## **TUESDAY, DECEMBER 2ND**

8:00 - 9:30 AM	Registration and Southern Hospitality Breakfast										
8:45 - 9:50 AM	Opening Welcome and General Session: State of the Industry with Jason Sprenkle, Key Data										
9:50 - 10:20 AM	Networking Break										
10:20 - 11:00 AM	Revenue Management 101	Decoding Demand: The Guide to Booking Pace & Curves	Exploring ESOPs with Meredith Flocchi	The Direct Booking Advantage: Turning Data into Revenue with Alex Boyer and Brett Wright	Florida Panhandle/Gulf Coast Data Deep Dive with Melanie Brown	Channel Guest Experiences with Hospitality TV Tech with Kathryn Raimer and Doug Strachota	Shifting Frontlines of Regulations				
11:15 - 11:55 AM	UN-predictable Revenue: Adding Destination Risk to Budget Forecasts with Tiffany and Ben Edwards	Is It Time to Drop Rates? with Henry Corell and Rick Jernigan	Use AI to Supercharge Ad Tracking with Jeff Sauer	Calendar Control: Minimum Stays, Maximum Impact with Emily Pattillo and Delanie Schulze	From Lead to Listing: 3 Proven Examples to Grow Your Inventory with Jamie Lane and Scott Sage	The Agentic Future of Hospitality with Moran Goldboim	Empowering Local Teams				
11:55 - 1:45 PM	Lunch and DARM Battleground										
2:00 - 2:40 PM	Data and The Human Impact of Operations with Jeremy Gall	Revenue  Management + Distribution = Revenue Optimization Machine with Bart-Jan Leyts and Doug Truitt	Speak to Owners About Sensative Revenue Management Opportunities with Scott Bunce	There's No ONE Right Way! Rev Mgmt Levers for Every Business with Heather Fogle and Jason Gann	Al is Radically Changing Search with Dr. Marie Haynes	Don't Leave Money on the Table: The Hidden Revenue Playbook with Emily Fishman and Jared Paglialonga	Adjusting to New Norms				
2:40 - 3:10 PM	Cheese and Chocolate Afternoon Break										
3:10 - 3:50 PM	The Great Revenue Management Debate with Eve Anderson, moderated by Jordan Locke	Diverse Portfolios: Strategies for Scale & Segmentation with Rachel Robinson	The "LoserBoard": Spot Underperformers Before They Sink Your Portfolio with Pedro Zevallos	A Hybrid AI Approach to Smarter Guest Communications with Ari Eryorulmaz	The New Search Marketing Environment with Britt Benson-Greer and Sam Campise	Tax or Trash - Compliance Edition	Forecasting Environmental Risk & Regulations				
4:00 - 5:00 PM				Closing Keynote Zack Kass							

## WEDNESDAY, DECEMBER 3RD

8:30 - 9:30 AM	Registration and Florida Sunrise Breakfast										
8:30 - 9:20 AM	Recap and General Session: Room for Growth: The U.S. Short-Term Rental Outlook Through 2026 with Jamie Lane, AirDNA										
9:30 - 10:10 AM	RM Confessional: Vent, Learn, and Connect with Ben Coleman, Shane Fouts, and Carmen Valentine, moderated by Amber Prickett	Al Is Changing the RM Game with Pedro Borges, Henry Corell, and Brett Genz, moderated by Jordan Locke	Acronym Overload: How AI + SEO Influence GEO, AEO, and Google's SGE with Paul Hanak	Evolution of Talent and Tech with Steve Trover	Organic Growth Wizards: The Art and Science of Scaling Your Portfolio with Josh Joseph, Ryan Olin, and Jasmine Slivka, moderated by Jacobie Olin	Find An Unfair Advantage with Your Tech Stack with Yarin Lerer	Defining Luxury				
10:10 - 10:40 AM	In-Case-You-Stayed-Out-Too-Late-And-Missed-Breakfast Mid-Morning Break										
10:40 - 11:20 AM	Compare Comp Set Data	Hot Takes on Hot Topics with Rebecca Ballart, Jason Krieg, and Emile Sakhel, moderated by Becca Madigan	Minute to Win It: 40 Proven Strategies to Grow Your Vacation Rental Inventory in 40 Minutes with Brooke Pfautz and Brian Riggs	Fractional Revenue Management with John An and Natasha Osbourn, moderated by Heather Richer	Advanced Marketing Q&A with the Ambers with Amber Carpenter, Amber Hurdle, and Amber Knight	From Guest Portal to Profit with Simon Seroussi	Implementing EOS				
11:30 - 12:10 PM	Win Your Time Back: Practical Ways of Implementing Al into Your Daily Workflows with Sam Dundas	The Fee Frontier: Optimizing Fees & Charges with John An, Bryant Loy, and Rachel Robinson, moderated by Kate Kirschner	Live Marketing Hot Seats: Real-Time Audits with Paul Manzey and Conrad O'Connell	Monthly-End Blueprint: Excellerate Closing Processes with Ben Coons and Jason Mraz	Future of Revenue Management Debate with Dennis Goedheid, Emre Ilgaz, and Satori Wilson, moderated by John DeRoulet	Crack the Code of Event Pricing Frameworks with Becca Madigan	Future-Proofing Technology				
12:10 - 2:00 PM	Lunch and DARM Battleground										
2:10 - 2:50 PM	The Price Is Right: Revenue Pros Edition	The Missing Metric: Owner Confidence with Ryan Saylor	Proactive Pacing: Using Data to Drive Demand Before You Drop Rate with Amber Knight	10 Revenue Boosters for STR/MTR Operators with Derek Jones	From Tool to Teammate: Making Al Your Best Employee with Francois Gouelo	Create an Upsell Culture with Tony Santili	Executive Discussio and Fireside Chat				
2:50 - 3:20 PM	7th Annual DARM Ice Cream Break										
3:20 - 4:00 PM	RM Mentor Match with Kate Kirschner and Becca Madigan	The Property Pricing Lifecycle with Amber Carpenter and Andrew Kitchell	Three Things to Increase Revenue: Demand, Conversion, and Value. It's Just That Simple with Michelle Marquis	PMS Personas and Why Most Tech Stacks Falter After Go-Live with Dawn Yeskulsky	Bad Stays and Bourbon Chasers: Your Worst Guest Stories with Amanda Martins	Al That Actually Works: Automating Guest Messaging at Scale with Cole Rubin	Executive Discussio and Fireside Chat				
4:15 - 5:00 PM	Closing Keynote Sol Rashidi										