

|                  | 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   | Registration, Vendor Hall and Tennessee Sunrise Breakfast Opens (Second Floor)   |  |  |  |   |  |  |
| 9:00 - 9:15 AM   | Welcome and Introductions with 2022 DARM Emcee Simon Lehmann (Broadway Ballroom)   |  |  |  |   |  |  |
| 9:15 - 10:00 AM  | General Session: "State of the Vacation Rental Industry: Leisure Short-Term Rental Performance and Predictive Indicators" with Jason Sprengle, CEO, Key Data (Broadway Ballroom) |  |  |  |   |  |  |
| 10:00 - 10:30 AM | DARM Bakery and Bevs: Meet-and-Greet Networking Break  |  |  |  |   |  |  |
| 10:30 - 11:10 AM | Revenue Management Basics: A Survey Approach (RevProf Course)  | Navigating the Storm: Revenue Management Strategies for Down Markets   | Assessing Current and Future Risk to the Business through the Regulatory Pipeline with Tiffany Edwards | The OTA Escape Plan: Mastering Direct Bookings for Vacation Rentals with Arthur Colker       | Unbundling the OTA's Ecommerce & AI Strategy and How AI is Transforming the Booking Funnel with Evan Dolgow | Benchmark Industry Metrics, Margins, and KPIs with Jacobie Olin  | Franchise Model Discussion with Steve Carron and Steve Schwab                                    |
| 11:20 - 12:00 PM | Analysis Paralysis: What to Do When You Don't Know Where to Start  | The Indifferent Approach as a Baseline: Equalizing Commissions, LOS Discounts, and Promo Codes for Booking Indifference (RevProf Course) | 2023 Travel Trends and Behaviors Recap with 2024 Predictions with Vered Raviv Schwarz                  | Airbnb's Latest Innovations and Trends in a Changing Traveler Landscape with Nancy Heronemus | Tech Stack Innovation: Changes over Last Seven Years and What to Expect Next with Margot Schmorak           | Developing Processes to Increase Profitability and Position Your Company for a Sale with Ben Edwards     | Property Management Round Table Discussion with Sarah Bradford                                   |
| 12:00 - 1:00 PM  | Lunch and Q&A with Vacasa's John Banczak, COO (Broadway Ballroom)  |  |  |  |   |  |  |
| 1:00 - 2:00 PM   | 5th Annual DARM Battleground: Let the Games (and Voting) Begin! (Broadway Ballroom)  |  |  |  |   |  |  |
| 2:15 - 3:00 PM   | Deciphering Trends: A Hands-On Masterclass on Interpreting Market and Revenue Management Data (RevProf Workshop)   | Advanced Metrics Unearthed: A Hands-On Guide to Deriving and Calculating Non-Standard Metrics (RevProf Workshop)                         | People Metrics: Using Internal and Industry Data to Inform Staffing Decisions with Sue Jones           | Optimizing Listings and Recent Ranking Changes on VRBO, Panel                                | Hospitality vs Automation with Lino Maldonado, Scott Fasano, and Amy Hinote                                 | Forecasting Your Profits: Revenue, Expenses, & Everything In-Between with Shaan Franchi and Anurag Verma | Supply Shifts in Leisure Markets: Real Estate and New Construction Impact in Destinations, Panel |
| 3:00 - 3:25 PM   |  |  | Ice Cream Break Sponsored by Red Sky Travel Insurance  |  |   |  |  |
| 3:30 - 5:00 PM   | 2022 DARM Keynote, Will Guidara, Best-Selling Author Unreasonable Hospitality (Broadway Ballroom)  |  |  |  |   |  |  |