



2018 Convention Learning Experiences for Economy Hotels

The learning experiences at convention are divided into the following topics:

- 100 Sessions: Brand, Service, and Guest Experience programs
- 200 Sessions: Systems Training (choiceADVANTAGE®, Rates Center, and other systems)
- 300 Sessions: Hotel Operations and Functional Duties
- 400 Sessions: Leadership, Management, and Professional Development Programs

SERVICE / GUEST EXPERIENCE TOPICS:

SESSION CODE	100
SESSION TITLE	Strategies to Improve Guest Satisfaction by Providing a Better Experience -a ChoiceU PEPTalk
SESSION DESCRIPTION	The reservations have been made. Your guests are coming. How can you help them get the most for their money? Join this PEPTalk to hear real ways hotels are enhancing the connections and service opportunities for their guests. Through these ideas, learn how a great guest experience is not only good for the guest—it could be good for your bottom line! PEPTalks are driven by one goal: to spread ideas and proven practices through short, powerful presentations providing real solutions for your hotel.
TIMES/ROOMS	(10001) Tuesday, May 1 from 9:00 am – 10:00 am in Lagoon KL (10007) Wednesday, May 2 from 1:30 pm – 2:30 pm in Lagoon KL

SESSION CODE	102
SESSION TITLE	Beating the Competition by Providing a Better Guest Experience (a Proven Practices Forum for Economy Hotels)
SESSION DESCRIPTION	Making the guest experience a cornerstone of your operation requires you to be creative, think differently, and generate powerful moments that guests will remember. Providing a great guest experience has some potentially powerful benefits: happier guests who rave about you online, employees who enjoy serving others, and even possibly a better bottom line! In this proven-practices forum, you will be asked to participate in identifying the ways we can all help deliver a great guest experience and participate in the discussion of the ideas that are shared. There is no speaker who will present a list of ideas—everyone who joins the discussion will contribute to the collection of ideas. Listen to others who have had success in providing a better guest experience and learn how they did it!
TIMES/ROOMS	(10203) Tuesday, May 1 from 11:30 am – 12:30 pm in Breakers AB (10208) Wednesday, May 2 from 2:45 pm – 3:45 pm in Breakers AB

SESSION CODE	104
SESSION TITLE	Stop Fixing Potholes: Why Peak Moments for Your Guests are Important and How to Create Them
SESSION DESCRIPTION	When we look back and think about our own experiences, we remember moments. Research now clearly shows that great experiences hinge on peak moments. For instance, the Magic Castle Hotel in Los Angeles is a pretty average-looking place, yet it is ranked on TripAdvisor as one of the best hotels in the city. Why? Because they understand how to create special moments. If you want to improve the experience of the people you serve, you need to stop fixing potholes and start building peaks. Based on research from the new book <i>The Power of Moments</i> , discover how fixing problems doesn't make people happy. What you should do is create peaks – moments that people remember.
TIMES/ROOMS	(10402) Tuesday, May 1 from 10:15 am – 11:15 am in Breakers AB (10404) Wednesday, May 2 from 9:00 am – 10:00 am in Breakers AB (10411) Thursday, May 3 from 10:15 am – 11:15 am in Breakers AB

SESSION CODE	107
SESSION TITLE	Working Together to Make Each Guest Experience a Profitable One
SESSION DESCRIPTION	In this session, discover strategies to help develop your staff into a team focused on guest loyalty that can help drive your profits. Do your employees understand their role and their impact on the bottom line? Do they have clearly defined expectations from you as to what to do and when to do it? Do you find that employee turnover is keeping you from achieving greater success? Do you empower and enable them to help make your business more profitable? Learn from award winning teams how they lead and how you can apply these ideas to your hotel and potentially see the same results.
TIMES/ROOMS	(10702) Tuesday, May 1 from 10:15 am – 11:15 am in Lagoon GH (10711) Thursday, May 3 from 10:15 am – 11:15 am in Lagoon GH

CHOICE PROGRAMS / BRAND PROGRAMS:

