

Tuesday, August 9						
	Revenue Management	Advanced Revenue Management	Marketing	Data	Executive	Think Tank Studio
7:45 – 9:30 AM			Registration, Vendor Hall, and Tennessee Sunrise Breakfast Opens			
8:30 – 9:00 AM	Morning Motivation with Amber Hurdle: "Championship Teams: The Secret to Winning the Game of Business"					
9:00 – 10:00 AM	Welcome and Introductions with 2022 DARM Emcees Tim Cafferty and Jim Olin (Reunited!) and General Session with John Suzuki: "The Secret Equalizer"					
10:00 – 10:45 AM	State of the Vacation Rental Industry: Short-Term Rental Performance and Predictive Indicators with Jason Sprenkle, CEO, Key Data					
10:45 – 11:15 AM	Mezzanine Bakery and Bevs: Conference Season Kick-Off Meet and Greet Networking Break Sponsored by Red Sky Travel Insurance					
11:15 – 11:55 AM	Rate Strategy and Communication in Today's Travel Landscape with Mike Boehmer, VP, Revenue Management, Vacasa	Comp-Based Pricing Algorithms with Tim Speicher, CEO, Buoy	5 Data-Driven Strategies to Power Your Email Marketing with Mark Bastin, Hannah Dylewski, and Britt Benson-Greer, RealTech	2023 Outlook: Scale Your Vacation Rental Business With Purpose And Precision with Jamie Lane, VP, Research, AirDNA	Show Me the Money: 5 Steps to Take When Preparing Your Company to Sell with Jacobie Olin, President, C2G Advisors	Franchise Models in the Vacation Rental Industry with Steve Schwab, CEO, Casago; Steve Caron, CEO, iTrip; Lukas Krause, CEO, SkyRun
11:55 – 1:00 PM	Lunch and "Fireside Chat" with Expedia Group's Vivek Bhogaraju, GM, Revenue Performance Solutions, Lodging & Vacation Rental					
1:00 – 2:00 PM	4th Annual DARM Battleground: Let the Games (and Voting) Begin!					
2:15 – 2:55 PM	Revenue Management beyond Dynamic Pricing with Eduardo Mandri, CEO, Angel Host	Portfolio-Level Revenue Management: The Pickup Report with John de Roulet and Andrew Kitchell, CEO, Wheelhouse	PPC & Geotargeting: Demystifying the Tracking Data Overload with Paul Hanak and Brandon Sauls, CEO, ICND	Tightening the Relationship between Property Data, Guest Experiences, and Profit with Jeremy Gall, CEO, Breezeway	Executing an Exit Strategy or Preparing for a Pull Back: Guide to Navigating the Current Market with Ben Edwards, President, Weatherby Consulting	Is Consolidation in the Vacation Rental Damaging Destination Sustainability? Executive Panel Discussion
2:55 – 3:25 PM	Ice Cream Break Sponsored by Red Sky Travel Insurance					
3:25 – 4:05 PM	How to Build a Revenue Management Strategy with John de Roulet, Wheelhouse	Vrbo Trends and Property Optimization with Jordan Locke, Partner Revenue Performance Manager, Vacation Rentals, Vrbo	Evaluating Online Marketing Performance and Making Rapid Adjustments with Conrad O'Connell	Setting Up Your Key Data Dashboard for Each Department with Jason Sprenkle, CEO, Key Data	Using In-Property Technology to Improve Guest, Owner, Management Company, and Employee Experience with Suneel Goud, VP, GuestView Guide	Risk Mitigation and Changes in the Travel Insurance Industry with Laird Sager, Brady Stump, and Lee Hughes
4:15 – 5:15 PM	2022 DARM Keynote Discussion with Spencer Rascoff, Co-Founder, Zillow and Pacaso—Vacation Rental Industry Investment: The Widening Intersection of Real Estate and Short-Term Rentals					

Wednesday, August 10						
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8:00 – 9:30 AM	Music City Recovery Breakfast and Vendor Hall Open					
8:30 – 9:20	Recap with Tim and Jim and General Session—Is Business Booming, Hitting a Speed Bump, or Bottoming Out? Data Trends to Drive Decisions for 2023 and Beyond with AirDNA’s VP of Research, Jamie Lane					
9:25 – 10:00 AM	General Session—When the Winds Shift: Optimizing Stay Restrictions to Boost Revenue with Pricelabs Founder and CEO Anurag Verma					
10:00 – 10:30 AM	Mezzanine In-Case-You-Stayed-Out-Too-Late-And-Missed-Breakfast Networking Break Sponsored by Jurny					
