



WASHINGTON INDEPENDENT INNKEEPERS VIRTUAL CONFERENCE

November 9, 2020 - 9:00 am - +/- 4:40 pm * Times are flexible

Fee: No charge - WIIN members; \$20 out of state association members; \$49 – non-members

TIME	TOPIC	NOTES	Speaker(s)
9:00-9:15	Welcome & Introductions	Welcome – 5 Min Conference Overview – 5 Min Navigating Virtually - 5 Min	Bill Siegel-President Pat Ford-VP Education Ben Lloyd (Odysys)
9:15-10:10	Opening Keynote Address	Weathering the Storm – Best Practices for Innkeeper Success”	Kent Schnepf (Odysys)
10:10 10:20	Vendor Product Presentations	Vendor Process Explanations – 5 min One Recorded Presentation – 5 Min	Carrol Harris-Secretary Vendor - TBD
10:10-10:20	Break	Time to get a snack, handle other needs	Bill Announces
10:20 –12:00	Annual Meeting	Past, Present and Future – “What’s happened and What’s Next” <ul style="list-style-type: none"> ○ President’s Report - 20 Min ○ Treasurer’s Report and approval of budget - 20 min ○ Officers Reports - 40 min – 10 Min each: Education, Marketing, Advocacy, Membership ○ Present, Approve and vote on Slate of Officers – 10 Min ○ Member Awards – 10 Min 	Bill Siegel - President Dianne Binder - Treasurer Pat Ford, Sydney Rubin, Janet Abbott, Julie Szmania Bill Siegel - President Carrol Harris-Secretary
12:00- 12:10	Vendor Product Presentations	2 Recorded Presentations - 5 Min each	Vendors - TBD
12:10 - 12:30	Lunch Break and Vendor Expo	Connect with Vendors Directly - 20 Min	Carrol Harris and Vendors
12:30 -12:45	Weathering the Storm Contest	Networking Ideas – 15 Min - Participants share and vote on the ways that have worked for them to Weather the Storm.	Julie McAfterty – Past President
12:45-1:30	Keynote	Weathering the Storm: State of the Industry and the Traveler’s Perspective	Janice Hurley - BnB Finder

1:30 - 1:40	Vendor Product Presentations	2 Recorded Presentation - (5 min each	Vendors - TBD
1:40 – 1:50	Break		
1:50 – 2:35	Next Steps Keynote	Weathering the Storm: How to Prepare Your Property for the Future	Scott Fuller Beaty – Think Reservations
2:35 – 2:50	Thank You Message and Transition to to Choice workshops	Goodbye for Now Explanation of Choice workshop Links	Bill Siegel – President Ben Lloyd Odysys
2:50-3:00	Break	Transition to breakout workshops	
3:00 – 3:45	Choice Workshops Choose one of the three. All will be recorded	<ul style="list-style-type: none"> ○ Pro Tips for Mobile Photography ○ Creating and Marketing Your Specialty Products ○ Let’s Get Social Instagram Basics to Shine the Light on Your Inn 	<p>Marcus Berg and Kory Klapp – Unique Angles Photography</p> <p>Janet Abbot – George Washington Inn</p> <p>Sydney Rubin</p>
4:00	Board Meeting	Virtual Meeting	Bill Siegel - President