



PRESENTED BY  cabbi

2020 InnSpire Conference & Marketplace Schedule

Sunday, January 26, 2020

3:00-4:15PM

WELCOME & GENERAL SESSION

Profitability Panel: Actionable Tips to Power Up Your Business in 2020

Join a distinguished panel of industry experts for a discussion about maintaining your profitability while navigating the ever-changing independent lodging landscape. We'll be talking about websites, OTAs, marketing, the power of state and national associations, and more to assist your #BookDirect strategy and increase your bottom line. A powerhouse panel you won't want to miss! *MC'd by E Scot Fuller-Beatty of ThinkReservations & The Chadwick Bed & Breakfast.*

4:30-5:30PM

CONCURRENT SESSIONS

Show Me Da Money: Accurate Record Keeping for Innkeepers

Presented by Rick Wolf, The B&B Team

Good business demands accuracy in accounting. Tracking daily cash flow is good business. Do you know where your business' money goes? It's time to wise up about those pennies and dollars and let Rick Wolf teach you how to keep track of your business from day one! It's all about the dollars.

Do You Know Your Guest Experience Cycle?

Presented by Ann Marie Houlihan, Director of Marketing, Q4Launch

What is a guest life cycle? And, what does it mean to innkeepers? Understanding the guest life cycle is a way for you to increase revenue per guest with minimal effort. It is one of the most overlooked marketing opportunities in our industry. Ann Marie Houlihan will tell you what the guest life cycle is, divulge its key moments and outline how you can leverage those moments to increase your revenue per guest.

5:30-7:00PM

OPENING RECEPTION IN THE MARKETPLACE

Monday, January 27, 2020

8:00-9:00AM

BREAKFAST & SUNRISE SESSIONS

The Marketing Roadmap to More Bookings

Presented by Ben Lloyd, VP of Strategy & Customer Success, Odysys

The online landscape is rapidly shifting, yet there's a tried and true roadmap for innkeepers and hoteliers to optimize direct bookings for their property. Understanding evergreen components to online marketing ensures your property is on guests' radar. This session will walk you through

on how your B&B, inn or hotel can get more bookings, increase occupancy, and generate more revenue.

Using Your Mobile Photo to Take and Post Enticing Photo

Details Coming Soon...

9:00-10:45AM ROUNDTABLE SESSIONS (20-MINUTE MINI-EDUCATION SESSIONS)

Session Topics Coming Soon...

11:00AM-NOON CONCURRENT SESSIONS

Managing Employees to best represent your property

Presented by Christine Stein, Owner, HRserved

Every inn and hotel has a unique culture and service experience that is carried out by the collective personalities of its staff. Every interaction with colleagues, guests and vendors is a moment that supports – or deteriorates – your inn’s reputation. How you onboard, train and hold your employees accountable directly ties to how they present themselves and how when you’re not present. Best practices will be outlined to help you create an environment where your staff understands your expectations while helping you understand how to provide an environment of accountability.

Retail Sales without Being a Salesman

Are your guest leaving with not only a great experience but with the products and amenities that they will want to share and promote you, your brand, and your business with their friends and family? Here from innkeepers that private label olive oil and balsamic vinegar, logoed robes, coffee mugs, working with artists and more.

NOON-4:30PM MARKETPLACE WITH LUNCH & EXCHANGE ZONE SESSIONS

4:15-5:15PM SUNSET SESSIONS

Upsell, Cross-sell, Just Make Their Day!

Presented by Barbara Wold, Barbara Wold International

Guest retention is the name of the game for most innkeepers. The value of each guest to your business increases dramatically when you’re a great concierge even if it’s just simple recommendations. Timely and strategic cross-selling and upselling can earn more revenue per guest for your inn. Barbara’s advice will help you increase the value of each guest and ensure they all can’t wait to visit again.

California Submarket Trends and Values

Presented by Dick Lopez and Kathryn Seo of Lodging Brokers Network

Learn how occupancies and average daily rates are trending within your California submarket. View the ranked data on how California submarkets performed over the last year and what is projected for 2020. Learn how current cap rates and valuation parameters are varying across the state, and what that could mean regarding your inn’s value. Hear how buyers of California Inns have changed, what they are looking for, what they expect regarding owners’ quarters and cash flow, and how they are feeling about buying in 2020 and beyond.

6:30PM DINNER AT THE MONTEREY AQUARIUM (ticket required)

Tuesday, January 28, 2020

8:00-9:00AM BREAKFAST & CABBI UPDATE

9:15-10:30AM CONCURRENT SESSIONS

Cannabis: Risk Mitigation and Revenue Opportunities

Presented by Brian Applegarth, Founder, California Cannabis Tourism Association

Legalized recreational cannabis is now part of the California tourist experience. In its 2nd year of legalization, the time has come for hotel owners to develop and integrate a customized plan for their establishment. In this session you will learn about cannabis and hemp, the risks, the laws and the opportunities.

TripAdvisor 2020

Presented by Lisa Kolb, Acorn Marketing

Have you noticed a dip or an increase in your TripAdvisor referrals? It may be a result of the ongoing changes to the way TripAdvisor shares your information. Join us in this session to learn how and why guests use TripAdvisor, including a detailed review of TripAdvisor's paid programming options for 2020.

10:45AM-NOON CONCURRENT SESSIONS

How to Win Using Automation

Presented by Adam Harris, CEO, Cloudbeds

Need faster response for guests? Want to make pricing easier? Automating daily business processes can help innkeepers connect better with customers and deliver real-time insights so you get more out of your business. Humans, ah them, need to do their part too to maximize data benefits. Case stories will be shared on how innkeepers are leverage automation in pricing, guest communication, and reputation management

Veteran Innkeepers Share Lessons Learned

Details Coming Soon...

NOON-1:30PM LUNCH AND CLOSING GENERAL SESSION

Sell an Experience, Not a Destination

Presented by Barbara Wold, Barbara Wold International

Rivers, lakes, beaches and trails are all wonderful amenities. What makes them an attraction are the activities tied to each. So promote the white water rafting, less the river. Promote kayaking, less the lake. Promote wildlife viewing, less the trails. ALWAYS promote the primary activity, less the amenity. Your guests are looking for activities, not amenities. Barbara Wold's over-the-top selling enthusiasm will be contagious for all who attend.