Claire Reisweg, Sand 'N Sea; Lee Zeller, Accommodations in Telluride; and moderated by Tiffany Edwards, Coletta Consulting

Room: Lafayette West

We hear a lot about debilitating short-term rental regulations in urban city centers, but what happens when harmful regulations get introduced within communities that are built upon and reliant on vacation rentals? The women on this panel have put their hearts and souls into protecting their destinations' economies and will share what they've learned about the best ways to address city officials and work with other stakeholders. They will also share their experiences about what to do when residents in the communities they serve turn against them and how to take lemons and make lemonade. Each of these panelists is in a different stage of the regulations journey, so we'll get a broad view how harmful regulations get introduced, how opponents garner public support, how to talk to city councils, and how to work within the community to protect its economy and real estate values.

**Q&A with Drs. Amelia and Emily Nagoski**

Panel: Drs. Emily and Amelia Nagoski, and moderated by Amy Hinote

Room: Audubon, 1<sup>st</sup> Level

Following their keynote, the Nagoski twins will answer your questions about their session and their bestselling book *Burnout: The Secret to Unlocking the Stress Cycle*.

### **Fundamental Shifts Shaping the Digital Marketing Landscape**

Presenter: Vanessa Humes, ICND

Room: La Salle

Do you need digital marketing when things are good? You may have been up to speed on marketing tactics and trends pre-COVID, but vacation rental marketing is rapidly transitioning—with the demand for SEO to drive direct bookings and traffic at its core. What have you missed during the last year? From targeting restrictions to algorithm updates to travel personas, Humes will take us through changes in marketing tactics that are impacting the vacation rental sector, including the future of usable data after mandated restrictions are implemented. More importantly, some of these updates are putting more power in your hands than ever before, allowing you to out-market your marketing company and smoke the competition!

### **Recognition: The Key to Success in Business and in Life**

Presenter: Audrey Leeds Miller, Cottage Connection of Maine

Room: Orleans

If you want to have more fun at work and at home, create a company that your competition cannot compete with, build employee, customer, and owner loyalty like you have never seen before, and build influence that may even get your husband to turn off the TV and the kids to get off their iPads. Well, maybe that's pushing it a little, but this session is for all who want better communication with those around them. Recognition creates a positive culture and opens doors to communication amongst those that may not always see eye to eye. By developing a way to recognize those around you, you increase your influence and ultimately your happiness and success.

### **Tips to Improve Housekeeping Productivity**

Presenter: Rocio Lane, Cleancio

Room: Acadia

Cleaning is one of the highest priorities for hosts and short-term rental managers. Due to the pandemic, the stakes have been raised. Guests expect their rentals to reach hotel standards. How do we adjust to changing market conditions and ensure that these high standards are met? Let's dive into all the moving parts of the housekeeping world, as well as the solutions we've implemented to streamline operations.

**3:25 pm – 4:10 pm**

## **Navigating Negative Reviews**

Presenters: Jennifer Frankenstein Harris, Village Holdings, and Ashley Kubiszyn, River Ridge Rentals

Room: Lafayette East

We all do it. We let the rare unhappy guest (or owner) steal our joy and crush our self-esteem no matter how unreasonable their complaints are. Why do we allow this? Because we are passionate, caring, hardworking professionals who work tirelessly to make everything perfect. In this session we will talk about the good, the bad, and the ugly of handling negative reviews. Get ready to share your worst review with your peers as we navigate together how to take negative reviews and turn them in to positive growth.

## **Be the Change: Channel Your Passion for the Vacation Rental Industry into Community Involvement**

Panel: Tiffany Edwards, Coletta Consulting, Cyndi Nguyen, City Council, New Orleans; Claire Reisweg, Sand 'N Sea; and moderated by Claiborne Yarbrough, Barefoot Technologies (and elected Director of the Henricopolis Soil and Water Board)

Room: Lafayette West

Did you know that you can affect positive change? Policy, local elections, and serving on boards might sound tedious and boring, but if you are willing to donate some of your time, you truly can be a person that make positive change for yourself and others. This panel will be a discussion about how you can get involved locally, whether as an elected official or as a board member of your local nonprofits, to support tourism/hospitality/vacation rentals. Along with success stories and lessons learned, this “get real” conversation will answer the questions: Wait, can I really do this? Where do I start? What are the options? What are the elected positions? Board positions? How do I go about getting involved? What is the time commitment? How do I successfully manage, work, volunteering and family? Is it stressful?

## **Building a World-Class OTA: Alex & Annie Put Got2Go in the Hot Seat**

Presenters: Annie Holcombe, Lexicon Travel; and Alex Husner, Condo-World

Room: Audubon, 1<sup>st</sup> Level

Coming to you LIVE from the Ritz Carlton New Orleans, the *Alex & Annie Real Women of Vacation Rentals Podcast* puts an emerging OTA in the hot seat, and you don't want to miss it. Joined by the founders of Got2Go, you'll hear the unique inside story behind this new OTA, how the founders will differentiate Got2Go from the others in the marketplace, and you will even have the opportunity to share feedback that will help shape the future of this partner-focused platform. Alex & Annie will dive into the issues professional managers face when working with larger OTAs and examine what strategic steps Got2Go is taking to change the narrative. Audience participation is a must, and you won't want to miss the giveaway at the end of the session!

## **Does your Org Chart Drive Revenue?**

Presenter: Sharon Keefe

Room La Salle

We all hear that “data is king,” “communication is key,” and “people are what sets you above the rest,” but what internal processes and communication standards do you have around these essential components of your business? Learn how to establish the five fundamentals that will enable your team to thrive while giving management built in accountability measures: Vision, People, Data, Issues, and Traction. Sharon Keefe will demonstrate the significance of people and the processes they follow in every corner of your organization. Wouldn't you like to free up your team's capacity, and create more time and energy to move your business ahead?

## **From “I Want to Quit” to “I’m Going to Win”**

Devin Schaeffer, OwnerRez

Room: Orleans

Are you a people pleaser who struggles with the emotional demands of the vacation rental industry? You're not alone. Come laugh, cry, and color with us while we help you to build skills and develop strategies to deal with all of the bad guests, parties, unhappy rude people, and general craziness that comes along with this business. Whether you're a homeowner or a property manager (or both at the same time!), you're sure to hear some tips for dealing with emotional burnout, and also maybe find some commiseration and humor along the way.

## **Sales Techniques for Vendors: B2B Consulting and Sales in the Vacation Rental Industry**

Presenter: Michelle Marquis, TravelNet Solutions

Room: Acadia

What makes the difference between a good salesperson and a great salesperson? There is a big difference between these two profiles, but truly the differences are found in the small things. Michelle Marquis has been successful as an individual contributor, but has also built several large sales organizations with a strong focus on standardization based on what works best to be a top performer. This session is designed for vacation rental industry vendors and is great for anyone involved in B2B business development.

**4:15 pm – 5:00 pm, Champagne Closing: Overcoming Adversity (And Getting Out of Your Own Head!) with Karen Fleck, CFO, Rented, Grand Ballroom**