

Wednesday, December 1st

10:00 AM – 11:00 AM

Welcome and Opening Keynote: Velvet Machete Leadership: The Confident, Compassionate Path to Personal Power with Amber Hurdle (Grand Ballroom)

11:00 AM – 12:00 AM

Vacation Rental Women's Summit *Spirit of New Orleans* Brunch Sponsored by Barefoot Technologies (Grand Ballroom)

	Lafayette East	Lafayette West	Audubon	La Salle	Orleans	Acadia
12:15 PM – 1:00 PM	Leadership Propels Employee Engagement and Retention with Sue Jones	Career Paths of the Industry's Most Successful Tech Executives with Julie Brinkman, Jennifer Hsieh, Vered Raviv-Schwarz, Margot Schmorak, and moderated by Rebecca Chapman	Resilience Sprinkled with Self-Care with Ali Cammelletti	The Gold in Vacation Rentals: Increase Profits with Amenities and Design with Elizabeth Carson Ellington	Creating Safe and Enjoyable Guest Experiences with Susie Cross and Monica Snyder	Social Media Success Framework with Jodi Bourne
1:15 PM – 2:00 PM	2021 State of the Vacation Rental Industry (ADR, RevPAR, Booking Window, LOS, and Channel Performance) with Key Data's Melanie Brown	The Complete Guest Experience with Brittany Blackman, Karen Bobe, Sarah Bradford, Alex Husner, Lauren Madewell, and moderated by Adrienne Clark and Anne Toal	How to Spot Sex Trafficking in Your Home Rental(s) with Margaret Cascio and Michelle Marquis	Long-Term Value Building for Executives: Building Value in Your Business to Accomplish Long-Term Goals and Exit Strategies with Wells Fargo's Tracey Gillespie	Workshop: Evolution of Hiring and the Workplace with Sue Jones	Revenue Management, More Than Just Pricing with Desiree Garcia

2:00 PM – 3:00 PM

VRWS Signature High Tea Sponsored by TruPlace, Changing Guest Perceptions, Behaviors, and Expectations for Private Home Rentals with Jennifer Hsieh, Vice President, Homes & Villas by Marriott International (Grand Ballroom)

3:15 PM – 4:00 PM	Homeowners Who Love You Don't Leave You with Sarah Bradford	An Honest Look at Work-Life Balance with Kerrie Racicot-Baitx, Brittany Blackman, Ashley Kubiszyn, Tyann Marcink, and moderated by Koryn Okey	Author Dr. Emily Nagoski Discusses Her <i>New York Times</i> Bestselling Book, <i>Come As You Are</i>	Getting to the Big Leagues: Short-Term Rental vs Hotel Revenue Management with Deena Sewihy	Seven Best Practices for Increasing Direct Bookings with Debi Steigerwald	Group Therapy & Bourbon: Sharing and Learning from Tackling Our Craziest Guest Experiences with Amber Harris and Amanda Martins
4:15 PM – 5:00 PM	The Magic Fairy Dust of Guest Loyalty with Tyann Marcink Hammond	How to Successfully Pursue New Homeowners with Sarah Bradford, Jennifer Frankenstein-Harris, Annee Martin, and Sharon Walker	Impact of Violence and Abuse on Professional Women and the Workplace with Vanessa de Souza Lage, Sue Jones, and Tammi Sims	Making 2022 Another Growth Year is Going to Take GRIT with Michelle Marquis	How to Capture Additional Income from Each Booking with Shauna Simmonds	Open-Forum Vendor Workshop with April Burns, Koryn Okey, and Dawn Yeskulsy

5:30 PM – 7:30 PM

80s Cocktail Party Sponsored by Red Sky Travel Insurance, Red Fish Grill

8:00 AM – 9:00 AM French Quarter Breakfast Sponsored by Safely (Grand Ballroom)						
9:00 AM – 10:00 AM 2022 Vacation Rental Ecosystem: How Funded Startups, PE Rollups, SPACs and Independents Fit Together to Make Up This Crazy Industry with Jen Ford, Kimberly Lang, Margot Schmorak, and Moderated by Amy Hinote						
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10:15 AM – 11:00 AM	Exclusive First Look: Findings from Rent Responsibly’s 2022 State of the STR Community Report with Alexa Nota	Sold! When and How to Sell Your Baby with Jennifer Frankenstein-Harris and Michelle Hodges	Create a Powerful Brand: Lead & Grow a Passionate Business Following with Amber Hurdle	Self-Hypnosis for Everything: A Guide to Getting Your Life Under Control with Heather Bayer	Using Virtual Tours to Stand Out and Win Inventory with Ashley Kraft and Rebecca Lombardo	2022 Ecosystem Session Follow Up and Q&A with Jen Ford, Kimberly Lang, Margot Schmorak, and Amy Hinote
11:15 AM – 12:00 PM	Rise of “Voice” within the Hospitality Industry with Amazon’s Dana Alia	A League of Their Own: Polish through Professionalization with Brandy Canaley, Violet Carlsberg, Ashley Kubiszyn, Joy Ritter, and moderated by Jinnie Templin	From “Hot Mess” to Less Stress: 5 Tips for Self-Care and Personal Growth with Lynell Eaddy Gordon	Career Growth: Navigating Jobs, Life, and Personal Passions with Margot Schmorak	Diversity, Equity, and Inclusion (DEI) Brainstorming Workshop with April Burns, Carole Sharoff, Resha Shroff, and Michelle Williams	Making the Most of Vacation Rental Insurance with Rhonda Abedsalam, Tracy Cappel, and Shannon MacPeek
12:00 PM – 1:00 PM Big Easy Luncheon Sponsored by Vrbo and 2021 VRWS Pioneer Awards (Grand Ballroom)						
1:00 PM – 2:00 PM Keynote: <i>Burnout: The Secret to Completing the Stress Cycle</i> with New York Times Bestselling Authors Drs Amelia and Emily Nagoski						
2:00 PM – 2:30 PM 2021 Pioneer Awards Reception and Book Signing Sponsored by TravelNet Solutions (2nd Level Foyer)						
2:30 PM – 3:15 PM	The Three Ps of Brand Standards: People, Process, and Promise with Koryn Okey	Combating Harmful Vacation Rental Regulations in Leisure Destinations with Sarah Bradford, Tiffany Edwards, Amy Gaster, Claire Reisweg, and Lee Zeller	Burnout Keynote Q&A with Drs. Amelia and Emily Nagoski	Fundamental Shifts Shaping the Digital Marketing Landscape with Vanessa Humes	Recognition: The Key to Success in Business and in Life with Audrey Leeds Miller	Tips to improve Housekeeping Productivity with Rocio Lane
3:25 PM – 4:10 PM	Navigating Negative Reviews with Jennifer Frankenstein-Harris and Ashley Kubiszyn	Be the Change: Channel Your Passion for the Vacation Rental Industry into Community Involvement with Tiffany Edwards, Cyndi Nguyen, Claire Reisweg, and Claiborne Yarbrough	Building a World-Class OTA: Podcast Hosts Alex & Annie Put Got2Go in the Hot Seat with Annie Holcombe and Alex Husner	Does your Org Chart Drive Revenue? with Sharon Keefe	From “I Want to Quit” to “I’m Going to Win” with Devin Schaeffer	Sales Techniques: B2B Consulting and Sales for Vendors in the Vacation Rental Industry with Michelle Marquis
4:15 PM – 5:00 PM Closing Champagne Keynote: <i>Overcoming Adversity (And How to Get Out of Your Own Head!)</i> with Karen Fleck, CPA and COO, Rented (Grand Ballroom)						