SESSION CODE	200
SESSION TITLE	Making SmartRates Work: Proven Practices that Help Drive Revenue Results
SESSION DESCRIPTION	Do you have SmartRates but you're not sure how to make it work harder for you? Now is the time to use this system to its fullest potential and reap the rewards. Never analyzed the reports because you are unsure about how to use the information to your benefit? SmartRates is a smart and powerful system but can be affected by your input or lack of. Learn how to control auto pilot without fear and sit back and let it work for you. Find out how SmartRates reacts to the information you give it and the why behind the recommendations and reports.
TIMES/ROOMS	(20001) Tuesday, May 1 from 9:00 am – 10:00 am in Surf AB (20003) Tuesday, May 1 from 11:30 am – 12:30 pm in Surf AB (20004) Wednesday, May 2 from 9:00 am – 10:00 am in Surf AB (20006) Wednesday, May 2 from 11:30 am – 12:30 am in Surf AB (20008) Wednesday, May 2 from 2:45 pm – 3:45 pm in Surf AB (20010) Thursday, May 3 from 9:00 am – 10:00 am in Surf AB (20012) Thursday, May 3 from 11:30 am – 12:30 am in Surf AB (20014) Thursday, May 3 from 2:45 pm – 3:45 pm in Surf AB

SESSION CODE	204
SESSION TITLE	Understanding the New Brand Standard Cyber Insurance/Data Breach Response Program
SESSION DESCRIPTION	Do you have questions about Choice’s new cyber insurance program? This is your opportunity to ask legal, cyber, and insurance experts your questions. Learn about the state of the industry, the ins and outs of the new breach response insurance requirement, and other cyber related areas.
TIMES/ROOMS	(20403) Tuesday, May 1 from 11:30 am – 12:30 pm in Breakers CD (20404) Wednesday, May 2 from 9:00 am – 10:00 am in Breakers CD

SESSION CODE	205
SESSION TITLE	Maximizing Your Investment with ChoiceRM
SESSION DESCRIPTION	Did you know that in 2017 Choice Revenue Management (RM) properties significantly outperformed those not part of the program? Are you new to ChoiceRM and want to learn best practices for leveraging your ChoiceRM relationship? Join us for a session on how to get the most out of your ChoiceRM partnership and how you can help maximize your revenue potential.
TIMES/ROOMS	(20505) Wednesday, May 2 from 10:15 am – 11:15 am in Surf AB (20513) Thursday, May 3 from 1:30 pm – 2:30 pm in Surf AB

SESSION CODE	206
SESSION TITLE	Getting Started with SmartRates: Simple Ways to Optimize Your Rates
SESSION DESCRIPTION	Do you know when you need to change your rates? What to change them to or how SmartRates is coming up with your recommendations? Did you ever wonder how much your competitors REALLY influence your price and your market share? If you want the answers to these questions, come learn about SmartRates. Choice’s pricing optimization tool takes the guesswork out of pricing so that you can focus on what matters to you—running your hotel. Come check out our interactive training and understand how this new tool can help you and your hotel.
TIMES/ROOMS	(20602) Tuesday, May 1 from 10:15 am – 11:15 am in Surf AB (20607) Wednesday, May 2 from 1:30 pm – 2:30 pm in Surf AB (20609) Wednesday, May 2 from 4:00 pm – 5:00 pm in Surf AB (20611) Thursday, May 3 from 10:15 am – 11:15 am in Surf AB

IMPROVING PROFITABILITY:

SESSION CODE	301
SESSION TITLE	Improving Your Profit: Making Better Decisions That Help Drive Your Profits
SESSION DESCRIPTION	Do your management routines provide a platform for continually moving toward your long-term profit requirements? Do you have strategies that will take you there? In this session, we will use industry financial benchmarks to quickly spot opportunities for improving profit. Transform your income statement to a decision-relevant tool that helps you to make smart choices for your property’s financial future. Not a numbers person? No problem! Find the simplicity in using financial information to help improve your decision-making and profitability.
TIMES/ROOMS	(30103) Tuesday, May 1 from 11:30 am – 12:30 pm in Surf CD (30107) Wednesday, May 2 from 1:30 pm – 2:30 pm in Surf EF

