



# Educational Sessions by Track

## GENERAL SESSIONS

### **Weathering the Perfect Storm**

Perception is everything. Last year's hurricanes brought home the critical need for properties and destinations, and the Caribbean as a whole, to have a proactive communications strategy to offset the impact of negative publicity.

### **Advancing a Culture of Inclusion**

The hospitality industry, not unlike other industries, historically has had a scarcity of women in leadership roles among its ranks. How does gender balance benefit the bottom line? From a business perspective, policies and procedures, training and overall corporate culture need to be in place to allow for a more gender balanced workplace. Hear from women on the front lines of the hospitality industry, who have worked, risen and are now leading the path towards a culture of inclusion.

### **Accommodations of the Future**

Ever higher consumer expectations and new technology are changing the face of travel, hospitality and tourism. Airbnb and Uber are just the beginning. Let's take a big picture glance at how traditional accommodations need to adapt to remain competitive and relevant.

## OPERATIONS TRACK - BREAKOUT SESSIONS

### **Everything You Don't Know about the Insurance you Do Need...**

Do not take risks with your insurance. This session will provide property owners and managers all of the information you need to stay covered in the Caribbean. Learn about the types of insurance available, how to effectively file a claim, cost saving tips for effective insurance purchasing, and more.

### **Capital ideas for hospitality businesses**

Securing capital for expansion, refurbishments and specialized equipment is a daunting task for most Caribbean Hoteliers. Take a look at how to make your best case for financing through the perspective of a potential lender.



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### **People Powered Success**

Hotel operation success is in large part determined by its staff, led by the businesses' commitment to empowering, training and developing their talents. Well-planned and innovative training programs, offering best practices, managerial training, performance evaluations and leadership development, are guaranteed to enhance the overall value of a hotel, as a vacation spot and as an employer.

### **Covering all your bases - Are you ready for the next crisis?**

Crisis come in all shapes and sizes and so do the opportunities to make the most out of them. Do you have the tools you need in place for the next crisis? This session will offer you all of the emergency operations plans, public relations strategies, insurance claim procedures, and more that you will need to not be caught off guard. Peers share recent best practices that will help you to diminish business interruption and thrive, not only survive, in a crisis.

### **Exceeding Expectations: The Guest Point of View**

Do you know what your guests expect of you and are you able to deliver? Satisfied customers are nice, but delighted customers will return. Repeatedly delighted customers become raving fans that translate to ambassadors for your business. Come together in an interactive session where you will gather the best practices that will demonstrate how to consistently WOW your guests and boost sales.

## **SALES & MARKETING TRACK - BREAKOUT SESSIONS**

### **Get In the driver's seat – Data Roadmap to your next guest**

Learn how to take on a customer-centered, targeted marketing approach that matches your products and offerings to your ideal consumer interests. Transient, group, pleasure, business, couples, families, meetings, etc. Develop new strategies to reach and sell to them all with the data you already have.

### **The Likeability Factor – do you have it?**

TripAdvisor, Yelp, OTA reviews, social media monitoring... How do you lead the conversation about your brand online? Learn ways to influence your guests' reviews before, during and after their stays.



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### **The Hotelier's Guide to Hitchhike Marketing: the new Co-Op**

Hitchhike or Co-op marketing is a way for hotels to reach their new markets in a cost-effective way by partnering with complementary businesses. What should you be looking out for? What are the most powerful programs out there, and are you making the most out of them?

### **The Guest's Digital Journey**

From initial search, to social media content, to mobile friendly websites, to review apps... is your hotel taking its guests through a digital journey that fast tracks them towards booking, their experience and their return? With more travelers turning to digital for assistance, marketers can connect with guests when they express the mere intent to travel. That is a journey worth taking.

### **Building your brand story**

Brand story telling is the new call to action, not just for large companies and chains. Your story done well distinguishes your experience from all others. It stirs up emotions in people and the emotional connect is ultimately what sells. Make sure you are optimizing all available resources so that your story leads to more business.

## **MULTITRACK - BREAKOUT SESSIONS**

### **Sparks of knowledge in Energy Usage**

Consumer behavior and recent trends in technology impact energy usage for businesses. Panelists will share cutting-edge products and practices that will address guests' needs while positively impacting your bottom-line.

### **Raise revenues, rein in costs**

What is the optimal revenue management mix? Learn how hotels of any size can implement revenue strategies to maximize their return in all seasons.



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### **Blockchain: Disruptive Innovation?**

Emerging technologies continue to change, improve and disrupt the way hospitality does business. The most recent game changers: Blockchain technology and cryptocurrency (most notably Bitcoin). What do they hold for the future of hospitality and how will they impact your business now?

### **Hit the Reset button: Rebuild and refurbish efficiently**

What are the most cutting-edge improvements that will reduce your costs and provide most value in the long run? Industry experts and fellow hoteliers share how you can rebuild and refurbish in the most efficient and effective way possible.

### **Glimpse into the Future**

From virtual reality to guest room robotics, technology is an integral part of the guest journey. Take a glimpse into the future and see what the hotel of tomorrow may look like.