



Show Me the Money! Optimizing Your Website for Conversions

Wednesday, September 22 | 11:00 AM -12:00 PM | Summerlin Ballroom

Presented by: Lynell Eaddy, CEO and Sales Lead & Sean Stallings, Architecture and Development Lead
Sponsor Series Session brought to you by: LSI (Local Social)

It's all about the conversion. This class will focus on the numbers that matter to your bottom line. With the importance of SEO, sometimes the actual sale or conversion gets lost in the marketing process. We will learn how to track your conversions and how to calculate your ROI.

10 Simple Rules For Attracting & Booking Today's Vacation Rental Travelers

Wednesday, September 22 | 1:30 – 2:30 PM | Trails Room

Presented by: TJ Mahoney, CEO and Co-Founder

Sponsor Series Session brought to you by: FlipKey, A Trip Advisor Company

The vacation rental landscape is constantly evolving, and with it, so are the tactics for attracting and converting today's increasingly sensitive travelers. In this session, TJ Mahony, CEO of FlipKey, will review 10 simple rules to ensuring you attract the largest volume of prospective bookings and yield the highest conversion rates. Cutting through the clutter of Google/SEO, Twitter, Facebook, TripAdvisor, channel partners, guest reviews and multi-media, this session will leverage insights extracted from the observed behavior of over 20M consumers, third party survey research and intimate focus groups studies conducted by TripAdvisor/FlipKey over the last six months.

"Everything should be made as simple as possible, but not simpler." - Albert Einstein

SEO and Keyword Research Lab

Wednesday, September 22 | 1:30 – 2:30 PM | Summerlin Ballroom

Presented by: Amber Mayer

Sponsor Series Session brought to you by: Rezolution

This interactive, hands-on lab environment will take you step-by-step through completing your own Keyword Research and applying the results with writing powerful SEO-friendly copy. It will also provide a demonstration of Link Building campaigns, which will allow you to go back and control the majority of your SEO campaign in-house and/or hold your SEO company accountable for producing better results.

How Data Driven Decision Making Can Help You Find Missing Revenue

Wednesday, September 22 | 1:30-2:30 PM | Hills Room

Presented by: Michelle Marquis, VP of Sales & Leigh Clarke, COO of Railey Mountain Lake Vacations

Sponsor Series Session brought to you by: NAVIS

Too many vacation rental managers are unaware of the significant revenue that is hiding in their data. This session will identify the revenue opportunities that are available from agent data, guest data, prospect data, and business performance data. Attendees will learn new techniques and processes for finding and leveraging their data to increase revenue.



Revenue Management: It Has to Mean More Than Discounting!

Wednesday, September 22 | 3:00 - 4:00 PM | Trails Room

Presented by: Jeff Farr, Vice President of Revenue Management

Sponsor Series Session brought to you by: LeisureLink

Revenue Management is about maximizing your income and occupancy, not discounting. This class will show you practical revenue management approaches that are already being utilized by your peers and competitors. We will review actual results of LeisureLink clients in multiple markets, and demonstrate how revenue management can be used to increase your bottom line in high and low seasons.

Beyond Your Website...Keeping Your Clients Engaged

Wednesday, September 22 | 3:00 - 4:00 PM | Hills Room

Presented by: Paul Herman, Founder and CEO

Sponsor Series Session brought to you by: Visual Data Systems

The future of the Internet is being redefined and it is about engagement. Your interactions with your clients and prospects go beyond your 'traditional' website and have to be tailored to what they want and need. From mobile sites and social media to email marketing, your clients now expect you to engage them and keep their interest through a variety of different methods. Learn how to take advantage of your online options and how best to be prepared for what's coming tomorrow.

Growing and Unifying the Global Vacation Rental Marketplace

Wednesday, September 22 | 4:15 - 5:15 PM | Hills Room

Presented by: Randy Sparks, National Sales Manager

Sponsor Series Session brought to you by: HomeAway

As the VR marketplace continues to expand on a global scale the opportunity for fragmentation grows along with it. Learn about HomeAway, Inc's plans to enable Property Manager's and Owners to fully participate and capitalize on the growing traveler base.

