

110th Annual Meeting
November 1-3, 2017 ~ The Hotel Viking
Preliminary Program

Wednesday, November 1, 2017

- 11:30am-1:30pm Executive Committee Meeting
- 12:00pm – 5:00pm Registration & Refreshments
- 2:00pm Open Comments/Welcome – Evan Smith, CEO, Newport CVB
- 2:15pm – 3:15pm Opening General Session
Richard Coraine, Chief of Staff, Union Square Hospitality Group
- 3:30pm – 5:30pm Round Table Discussions by Property Type Part I
- 5:45pm – 6:30pm First Time Attendees Welcome Reception

Trivia Night at Hotel Viking~ Casual Business Attire

A casual, fun evening of useless facts and random trivia. Compete with your peers and test your trivial knowledge of all things!

6:30pm Reception

7:30pm Dinner

Thursday, November 2, 2017

- 7:00am-8:30am Breakfast
- 8:15am – 9:15am NEIRA Marketing Update from Mondo Mediaworks and NEIRA election of new board members
- 8:00am-12:00pm Registration Open
- 9:30am -11:30am Prescheduled meetings with Mondo Mediaworks
- 9:30am – 10:30am CONCURRENT SESSIONS I
1. Mark Novata, Managing Partner, Wequassett Resort - Topic TBA
 2. Tim Brady, Strategist, Mondo Mediaworks –Topic TBA
 3. **So Many New Technologies – So Little Time**
Presented by Alan Young, President & Co-Founder, PuzzlePartner
How to navigate through the never-ending onslaught of new technology
 4. **The Price Box**
Presented by Jeff Osborne, President, Greenwich Hospitality Consulting, LLC
The Price Box is an analytical tool that simplifies analysis of STR Reporting and quantifies how pricing strategy impacts overall Revenue performance. The balancing act between rate and occupancy is no longer a black magic phenomena. Learn how to manage changes to your current rate strategy to achieve desired results. Use the STR Data as a positive tool to support decisions and make better decisions that deliver positive results.

10:30am-10:45am BREAK

10:45am-11:30am **CONCURRENT SESSIONS II**

1. Mark Novata, Managing Partner, Wequassett Resort - Topic TBA
2. Tim Brady, Strategist, Mondo Mediaworks –Topic TBA
3. **How Can Hoteliers Truly Connect and Build Relationships with Their Guests?**
Presented by Alan Young, President & Co-Founder, PuzzlePartner
Guest Engagement, Social Advocacy, Messaging Platforms, Digital Marketing and on-property service.
4. **The Price Box – REPEATED**
Presented by Jeff Osborne, President, Greenwich Hospitality Consulting, LLC

11:45pm-12:30pm Buffet Lunch

12:30pm – 3:00pm Sponsor Trade Show

3:30pm- 5:30pm Pre-scheduled One on One Appointments with Sponsors

3:30pm-4:15pm **AFTERNOON CONCURRENT SESSIONS I**

1. **Remarkable Time Management: 10 Steps to More Time for YOU!**
Presented by Gail Alofsin, Director of Corporate Partnerships & Community Relations, Newport Harbor Corporation
The older we get, the more we realize how much we do not know! The key to adding hours to the day is analyzing our personal blueprint for success and developing the map to explore these passions. This seminar will unveil the details and events that inspire you and re-think/review the draining “naysayers” who absorb your most precious commodity – TIME! Yes – it is “ALL ABOUT YOU!” so let’s “clear the clutter and embrace simplicity and significance in defining our own success”. HAPPY CHOICES HERE I COME!
2. Jonathan Pogash, The Cocktail Guru – Topic TBA

3:30pm-5:15pm Inn to Inn Tours (optional)

4:30pm-5:15pm **AFTERNOON CONCURRENT SESSIONS REPEATED**

An Evning at Rosecliff Mansion ~ Black Tie Optional

A formal evening with an elegant dinner at Rosecliff, entertainment and dancing

6:00pm *Trolley service to Rosecliff begins (Attendees may opt to drive, parking is available)*

6:30pm *Reception*

7:30pm *Dinner*

9:30pm Trolleys will begin to depart Rosecliff

10:30pm Event at Rosecliff ends

Friday, November 3, 2017

7:00am-8:30am Breakfast

8:45am – 9:45am Chris Walters, Senior Vice President, NJF, an MMGY Global Company
Potrait of the American Traveler

10:15am-11:15am **Closing Session**
Andre van Hall, Curiosity Instigator
Change Leadership

11:30am Checkout & Departure