



Economy Brands EDUCATION Summit 2019



SEPTEMBER 29 – OCTOBER 1 • ATLANTA, GA

SUNDAY, SEPTEMBER 29

5:30-8 p.m. Reception
Grand Salon C&D

MONDAY, SEPTEMBER 30

8-9 a.m. Breakfast
Chattahoochee

8 a.m.-5 p.m. **Vendor Showcase**

9-9:30 a.m. **Welcome and Opening:** Pete Patel, Econo Lodge Franchisee Association President;
Craig Mustard, Choice Hotels; Christy Price, Choice Hotels/Choice University
Chattahoochee

9:30-10:45 a.m. **Addressing ADA Legal Concerns:** Understand how to prepare your hotel and your team for guests needing ADA protections, while taking an informed approach to compliance.
Lauren Zeldin, Ogletree, Deakins, Nash, Smoak & Stewart, P.C.
Chattahoochee

11 a.m.-12 p.m. **The Power of Talent Management and Human Resources:** Learn about and share proven tactics to recruit top candidates, drive staff engagement and performance while avoiding common legal pitfalls associated with employment law. (Including Labor Department and ICE Audit requirements)
Deepa Subramanian, Ogletree, Deakins, Nash, Smoak & Stewart, P.C.
Chattahoochee

12-1:30 p.m. **Lunch and Keynote Address**
Rachel Humphrey, AAHOA Interim President & CEO
Chattahoochee

1:45-3 p.m. **Innovative Hotel Operations:** Maximize your opportunities to increase efficiencies and drive guest satisfaction using tools and tactics from the experts.
Our industry's top suppliers and Christy Price, Choice University
Chattahoochee

Choice Systems Top Tips: Explore ways to get the most out of some of the systems you use regularly, including ChoiceCentral, ChoiceU, TrueView, Medallia, and the Merchant Acquirer Initiative.
Sean Tibbetts, Choice University
Ogeechee

3-3:15 p.m.	Break
3:15-4:30 p.m.	Choice Q&A <i>Chattahoochee</i>
4:30-5 p.m.	Closing & Daily Wrap Up <i>Chattahoochee</i>
5:30-8 p.m.	Reception, Dinner and Entertainment from DJ and Singer Rakesh Raj <i>Grand Salon</i>

TUESDAY, OCTOBER 1

8:30-9:45 a.m.	Breakfast and Choice Update Michelle Masters, Choice Regional Vice President, Franchise Services <i>Chattahoochee</i>	
9:45-10:45 a.m.	Sales Isn't Scary: Dive into the many resources to help drive incremental revenue at your hotel. From Global Sales partnership opportunities, to getting the most from Lanyon and the RFP process, to creating professional collateral with SmartMarketing, to tapping into the unique talents of your team members--this session will help you create an action plan to implement right away! Christy Price, Choice University <i>Chattahoochee</i>	choiceADVANTAGE® Top Tips: Investigate the top call drivers to Property Support and receive a job aid to help your team increase efficiencies that can help drive LTR. Ensure your hotel's systems are primed to generate optimal revenue and system performance. Sean Tibbetts, Choice University <i>Ogeechee</i>
11 a.m.-12 p.m.	Revenue Management Top Tips: Gain insight to the "whys behind the whats" for Revenue Management by taking a look at how revenue managers make decisions and examine the many systems and resources you have to maximize revenue for YOUR hotel. Sean Tibbetts, Choice University <i>Chattahoochee</i>	Financial Management Fundamentals: Review the most common lodging financial factors while learning about the resources and tools to see how you perform to comparable hotels. Gain insight into the HotStats Benchmarking program available to you through the CHOPS, (Choice Hotels Owner Profitability System). Christy Price, Choice University <i>Ogeechee</i>
12-1 p.m.	Lunch <i>Chattahoochee</i>	
1:15-2:15 p.m.	Guest Relations and Reputation Management: Take control of your hotel's reputation, online, in the community, and with your team. See and share easily actionable activities to lead the conversations and increase your hotel's likability factor. Sean Tibbetts, Choice University <i>Chattahoochee</i>	
2:15-3:15 p.m.	Closing and Wrap Up <i>Chattahoochee</i>	