SESSION CODE	302
SESSION TITLE	The Forgotten Sales Department: Helping Your Front Desk Employees Drive Revenue to Your Hotel
SESSION DESCRIPTION	Many hotels don't have dedicated salespeople who work for them. What hotels do have are front desks employees and they may have time and interest in helping drive your revenue. Many "desks" are neglected or underutilized. Lost revenue from poor handling of inquiry calls is widespread and costly. Why not teach them how to REALLY sell and why not learn how to motivate them? Learn about brand and other outside resources that will help your front desk employee sell, upsell, overcome objections, handle guest complaints, improve your hotel image, and increase guest loyalty. Use these tools and resources to help drive your revenue and improve your hotel's performance.
TIMES/ROOMS	(30206) Wednesday, May 2 from 11:30 am – 12:30 pm in Lagoon GH (30210) Thursday, May 3 from 9:00 am – 10:00 am in Lagoon GH

SESSION CODE	316
SESSION TITLE	Transforming Your Business: Understanding Profitability and Strategies That Can Help Make Your Hotel More Money
SESSION DESCRIPTION	The goal of any business is to be profitable and make money. This requires an understanding of how your hotel reacts internally and externally to evolving market conditions. In this session, we will discuss and share the strategies, actions, and resources available to help you analyze your ability to generate a profit and the tools and resources available to help grow your profits.
TIMES/ROOMS	(31601) Tuesday, May 1 from 9:00 am – 10:00 am in Breakers AB (31610) Thursday, May 3 from 9:00 am – 10:00 am in Breakers AB

SESSION CODE	317
SESSION TITLE	Habits of Highly Profitable Hotels – Getting Your Team Involved in Helping Make Your Hotel More Profitable
SESSION DESCRIPTION	One of the hidden ways that highly profitable hotels maintain their higher levels of profits is the way they make it a GOAL of their employees. W. Edwards Deming once said, "He who would run his company on visible figures alone will in time have neither company nor figures." In this session, Jim DiMartino outlines and explains that there is another component to being profitable: the process side. It takes the entire team to make your hotel profitable. Discover how managers and hourly employees can help you potentially improve your profits. You'll learn about committees, team meetings, information sharing and other ways that highly profitable hotels engage their employees to help maintain healthy profit levels.
TIMES/ROOMS	(31708) Wednesday, May 2 from 2:45 pm – 3:45 pm in Surf EF (31712) Thursday, May 3 from 11:30 am – 12:30 pm in Surf EF

SESSION CODE	318
SESSION TITLE	Habits of Highly Profitable Hotels – Moving from Evaluating Your Profit to Improving It
SESSION DESCRIPTION	Many of the participants in Project GROW are already seeing improvements in profits. Savings have been reported in payroll, taxes, benefits, and other areas of hotel operations. For users of the GROW Profit Evaluation, here's a chance to see the results gathered this far from over 1000 hotels. Even if you aren't participating in Project GROW, this session will help you understand how hotels are evaluating their profit and making decisions that are having positive effects on their bottom line. You'll see results for total hotel spending, departmental cost, labor cost, how profitability compares between types of locations and more. See from actual examples the kinds of issues the reports can raise, how to understand your results and what to do next. Learn how to go from evaluating your profit to potentially improving it. If you are participating in Project GROW, bring your report with you and follow step by step to learn exactly what the report tells you.
TIMES/ROOMS	(31809) Wednesday, May 2 from 4:00 pm – 5:00 pm in Surf EF (31811) Thursday, May 3 from 10:15 am – 11:15 am in Surf EF

SESSION CODE	319
SESSION TITLE	Habits of Highly Profitable Hotels – What You Measure Can Determine What You Make
SESSION DESCRIPTION	Gain an understanding of a variety of measurements that determine profitability by looking at side-by-side comparisons of hotels that routinely monitor these measurements and hotels that don't. This session will use data from over 1000 hotels that have shared their financials through Project GROW, as well as non-Choice operators, to help you see how various measurements and reports could lead to greater profit. Discover how many of these key performance indicators you are already reviewing. Determine if are you looking at them as often as you should and taking the appropriate actions when they are not trending well, and see how your performance compares to highly profitable operators. You'll walk out of this session with a list of what you should be looking at on a daily, weekly, monthly and occasional basis, get a better understanding of what you're looking for and review strategies on what you can do about it.
TIMES/ROOMS	(31904) Wednesday, May 2, from 9:00 am – 10:00 am in Surf EF (31913) Thursday, May 3 from 1:30 pm – 2:30 pm in Surf EF

