

## 2023 WIIN CONFERENCE SCHEDULE

Alderwood Resort – Union, Washington

**MONDAY – November 13<sup>th</sup>**

Time	ACTIVITY
11:45 – 12:30	<b>Registration</b>
12:30 – 12:40	<b>General Session: <i>Better Together! Program Opening</i></b> – Carrol Harris
12:40 – 1:30	<p><b>General Session: Keynote Speaker</b> - Sharon Lacey - <i>Collaboration – Helping Each Other to Be Successful</i></p> <p><i>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.</i></p> <p><i>All of this comes after Sharon's earlier careers as a radio DJ, television news producer, and a national award winning middle school teacher.</i></p>
1:30 – 2:30	<p><b>General Session: Speed Talks (small groups choose to discuss 2 or more from these topics)</b></p> <ul style="list-style-type: none"> <li>✓ <i>Handling unique food requests</i></li> <li>✓ <i>Share your best ideas</i></li> <li>✓ <i>How do you take a break</i></li> <li>✓ <i>Positivity/humor/move terrible to getting into the positive</i></li> <li>✓ <i>Cancellation practices and policies</i></li> <li>✓ <i>Physical ADA for your INN</i></li> <li>✓ <i>Onsite activities for guests</i></li> <li>✓ <i>Efficiency / saving \$'s</i></li> </ul>
2:30 – 2:45	<b>Beverage Break</b>
2:45 – 3:45	<p><b>Choice Workshops Session 1 -</b></p> <ol style="list-style-type: none"> <li><b>Before, During and After – Communicating with Guests</b> – <i>How we approach our guests whether face to face, by text, email or phone is critical to the experience guests have and whether or not they want to choose us when they return to the area. Explore some ways this happens.</i></li> <li><b>Marketing on a Dime – Using Technology to Your Advantage</b> – <i>Frequently changing and sometimes confusing, Social Media and online marketing can be used in a variety of ways to promote your Inn. Learn more about how to analyze your efforts, and make improvements as you best make use of these tools. Tools will include: Google Ads at a basic level, Social Media and how leverage (paid or unpaid), email marketing and how to make the use of using an SEO.</i></li> <li><b>Inside and Outside Design – What do your guests remember and appreciate</b> – <i>The physical atmosphere you create both inside and outside your inn has a major impact on the guest's experience. What can you do to enhance that atmosphere?</i></li> </ol>
3:45 – 4:00	<b>Beverage Break</b>
9:00 – 10:00	<b>General Session: Actively Promoting the Pacific Northwest and Your Inn's Uniqueness With Clay Cushing from ResNexus</b>
4:45 – 6:45	<b>Trade Show</b> and Light Appetizers; No Host Bar
7:15 +	<p><b>Dinner</b></p> <ul style="list-style-type: none"> <li>• Buffet</li> <li>• Drawings</li> <li>• Night Owls – Meet in the Bar</li> </ul>

Updated September 9 = WIIN Conference Program Schedule

**TUESDAY – November 14**

Time	ACTIVITY
8:00 – 9:00	<b>General Session: Welcome Back</b> <ul style="list-style-type: none"> <li>Breakfast Buffet</li> </ul>
9:00-10:00	<b>General Session: Online and Website Trends – With Lisa Kolb from Acorn Marketing</b> <i>What are the trends happening online and how do they impact your website and promotion of your inn?</i>
10:00 – 11:30	<b>General Session: Annual Business Meeting</b>
11:30 – 12:30	<b>Lunch Buffet</b> <ul style="list-style-type: none"> <li>Better Together! Activity</li> <li>Acknowledgements</li> <li>Scavenger Hunt Drawing – Prize: Free conference</li> </ul>
12:30 – 1:30	<b>General Session: Promoting to and Meeting the Needs of Different Generations – with Sondra Wildman</b> <i>Have you thought about what is attractive about your inn to different generations. What do you do that positively attracts the attention of each one? What hits home with them? Learn/review the characteristics of each generation and their generational differences. Work together to identify ways to attract, meet their individual needs, and make everyone feel your inn is just right for them</i>
1:30 – 2:30	<b>Choice Workshop Session 2</b> <ol style="list-style-type: none"> <li><b>Self Management</b> – <i>Many of us probably spend time focused on managing others that we work with, but do we ever think what we need to do to manage ourselves? What do we do when things get stressful? Do we think about taking care of ourselves. Do we have a plan? Learn some simple tools.</i></li> <li><b>Understanding and Using Data to Support Your Inn</b> – <i>How do you know whether or not your marketing efforts are working for you? What does your data show? Do you know how to access your data? <b>Bring Your Laptop</b></i></li> <li><b>Selling Products – What to Sell and How to Sell Them</b> <i>Do you sell products to enhance your bottom line? What works for you? What are the best kind of products to sell at your BNB? Does it depend on where you are located?</i></li> </ol>
2:30 – 3:30	<b>General Session: Tools for Being an Effective Advocate for Your Inn and for WIIN Locally, Regionally, Statewide - – with Renee Radcliff Sinclair</b> <i>In support of our mission, "member success through education, advocacy and connection", this program will address the many tools available to members to aid them in their advocacy efforts. From state-sponsored websites to TVW, this program will help participants learn how they can be better advocates for themselves and their industry.</i> <i>Renee is the President and CEO of WTV, Washington's Award Winning Public Affairs Network.</i>
2:30 – 2:45	<b>Beverage</b> – Hotel Check Out
2:45 – 3:30	<b>General Session: Panel – Collaborating with other State Organizations - Learn how different statewide organizations can support you and your inn?</b> <i>Ask questions of and hear from statewide Hospitality organizations. Learn out we can be in support of each other.</i>
3:30 – 4:14	<b>Next Steps and Closing</b>