

Keynote Speaker - Sharon Lacey – sharonlaceycomedy.com

"Life should be an adventure!"

In addition to being a sought-after keynote speaker, Sharon is also an internationally touring headlining comedian. She performs in comedy clubs all across the USA and Canada, and has been to Iraq twice to entertain U.S. troops. She's also been on four comedy tours of Africa, where she performs for Ugandan audiences in two of their tribal languages.

All of this comes after Sharon's earlier careers as a radio DJ, television news producer, and a national award-winning middle school teacher.

Speed Talks – a fast and furious activity to share lots of knowledge with each other!

General Sessions:

- Online and website trends
- Promoting the PNW and your inn's uniqueness
- Marketing to and meeting the needs of different generations
- Being an effective advocate for your inn – locally, regionally, statewide
- Collaboration with other state organizations

Workshops:

- Understanding and using data to support your inn
- Making social media tools work for you
- Selling products – what to sell and how to sell them
- Self-management
- Communicating with guests before, during and after
- Inside and outside design – what do your guests remember and appreciate?

Trade Show – a chance to chat with our Associate Members

Annual Business Meeting