SESSION CODE	321
SESSION TITLE	Transforming Your Business: Using Your "Information" to Improve Property Performance
SESSION DESCRIPTION	One of the skills a manager must develop and master in today's dynamic business environment is analyzing data and using it to make the best possible decisions. Are you using all the information you have at your disposal and are you using it effectively? Join us to learn tips and tricks to use information proactively to help improve your operation and performance.
TIMES/ROOMS	(32105) Wednesday, May 2 from 10:15 am – 11:15 am in Lagoon EF (32113) Thursday, May 3 from 1:30 pm – 2:30 pm in Lagoon EF

HOTEL OPERATIONS:

SESSION CODE	329
SESSION TITLE	Get the Most Bang for Your Buck: Preventative Maintenance on a Budget
SESSION DESCRIPTION	The value of an effective preventative maintenance program can be invaluable to your hotel operation as it can improve overall experience for the guest by making a great first impression, can help reduce guest complaints, and increase employee productivity. In this session, learn how to an effective program can tracking projects, purchases, and generate needed reports. Join HDSupply as they share proven practices that can help you improve your operation and reduce your costs.
TIMES/ROOMS	(32907) Wednesday, May 2 from 1:30 pm – 2:30 pm in Lagoon IJ (32910) Thursday, May 3 from 9:00 am – 10:00 am in Lagoon IJ

SESSION CODE	330
SESSION TITLE	What's That Smell? Eliminating Marijuana Smell and Other Odors Before They Start Eliminating Your Profits
SESSION SPEAKER(S)	Representatives for Ecolab
SPEAKER EMAIL(S)	tammy.ebbs@choicehotels.com , tim.snellen@ecolab.com
SESSION DESCRIPTION	Are guests smoking pot in your guest rooms? Is odor an area for improvement for guest rooms or public space? Odor can impact your LTR and it can impact your bottom line. Don't believe it? Just ask the guests who leave your hotel and never come back. In this session, you will learn how to identify, resolve, and prevent many of the common causes of odors in your guestrooms. This special room-condition educational program is designed to help improve your operation and help enhance the guest experience.
TIMES/ROOMS	(33013) Thursday, May 3 from 1:30 pm – 2:30 pm in Lagoon IJ

SESSION CODE	333
SESSION TITLE	Everything You Want to Know, or Need to Know, About Luxury Vinyl Tile (LVT)
SESSION DESCRIPTION	Luxury Vinyl Tile (LVT) is one of the fastest growing types of flooring and is changing the guest experience due to its durability, price, and unique-looking surfaces. In this session, join a panel of flooring experts as they discuss and share how LVT can impact your business and the guest experience you provide. Want to know the benefit of these new flooring products coming out on the market? And, will a residential LVT perform in a hotel environment? Listen as experts share their views and how this product can lower your costs, improve the experience you provide, and help drive overall satisfaction of your guests.
TIMES/ROOMS	(33308) Wednesday, May 2 from 2:45 pm – 3:45 pm in Surf CD (33312) Thursday, May 3 from 11:30 am – 12:30 pm in Surf CD

LEADERSHIP / MANAGEMENT:

SESSION CODE	402
SESSION TITLE	Managing the Struggle of Too Much to Do – Strategies to Make Your Day More Effective
SESSION DESCRIPTION	Learn what’s working for people just like you as they manage the crazy busy days as a hotel manager or owner. Join Jones Loflin as he discusses strategies with past participants and together they share how they are using his strategies at their properties. In addition to the insights from your peers, benefit from new ideas, including using the power of Daily Questions to help you better align your time with your highest priorities. If you’re ready to gain some powerfully practical tools to help you better manage your time ... don’t miss this session!
TIMES/ROOMS	(40205) Wednesday, May 2 from 10:15 am – 11:15 am in Breakers CD (40210) Thursday, May 3 from 9:00 am – 10:00 am in Breakers CD

