

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 Fiocchi	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 Raimor 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	AI 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						

