



Inn Partners

Innovative Solutions for Current and Future Innkeepers

Current Innkeeper Workshop Agenda

Chatham Inn at 359 Main

Chatham, MA 02633

Monday, November 13, 2017

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| 8:30 A.M. – 8:45 A.M. | <i>Coffee and introductions</i> |
| 8:45 A.M. – 9:30 A.M. | Airbnb: The Good and the Bad. Tim Piper (Inn Partners) will present Virginia's strategy and lead a discussion of how Innkeepers can use the short-term rental site to their benefit. |
| 9:30 A.M. – 10:45 A.M. | Scot Fuller-Beatty (Think Reservations PMS) will lead a discussion on Yield Management and provide tips to maximize your revenues. |
| 10:45 A.M. – 11:00 A.M. | <i>Morning Break</i> |
| 11:00 A.M. – 12:15 P.M. | Janice Hurley (BedandBreakfast.com) will share ongoing developments at BedandBreakfast.com, including changes in commission-based vs. membership fees, services and policies and what this means for your Inn business. |
| 12:15 P.M. – 1:30 P.M. | <i>Lunch Break and Socializing</i> |
| 1:30 P.M. – 2:15 P.M. | The Inn: What's Old? What's New? What's Working for You? Heide Bredfeldt (Inn Partners), with help from Jumping Rocks Photography, will review housekeeping, Amenities/Furnishings and Grounds. |
| 2:15 P.M. – 3:15 P.M. | 5 Ways to Enhance Your Brand, Increase Revenue & Rise Above the Competition. Chris Kelly (Whitestone Marketing) will help you learn how a focus on innovative email marketing, dynamic content creation, effective revenue management, compelling press/social media influencer campaigns, and grassroots outreach in your community will grow your brand and your bottom line. |
| 3:15 P.M. – 3:30 P.M. | <i>Afternoon Break</i> |
| 3:30 P.M. – 4:15 P.M. | Maximizing Your Local Market to Create a Winning Guest Experience. Carol Edmonson (Innkeeping Specialists) will discuss how to maximize your local market (and your bottom line) to create a world class experience for your guests. |
| 4:15 P.M. – 5:00 P.M. | Steps to Nirvana: Preparing Your Inn for Sale. Tim Piper (Inn Partners) will offer key considerations for a successful Inn transfer. |
| 5:00 P.M. – 6:00 P.M. | <i>Social Gathering-Hors D'oeuvres will be provided. Cash bar.</i> |

Cost: \$95/couple \$75/single – includes lunch, breaks and evening appetizers.