SESSION CODE	404
SESSION TITLE	Big Mistakes Hospitality Managers Make and What You Can Do About Them
SESSION DESCRIPTION	As a manager and leader of your team and your hotel operation, being effective with your time and energy can help make a big difference in your property performance and ultimately your bottom-line. The question is: are you being that effective manager and leader? Join industry veteran Mike Nalley as he shares from research and experience big mistakes managers make and what can be done to correct them. Learn strategies you can employ that can make a difference and use them to help drive property performance when you get back to your hotel.
TIMES/ROOMS	(40405) Wednesday, May 2 from 10:15 am – 11:15 am in Lagoon GH (40410) Thursday, May 3 from 9:00 am – 10:00 am in Surf EF

SESSION CODE	412
SESSION TITLE	Why Management Skills Matter
SESSION DESCRIPTION	Your ability to lead and a manage a team can have a direct influence on the success of your hotel and to your bottom line. In this session, discover why developing your skills and the skills of the management team you lead is so important. Listen to the stories of industry professionals that have sharpened their skills and the resources they have used, and you can use, and the impact it could have for you! Here’s a chance to assess your management skills and take action to improve yourself and those you lead.
TIMES/ROOMS	(41204) Wednesday, May 2 from 9:00 am – 10:00 am in Lagoon GH (41213) Thursday, May 3 from 1:30 pm – 2:30 pm in Breakers CD

LEGAL ISSUES AND RISK MANAGEMENT / INDUSTRY TOPICS

SESSION CODE	326
SESSION TITLE	Top Employment Law Challenges Facing Your Hotel and What You Can Do About Them
SESSION DESCRIPTION	In this session, you will learn how to recognize and remedy the most common wage and hour violations, discover practical tips to accommodate employees' religious beliefs, disabilities, and pregnancy-related limitations, and how to handle transitioning and transgender employees. We will cover the latest trends in local and state laws that related to criminal background checks, sick leave, scheduling and marijuana use. Join this timely discussion about how to prevent and respond to harassment and avoid becoming the next #MeToo employer.
TIMES/ROOMS	(32605) Wednesday, May 2 from 10:15 am – 11:15 am in Breakers EF

SESSION CODE	331
SESSION TITLE	ADA, OSHA, and Marijuana: Current Developments That Hospitality Employers Might Want (or Need) to Know
SESSION DESCRIPTION	It's hard to always keep on top of all the legal developments that face lodging operators. The world changes, the law changes, and lodging professionals must adapt and evolve to the every-changing business environment. In this session, learn about the current legal discussions on three very specific areas that impact hotels: ADA, OSHA, and Marijuana. Yes, the legal developments in these three areas are having an impact on how you operate your hotels. Discover what the current developments are and how you can prepare and take action for the changes that may be happening soon.
TIMES/ROOMS	(33111) Thursday, May 3 from 10:15 am – 11:15 am in Breakers EF

SESSION CODE	408
SESSION TITLE	Looking Forward: Understanding the Current and Future State of Lodging and the Impact It May Have on Your Hotel
SESSION DESCRIPTION	The lodging industry continues to change and evolve. Understanding these changes and the impact it has on your operation is important. In this session, Mark Woodworth will discuss the economic variables that impact lodging demand growth, where we are in the supply cycle, the performance outlook for the industry through 2021 by chain scale, and profitability trends. Learn where it looks like the industry is heading and discover what you can do to be prepared for the future.
TIMES/ROOMS	(40805) Wednesday, May 2 from 10:15 am – 11:15 am in Surf CD (40812) Thursday, May 3 from 11:30 am – 12:30 pm in Breakers CD

SESSION CODE	411
SESSION TITLE	Public Policy: How Tax Reform and Regulatory Changes Affect Your Business
SESSION DESCRIPTION	Federal tax reform has happened, and more tax changes are coming. What is it doing for you and your business? And how is it affecting the economy? In this session, you'll hear from J.D. Foster, Chief Economist for the U.S. Chamber of Commerce, and Adam Feuerstein, Principal, PwC – National Real Estate Technical Leader, as they discuss the post-tax-reform landscape and how it can boost your business. Join this session and listen as J.D. and Adam look back at the last year and discuss the developing regulatory environment and the impact it has on your business.
TIMES/ROOMS	(41106) Wednesday, May 2 from 11:30 am – 12:30 pm in Surf CD (41107) Wednesday, May 2 from 1:30 pm – 2:30 pm in Surf CD