

	Foundational Revenue Management	Advanced Revenue Management	Data Analysis and Evaluation	Distribution and Marketing	Tech and AI	Financial	Executive Industry Discussions
8:00 - 9:30 AM	Music City Recovery Breakfast and Vendor Hall Open (Broadway Foyer)						
8:30 - 9:20 AM	Recap with Simon and General Session: Data Trends to Drive Decisions for 2024 and Beyond with AirDNA's VP of Research, Jamie Lane (Broadway Ballroom)						
9:25 - 10:00 AM							
10:00 - 10:30 AM	In-Case-You-Stayed-Out-Too-Late-And-Missed-Breakfast Networking Break						
10:30 - 11:10 AM	Revenue Management Triage: Identifying, Analyzing, and Solving Critical Issues (RevProf Course)	Mastering Distribution Strategies in Revenue Management: A Comprehensive Guide to Elevating Your Bottom Line, Panel	Trends, Stats, and Best Practices for Maximizing Revenue of Mid-Term Rentals (stop here if title too long), Monthly Vacationers, and Snowbird Bookings with Sean Beckham	4-Part VRM Marketing Masterclass Workshop (UI/UX, SEO, PPC, Retargeting, Social, GA4, Listing Optimization, Email and Direct Marketing Strategies, AI, and More. With David Angotti, Amber Carpenter, Conrad O'Connell, Paul Hanak, Jill Highsmith-McGee, Michelle Marquis, Brittany Mendez, Adam Norko, Jeff Robertson, Lauren Widmaier	The Coming Technology Landscape for Vacation Rental Industry with Jeremy Gall, Lino Maldonado, Margot Schmorak, Ryan Bailey, Paul Waldschmidt, Simon Lehmann	From Chaos to Clarity: Modern Financial Management for VRMs with Jonathan Sukhia	Vacation Rental Secrets: The Short-Term Rental Industry's Top Experts Disclose Their Biggest Mistakes and Share Their Hard-earned Wisdom with Brooke Pfautz and Panel
11:20 - 12:00 PM	Chronicles of Revenue Management: The Evolutionary Journey in the Vacation Rental Industry	Scaling Revenue Management: Strategies, Yield Tactics, and the Essentials for Sustainable Growth (RevProf Course)	Leverage Your Data and Third-Party Data to Increase Inventory and Maximize Profitability with Larry Hoffer		Fireside Chat and Q&A with Shaun Stewart	Risk Management Strategies for VRMs: Payments, Policy, Insurance, Regulations, and Diversification, Panel	TBA
12:00 - 1:00 PM	Lunch (Broadway Ballroom)						
1:00 - 2:00 PM	4th Annual DARM Battleground: The VR Shark Tank Continues (Voting Still Open) (Symphony Ballroom)						
2:00 - 2:30 PM	DARM Cheese-and-Chocolate Networking Break						
2:30 - 3:10 PM	Mastering the Listing Booking Velocity Method: A Conversion Based Approach to Optimizing Individual Unit Performance (RevProf Course)	The Blueprint of Financial Planning in Revenue Management, Panel	Benchmark KPIs to Evaluate Departmental Performance with Jeremy Sprenkle and Jennifer Talbert	4-Part VRM Marketing Masterclass Workshop (UI/UX, SEO, PPC, Retargeting, Social, GA4, Listing Optimization, Email and Direct Marketing Strategies, AI, and More. With David Angotti, Amber Carpenter, Conrad O'Connell, Paul Hanak, Jill Highsmith-McGee, Michelle Marquis, Brittany Mendez, Adam Norko, Jeff Robertson, Lauren Widmaier (continued)	2024 Roadmap to Data Integrity & AI Opportunities with Braeden Flaherty	Should Revenue Management and Marketing be In-house or Outsourced? Evaluation and Hiring Strategies with Steve Trover	Professionalism in the Vacation Rental Industry: Are We Advancing as an Industry? Robin Craigen, Amy Hinate, Simon Lehmann
3:20 - 4:00 PM	Cultivating a Revenue-Driven Culture: The Organizational Pillars for Effective Revenue Management, Panel	"Bottom-Up" Revenue Management: Techniques and Approaches (RevProf Course)	A People-Based Approach To Outperforming The Market in Times of Economic Uncertainty with Aubrey Baron		All-in-One or Best-of-Breed: Evaluating Enterprise-Level Property Management Software with Wendy Glover and Dawn Yeskulsy	Fireside Chat and Q&A with Steve Milo	TBA
4:10 - 5:00 PM	Closing Keynote—Shaun Stewart + 2022 DARM Awards (Broadway Ballroom)						