

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
Session Description Coming Soon!
- 3:30pm – 5:30pm Round Table Discussions by Property Type
- 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. Transcendent Hospitality

Presented by Mark Novata, Managing Partner, Wequassett Resort

Today's customer has changed with much greater expectations often seeking experiential service. How do we evolve our business culture to ensure we meet these needs? What can we do to connect emotionally with our guests and create advocacy? How do we motivate our employees to embrace these new lessons that will help to grow your business? Learn how to balance passion with proficiency and to take your place among service leaders. Join us to find a path where we are in pursuit of perfection and find out how to awe and dazzle your guests.

2. Tim Brady, Strategist, Mondo Mediaworks – *Session Description Coming Soon!*

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.

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

1. **Transcendent Hospitality - REPEATED**

Presented by Mark Novata, Managing Partner, Wequassett Resort

2. Tim Brady, Strategist, Mondo Mediaworks – *Session Description Coming Soon!*

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. **Maximize Beverage Revenue With A Craft Cocktail Program**

Presented by Jonathan Pogash, Owner/CEO, The Cocktail Guru

Beverage programs can oftentimes be left in the dust: an outdated wine list, mediocre beer selection, lack-luster cocktails, and uninspired bar staff. Modern-day guests expect more nowadays, and if a face-lift is in order, consider devising a game plan that includes a refresh on all beverage menus. But alas, we can't forget the staff. Your beverages are only as good as the ingredients in them, as well as the people preparing them. In this session you'll learn the importance of quality ingredients, cost-saving measures, and well-rounded training to ensure a successful beverage program

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

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

An Evening 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 **Potrait of the American Traveler**
Presented by Chris Walters, Senior Vice President, NJF, an MMGY Global Company

10:00am-11:00am **Closing Session**
Wake up your team’s curiosity – It’s the key to delivering “5-star” service!
Presented by Andre van Hall, Curiosity Instigator

Do you have a great product or service, but are failing in the delivery? Is your management team challenged to motivate employees who don’t deeply care about the success of your company – or delivering outstanding service that delights your customers? Backed by 40 years of “5-star” experience as an executive in the international hospitality industry, Andre van Hall has worked on three continents in some of the most prestigious properties in the world. Andre understands the challenge of motivating employees, and why this is vital to the overall success of your endeavor.

- Implement a process to transform line employees into management’s partners as opposed to adversaries.
- Learn how to communicate your expectations that employees are actively engaged, not simply performing tasks.
- Witness the great results when you wake up the curiosity of your employees and enable them to have a greater impact in their jobs – and contribute to the outcome of the organization.
- Nurture curiosity and innovation, so they blossom throughout the organization.

11:00am Checkout & Departure