10:30 – 11:10 AM	Managing the True Source of Your Revenue: Your Homeowners—with Heather Brown, StayLuxe; Caleb Hannon and Fran Lawrence, StayLakeNorman; Whitney Sauls, Sloane Realty; and Moderated by Valerie Clagett, Rented	Current Travel Trends & How Airbnb is Adapting to Them with Julia Herrington, Airbnb	Are We Pricing Repeat Guests Out of Our Markets? Prioritizing Repeat Stays—with Tyann Marcink, Queen of Guest Experience, Touch Stay, Co-host of The Guest Cast podcast, and Founder, Missouri Haus and Branson Family Retreats	Leverage Competitive Intelligence and Industry Data for Profit with David Angotti, Co-founder, StaySense	The Truth about Scale: An In-Depth Look at Which Components of a STR Business Benefit from Scale with Steve Schwab, CEO, Casago	What Does the VR Tech Stack Look Like in 2023 and Beyond? with Lynell Gordon, LSI; Desiree Garcia, RevMax; Amber Trzinski, Bluetent; Tiffany Butterfield, Streamline; Jessica Singer, LiveRez; Tim Popovich, Lynnbrook; Brady Stump, Inhabit: moderated by Lino Maldonado, BeHome247
11:20 – 12:00 PM	Let’s Get Serious About Revenue Management with Jeff Breece, Beyond	What’s Changing in the OTA/Distribution Landscape with Sarah Franzen, Natural Retreats; Emily Patillo, Highgate; Cameron Felton, Evolve; Cidalia Pinto Coelho, Awaze/Novasol; and Mike Boehmer, Vacasa	Building Your Web: Online Strategies to Drive Direct Traffic, Increase Brand Visibility, Strengthen Community Relationships, and Create Recurring Revenue with Travis Willburn, CEO, Stay Charlottesville	How to Use Data to Ignite Your Inventory Growth Success with Brooke Pfautz, CEO, Vintory	Long-Term Value Building for Executives: Building Value in Your Business to Accomplish Long-Term Goals and Exit Strategies with Tracey Gillespie, Wells Fargo	Ancillary Revenue Opportunities with Eric Broughton, Jeremy Gall, Matt Loney, Alisa Justice, and Arthur Colker
12:00 – 1:00 PM	Lunch Motivation Sponsored by Inhabit and General Session—Rented CEO Andrew McConnell, <i>Get Out of My Head: Creating Modern Clarity with Stoic Wisdom</i>					
1:00 – 2:00 PM	4th Annual DARM Battleground: The VR Shark Tank Continues (Voting Still Open)					
2:00 – 2:30 PM	Mezzanine Cheese and Chocolate, Book Signing, and Networking Break					
2:30 – 3:10 PM	Climbing out of the Valley: Scalable Strategies for Filling Need Periods with Eve Anderson and Tim Schutts, TravelNet Solutions	How (and Why) Revenue Support Is Linked to Homeowner Support and Vice Versa? Panel Discussion Moderated by Amy Hinote	How to Drive Direct Bookings and Steal OTA Traffic with Brittany Mendez	Data-Driven Property Managers: How to Grow VRM Profitability with Financial Data You Already Own with Jesse Ehret, Founder & CXO, Ximplifi	Employee Recruiting and Retention: Building—and Keeping—a Winning Team with Sue Jones, CEO, HR4VR; and Steve Trover, CEO, Better Talent	The Next Generation Has Arrived: A Look at What is Driving New Entrants in the Vacation Rental Industry, Executive Panel Discussion
3:20 – 4:00 PM	Building Your Revenue Management Team: In-house, Outsource, and Everything in Between with Heather Richer, Founder, Richer Logic and ASTRHO	Revenue Management Technology: What Functionality is Still Missing? Revenue Managers Sit Down with Tech Execs to Influence Future Road Maps	Website Design and Testing: Rethinking How We’ve Always Done It with Amber Carpenter, VTrips	Grow your Property Inventory Using OwnerPoint’s Data and Growth Platform with Larry Hoffer, CEO, OwnerPoint	Diversifying Beyond Airbnb and Vrbo with Got2Go, At Ease, HomeToGo, Hopper, and Whimstay, Moderated by Alex Husner	The Impact of Private Equity in the Vacation Rental Industry and What the Future Holds with Ben Edwards, Eric Broughton, Jim Olin, Tim Cafferty, Moderated by Amy Hinote
4:10 – 5:00 PM	Closing Keynote Best-Selling Author Aaron Ross: <i>From Impossible to Inevitable</i> + 2022 DARM Battleground Awards					