



## Management Series Classes

### **The Truth About Yield Management**

Wednesday, September 22 | 11:00 AM – 12:00 PM | Hills Room

Presented by: George Volsky

Join this session to learn about the evolution of the Yield Management and the role it has played for many years in other industries, such as hotels and airlines. From there, we will discuss successful applications of Yield Management in the Vacation Rental industry and how you can apply it to your management company. You will also learn about the effects of transitioning to dynamic pricing models.

### **Success Stories of Capturing More Reservations (Panel)**

Wednesday, September 22 | 11:00 AM – 12:00 PM | Trails Rooms

Presented by: Katie Kratzig

Did you know that Instant Software's Channel Partners have generated over 40% of property managers' revenue via real time online bookings? Come learn from property managers directly at our Panel Discussion. They will share their success stories from working with our various Channel Partners, including how they increase their revenue with more online bookings, gain a larger customer database to market directly, and more! You will also learn about the process in selecting Channel Partners and other distribution tips!

### **Unveiling and Demo of WebLink and OwnerLink 3.0: The Vacation Rental Industry's Most Powerful Booking Engine**

Wednesday, September 22 | 3:00 - 4:00 PM | Summerlin Ballroom

Presented by: Amber Mayer

WebLink 3.0 is the brainchild of a strategic partnership between Instant Software and Rezolution. Over the past year, the team has completely rebuilt the framework of WebLink, the design of the Plug and Play Booking Engine, and the design of OwnerLink. With a plethora of new features and tools, WebLink 3.0 has leapt to the top of the industry's Online Solutions. Discover a new booking engine that has a configurable Quick Search Widget, Flexible Search Result Parameters, Larger Images for Properties, Video Capabilities, Smart Calendars that understand complex booking rules, Multiple Conversion Paths including Quick Quote, Email Inquiry and send to Favorites and a powerful Deals & Specials capability...just to name a few.

### **Round Table by Company Size**

Wednesday, September 22 | 4:15 – 5:15 PM | Summerlin Ballroom

Presented by: Instant Software Executive Team

This session will break vacation rental and property management companies out by number of properties. Each round table will have the ability to bring up topics, issues and best practices that they face on a regular basis to discuss with their peers. This session is intended to be positive and bring new ideas for everyone to walk away with.



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### **Marketing for Vacation Rentals: Achieving 100% Efficiency**

Thursday, September 23 | 10:30 – 11:30 AM | Hills Room

Presented by: Amber Mayer

Harvesting all of your data from your software and online analytics programs like Google Analytics, Bing Analytics and even Facebook Analytics can be overwhelming but buried in all the reports is the secret to who your clients are, what they want, how you should design your website and marketing collaterals, what marketing really works for you and where you should look next to grow your client reach.

### **Crisis Management for Natural & Political Disasters in the Vacation Rental Industry**

Thursday, September 23 | 1:00 – 2:00 PM | Summerlin Ballroom

Presented by: George Volsky and Panel TBA

Double Dip Recessions, Monumental Oil Spills, Hurricanes and Controversial Political Agendas have been smothering the Vacation Rental Industry for the past few years. This session is an honest look at how recent tragedies have affected Vacation Rental Destinations: how to prepare, cope and survive. Specific case studies of different regions where lawmakers proposed statutes that would have caused the extinction of Vacation Rentals and the power of everyone banding together as a viable industry to fight with one large, formidable voice for our survival.

### **WebLink 3.0 Social Tools, Facebook Booking Engine & Affiliate Marketing Program**

Thursday, September 23 | 2:30 – 3:30 PM | Veranda A & B

Presented by: Amber Mayer

WebLink 3.0 is more than just a Plug & Play Booking Engine, it is your ability to not only participate in the Social Marketing and Facebook Realm – but create actual bookings and return on investment. This will be a detailed demonstration on the new tools and how you can utilize them to enhance your Social Marketing, Online Marketing and work on a new level with Owners that want to partner with you and book their own properties but still work with a professional Rental Management Company.

### **Understanding Trend Reports & Data**

Thursday, September 23 | 3:45 – 4:45 PM | Trails Room

Presented by: George Volsky

This session will review the latest Vacation Rental industry statistics for arrivals and bookings to illustrate how national, regional and state trends provide insight into customer spending habits and vacation preferences. It also demonstrates how minimal increases or decreases in rent can affect number of bookings, incoming revenue, and a guest's length of stay.



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### **The Importance of Partners to Your Business: First Annual Partner Game Show!**

Thursday, September 23 | 3:45 – 4:45 PM | Summerlin Ballroom

Presented by: Katie Kratzig and the Instant Software Game Show Team

Come participate in our First Annual Partner Game Show and Win Prizes! Prior to attending be sure to review your Partner Cheat Sheet Packet which will give you answers to the Partner Game Show questions.