

	Coastal C	Coastal B	Emerald	Coral D	Coral A	Coral B	Coral C	Coastal A
7:30 - 9:30 AM	Registration, Southern Hospitality Breakfast and Opening Welcome and General Session: "Heart" with <a href="#">John Suzuki</a> and the "2024 Vacation Rental Performance and 2025 Outlook"							
9:45 - 10:20 AM	RevProf Revenue Management Mentorship Matchup		The Future of SEO: How Changes at Google Are Affecting the Vacation Rental Industry	Regional Data Deep Dive: Mountain Regions	Revenue Managers' Guide to Effective Reporting: Which Reports, When to Use Them, and How to Create Them	The ESOP Opportunity: Perhaps a Better Exit Strategy	Hospitality Lessons for the Future of Vacation Rentals: Elevating Quality and Service	Executive Roundtable: Empowering Local Teams
10:20 - 10:45 AM	Taste of Women's Summit Mid-Morning Tea, Sponsored by Key Data							
10:45 - 11:20 AM	Revenue Management Basics: Introduction to Concepts, Metrics and Data	The Price is Right: The Art of Compression and Event Pricing	Market-Tested Ad Strategies for 2025 and Beyond	Regional Data Deep Dive: East Coast	Super Humans: Leveraging AI to Optimize Talent	Reverse Engineering a \$10M Exit: A 5-Year Roadmap for Maximizing Your Business Value	The Unshakeable You: Shifting from Reacting to Responding	Executive Roundtable: Changing Your Company Culture (EOS)
11:30 - 12:05 PM	Deciphering Trends: Hands-On Masterclass on Interpreting Market and Revenue Data	Revenue Management Audit	Hear Directly from Booking.com, Vrbo, and Airbnb on All Things Distribution	Own Your Data: Data Privacy and Protection	3 Hidden Gems in Google Analytics 4	Building a Sustainable Business Through Benchmarks and Progressive Operations	Train Your Entire Staff To Elicit Kama Muta	Executive Roundtable: Gulf Coast Regulations
12:05 - 2:00 PM	Bama Surf and Turf Lunch, Sponsored by <a href="#">Key Data</a> , Fireside Chat with <a href="#">Vered Raviv-Schwarz</a> , President & COO, Guesty and DARM Battleground							
2:10 - 2:45 PM	Unlock Revenue Potential: Essential Strategies, Cutting-Edge Tools, and Advanced Techniques to Outperform Your Competition	Fees Unleashed: Navigating the Impact on Your Vacation Rental Pricing Strategy	Elevating Excellence: Hospitality in Luxury Vacation Rentals	Uncover the Power of Property Data and Guest Interactions to Transform Vacation Rental Management	ChatGPT and Gemini: Are Large Language Models Just Hype or the Beginning of a Civilization-Level Change?	Profit Potential: Insider Strategies for Maximizing Revenue & Minimizing Expenses	Marketing and Scalability: How to move from good to great!	Panel Discussion: Purpose Built Vacation Rentals
2:45 - 3:10 PM	Cheese and Chocolate Afternoon Break, Sponsored by <a href="#">Key Data</a>							
3:10 - 3:45 PM	The Don'ts of Revenue Management: Lessons from the Trenches	Nontraditional Data Sources	Safety: Threat or Opportunity?	How to Win Legislative Campaigns through Marketing and Data	Knowing Your Client KPI's to Grow Your Brand and Your Revenue	Connecting the Dots: Financial Management for Vacation Rentals	Maximizing Online Conversions: Is There Room for More Direct Bookings? Yes!	Executive Roundtable: Rising Cost of Technology
3:55 - 4:30 PM	Q&A: Ask the Revenue Management Experts	Dynamic Competitive Sets: The New Benchmark for Performance	Bad Stays and Bourbon Chasers: Your Worst Guest Stories	Communicating Rev Mgt To Owners Who Always Know Better Than You!	2025 Technology Road Map for the Vacation Rental Industry	Risk Management: Changes in Payment System and Travel Insurance	Mastering Property Detail Pages & Property Descriptions To Get More Direct Bookings	Round 2: What PMs are Doing Differently their Second Time Around

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7:30 – 9:30 AM	Florida Sunrise Breakfast, General Session: Will AI Replace the Most Important Capital in the Industry? with Simon Lehmann and Fireside Chat with Sam Dundas, Besty							
9:45 – 10:20 AM	Aligning Interests: Educating Homeowners and Stakeholders on Revenue Strategies	Fun with Forecasting: Exploring applications and techniques for VR/STR	Amplify Your Authentic Brand: Captivate Guests, Win Homeowners, and Inspire Your Team	Finding Revenue Streams in the Treasure Trove of Data You’re Already Collecting	Beyond the Hype, AI Copilots that Maximize Revenue at Scale	Leveraging Remote Teams and 24/7 Support to Maximize Revenue and Efficiency	Filling Your Hospitality Tank: Team Building to Prevent Burnout	What Marketing Leadership Looks Like 2025-2027
10:20 – 10:45 AM	In-Case-You-Stayed-Out-Too-Late-And-Missed-Breakfast Mid-Morning Break							
10:45 – 11:20 AM	Crystal Ball: Revenue Management Predictions for 2025	Unlocking Advanced Metrics	Concierge vs. Upsells: Revenue Potential	Making Market Data The Core of Your Innovation Strategy	Your Needs, Your Rules: Take Back the Software Buying Process	The Secret Power of Offline Conversion	2025 Strategic Workforce Planning: Balancing Technology, Talent, and Transformation	Repeat Guests: Revenue Management, Marketing, and Value
11:30 – 12:05 PM	Vacation Rental Revenue Management vs. Other Industries	Advanced Tools and Analytics Techniques	Creating Memorable Experiences for Guests, Owners, and Your Team	Turn the Lights On: Making Your Business Path Clear with Business Intelligence	Optimize Data Analysis and Reporting Capabilities with Customized Reports	The Numbers Whisperer: Uncovering Financial Insights to Drive Success	Is Social Media Worth the Hype	The Relationship between Marketing and Revenue Management
12:05 – 1:40 PM	Holiday Luncheon, Fireside Chats with Tim Rosolio, Vice President of Vacation Rental Partner Success, Expedia Group and DARM Battleground							
1:45 – 2:20 PM	Future-Proof Your Revenue Management Strategies	Revenue Management through Regulations	Closed	Data Drives Decisions and Organizational Change: A Case Study with Finger Lakes Premier Properties	Niche Distribution Channels: Often Overlooked Niche Revenue Streams	Safeguarding Revenue: The Essential Role of Travel Protection for Property Managers	Fireside Chat with Steve Milo	The Newlywed Game: Working with Spouses and Partners
2:25 – 2:45 PM	6th DARM Ice Cream Break							
2:45 – 3:20 PM	The Great Debate: Revenue Management Professionals Debate Popular Strategies		Closed	Regional Data Deep Dive: Gulf Coast Beaches	Establishing Your Destination Voice as a Marketing Tactic	Maximizing Workforce Efficiency: Strategic Approaches to Expense Management	Unveiling What Travelers Want: HomeToGo's 2025 Travel Forecast	Impact of Private Equity in VR Tech
3:30 – 5:30 PM	<b>Will Guidara, Bestselling Author, <i>Unreasonable Hospitality</i>, “Hospitality Infiltration” and Will Guidara Book Signing, Beer and Wine Reception, Fireworks Sponsored by Red Sky Travel Insurance</b>							