

PRELIMINARY 2018 TBBA Great Reunion Conference & Trade Show

Aug. 19-21, 2018

SCHEDULE

Location key: V=Veranda GT=Garden Terrace BC=Boardwalk Conference

Sunday, August 19

| | | |
|-----------------|----|--|
| 10 AM - 4:30 PM | BC | Aspiring Innkeeper Workshop (see Aspiring Innkeeper schedule for details) <i>Any innkeepers present are requested to attend from 3:00-4:00 for Q&A</i> |
| Noon | V | Vendors begin setting up |
| 4:00-5:30 PM | GT | Registration |
| 6:00-9:00 PM | BC | Welcome reception - "Come as You Were" <i>Theme: <u>Great Reunion</u></i> <i>Reunion activity: Who can match the most photos? - Prizes will be awarded.</i> |
| | | Time with vendors and cash bar |

Monday, August 20

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| 7:30-8:30 AM | Breakfast Buffet w/Member "Spotlight" <i>Sponsored by Expedia/Bed & Breakfast.com</i> | | |
| 8:30-9:15 AM | BC | Janice Hurley, B&B.com: <i>"Current Travel Trends & What's New at Expedia/BB.com"</i> | |
| 9:15-9:45AM | V | Break & time with vendors | |
| 9:45-10:30AM | V | Table Talk: <i>Housekeeping simplified & cost effective</i> Kelly Bowden (TBBA North Rep), Rosen House B&B and Darrin Hammons (TBBA Central Rep), Equinox @ Biscuit Hill | GT *Exit Strategies for Innkeepers* Rick Wolf and Peter Sherman, The B&B Team All good things eventually come to an end - learn how to make a smooth transition out of the B&B industry when its time. |
| 10:45-11:30 AM | V | Table Talk: <i>Getting a Break When You Need It</i> Kellye Garrett, Interim Innkeeping and Helen Kerwin (TBBA Secretary), Country Woods Inn Learn about a new concept ... an innsitting co-op | GT *All About Weddings* Kelly (TBBA Convention VP) & Bill Hays, Lockheart Gables Romantic B&B Weddings can be a very successful revenue generator for Inns. Are they right for your inn? Learn about weddings from contracts to ceremonies ... including "bride-zillas!" |
| 11:45 AM-1:00 PM | BC | Lunch & Q&A with Brian Sullivan, Texas Hotel & Lodging Association - <i>Sponsored by Think Reservations</i> <i>(Please submit legal and advocacy questions for Brian ahead of time to allow research of responses.)</i> | |

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| 1:00-1:30 PM | V | Break & time with Vendors | |
| 1:30-2:45PM | BC | <p>E. Scot Fuller-Beatty & Richard Aday, Think Reservations: The Five-Star Experience: Elevating Guest Communications</p> <p>The guest communication landscape has changed. With over 80% of reservations made online, it is vital to have solid communication operations in place for your business to survive. New technology provides us the ability to communicate with guests in a personal, yet often automated, manner. Learn step-by-step how to implement tools to help customers find you and keep coming back for more!</p> | |
| 2:45-3:30 PM | V | Break & Time with Vendors | |
| 3:30-4:30 PM | V | <p>Table Talk: Utilizing Social Media Tammy Doriot, White Oak Manor B&B and Wendy Huggins, Mgr, Country Woods Inn</p> <p>Discuss successfully utilizing Facebook, Instagram and other social media, as well as understanding your Google Analytics.</p> | <p>GT</p> <p>Table Talk: Marketing Beyond Google and Website SEO Jim Leitch, Inn on Lake Granbury</p> <p>Is your marketing strategy working for your inn? Hear tips and pointers from an industry expert on marketing</p> |
| 4:30 - 5:30 PM | Free Time & Break to change clothes | | |
| 6:00 - 9:00 PM | BC | <p>BBQ Dinner, then dancing and time with vendors Theme: Western Night - Dress in your favorite Western apparel. Prizes for most creative!</p> | |

Tuesday, August 21

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| Location key: V=Veranda GT=Garden Terrace BC=Boardwalk Conference | | | |
| 7:30-8:30 AM | BC | <p>Breakfast Buffet w/Member "Spotlight" Sponsored by AIHP</p> | |
| 8:30-9:30 AM | BC | <p>Rob Fulton, AIHP</p> | |
| 9:30-10:30AM | V | Break & Time with Vendors | |
| 10:30-11:15AM | V | <p>Table Talk: Your Reviews Dawn (TBBA Pres.) and David Fleming Woodrow House B&B</p> <p>Learn about how to make the most of reviews, how to get more, and how to manage all types.</p> | <p>GT</p> <p>*Quick and Easy Breakfasts* Martha Linnartz, Azalea Plantation B&B</p> <p>Breakfast doesn't have to be complicated! Learn easy & delicious breakfasts with items already in your kitchen.</p> |
| 11:30 AM-12:30 PM | BC | <p>Lunch w/Ann Marie Houlihan, Q4 Launch How to attract the Millennial Traveler in 5 easy steps</p> <p>It seems the generation that spends the most on travel is the generation that is hardest to target. What do millennials look for when they go on vacation? Q4Launch has done the research has answers! We'll discuss what they're looking for, what makes them choose one type of lodging over another, and unique needs that Millennials insist upon, but most all travelers want. You'll walk away with actionable items you can put in place as soon as you return to your inn!</p> | |

12:45-2:00 PM

BC

**TBBA 2018 Annual Meeting, Election of Officers and Convention Closing
Final drawings & time with vendors**