Social Media and SEO: What to Focus On and Why

Wednesday, September 22 | 4:15 - 5:15 PM | Trails Room

Presented by: Mary Song, President

Sponsor Series Session brought to you by: Propel Media

When it comes to social media and SEO, the truth is, each has its advantages and disadvantages. They also each tend to appeal more so to different types of audiences, and for different reasons. Each marketing tactic can be valuable; it all depends on what your goals are and who you are trying to reach. This session will dive into Facebook, Twitter, and SEO. It will teach you how to determine if a channel is right for your business and how to grow and engage a following.



Automating Your Office: The Key to Success

Thursday, September 23 | 10:30-11:30 AM | Trails Room

Presented by: Lynell Eaddy, CEO and Sales Lead & Sean Stallings, Architecture and Development Lead
Sponsor Series Session brought to you by: LSI (Local Social)

Are you open to new ideas on how to save your office time and money? If so, then this class is for you. We will walk from the pre-reservation process all the way to post-departure marketing, to see how you can automate processes. We will address common problems that plague the Vacation Rental industry, and focus on ways to trim costs and maximize efficiency by automating these tasks.

How Technology Has Changed the Vacation Rental Business

Thursday, September 23 | 1:00-2:00 PM | Trails Room

Presented by: Lee Hughes, Vice President of Sales
Sponsor Series Session brought to you by: CSA Travel Protection

Remember when most of your bookings happened a year in advance either in person or over the phone? With most reservation taking place on the Internet and many just weeks before they travel, it's clear that technology has had a huge impact on the Vacation Rental business. Lee Hughes from CSA Travel Protection takes you through the impact these changes have had on the Vacation Rental business as well as how businesses have and are adapting to those changes.

Vacation Rentals in 2011: Ready or Not!

Thursday, September 23 | 1:00-2:00 PM | Hills Room

Presented by: Brent Hieggelke, CEO and Co-Founder
Sponsor Series Session brought to you by: Second Porch

Learn about the 5 critical factors that will drive bookings in the Facebook era and what to do now to get prepared. Whether you love or hate Facebook is irrelevant, what is clear is that just like Google's growth changed the VR business last decade, and Facebook and social media are changing it this decade. The good news is that this represents the best new channel of bookings you could ever imagine, and it's easy to start putting it to work for you today. This session is guaranteed to change the way you think about your business.

10 Rarely Used Tricks & Traps for Increasing Your Revenue Without Diluting Your Public Pricing

Thursday, September 23 | 2:30-3:30 PM | Trails Room

Presented by: Steve Barsh, CEO
Sponsor Series Session brought to you by: PackLate.com

What are the top 10 tricks that property managers can use to drive more revenue out of excess nights? In this information-packed and checklist rich session, you'll get actionable information you can put to use immediately to help drive both last minute bookings and more bookings throughout the season.



Internet Based Keyless Entry: Revolutionize Your Business

Thursday, September 23 | 2:30 – 3:30 PM | Vistas Room

Presented by: Harry Schneider, National Sales Manager & Marc Chami,

Sponsor Series Session brought to you by: Kaba Lodging Systems

Credit Card Acceptance Changes and the Opportunity to Reduce Processing Fees

Thursday, September 23 | 2:30-3:30 PM | Hills Room

Presented by: Matt Golis, Chief Executive Officer

Sponsor Series Session brought to you by: VacationRentPayment

VacationRentPayment will discuss how to mitigate fraud for Instant Software clients that accept credit cards with a swipe terminal in the vacation rental office. The presentation will expand your knowledge of electronic payment opportunities and ways to reduce the transaction fees your company currently pays to accept credit cards. A detailed profile of the 21st century traveler will be presented showing the impact of online bookings driving online payments for deposits and balances due before arrival. Here is a summary of the topics covered:

- Securing Cardholder Data to Protect Against Fraud
- e-Checks: How They Can Change Your Business
- Advantages of Flat Rate Credit Card Processing
- Integration Benefits: Secure, Streamlined, and Automated Card Acceptance
- Tips to Prevent Charge Back risks
- Vacation Rental Trends in 2010

Website Design, Evaluations and Open Forum

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

Presented by: Amber Mayer, Eric Glanz and George Meshkov

Sponsor Series Session brought to you by: Rezolution

This is your chance to ask anything and everything you have ever wanted to know about Website and Booking Engine Design and Implementation. Multiple stations will be setup for you to sit down one-on-one with an expert to look at each page of your current website. You will have a chance to discuss the pros and cons of each element and identify your opportunities and room for growth. This casual environment and open forum is for everyone to ask questions - even the basic ones that everyone thinks about, but never feels comfortable asking.