

BW 2022 ROCKS



Agenda | 2022 Convention | Cleveland, OH

Thursday, October 27 (Optional Pre-Conference Activities)

- 7:30a – 5:00p Registration Desk Open
- 8:00a – 5:00p *Optional Workshop: Certified Hotel Administrator (CHA) Review (Separate registration and fee required. Must be registered and approved for the exam in order to register for this review.)
- 8:00a – 5:00p *Optional Workshop: Because We Care (Separate registration required)
- 8:00a – 5:00p *Optional Workshop: Voting Member Orientation (Separate registration and fee required)
- 8:30a – 3:00p *Optional Event: Golf Outing (Separate registration and fee required)
- 8:30a – 4:30p *Optional Workshop: Women in Leadership Forum (Separate registration and fee required)
- 1:00p – 5:00p *Optional Workshop: Revenue Management Without Numbers (Separate registration and fee required)

Day 1 – Friday, October 28

- 7:30a – 6:00p Registration Desk Open
- 8:00a – 10:00a Brand Identity Advisory Committee (Committee Members and Invited Guests Only)
- 8:00a – 12:00p *Optional Workshop: Certified Hotel Administrator (CHA) Exam (Separate registration and fee required)
- 8:30a – 11:30a Advisory Committee Meetings (Committee Members and Invited Guests Only)
 - BW for a Better World
 - Design
 - Marketing
 - North American Development
 - Combined ETAC/GQAAC
 - Res/Tech
 - Sales
 - Supply
- 9:00a – 10:00a *Education Sessions/User Group Meetings
 - Drive More Revenue with BWH MediaMax
 - Get Your Hands on the Best Western's New Online Learning Tool
 - Jonas Chorum User Group
 - Maximize Your CLC Partnership
 - Medallia Best Practices/Eliminating Countable Complaints
 - Navigating the Sales Landscape
 - S.O.S.! Food & Beverage Is Challenging – We Can Help
 - What More Can I Do to Drive Revenue to my Hotel
- 9:00a – 5:00p Headshot Lounge: Professional photos – Sponsored by DIRECTV Hospitality
- 9:00a – 5:30p *Computer Labs
 - Medallia: Opportunity to better understand the functionality & capabilities (continuous sessions)
 - New Online Learning Tool: Learn the new LMS platform (sessions start hourly)
- 10:00a – 6:00p Trade Show
- 10:45a – 11:45a *Education Sessions/User Group Meetings
 - Visual Matrix User Group
 - Building and Sustaining Teams – Live in the Round!
 - Framework of Digital Marketing
 - US Employment Law
 - What More Can I Do to Drive Revenue to my Hotel (Canadian Focus)
 - Make Your Breakfast Instagram Worthy
- 12:00p – 1:00p *Education Session
 - The Remaking of BW Plus – BW Supply Can Help You
- 12:00p – 1:30p Lunch in the Trade Show

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Day 1 – Friday, October 28 (continued)

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| <p>1:30p – 2:30p District Governor Breakouts (Governors and Invited Guests Only)</p> <p>1:30p – 2:30p *Education Sessions/User Group Meetings</p> <ul style="list-style-type: none"> • Oracle Opera User Group • BWR – Work Smarter Not Harder • Canadian Employment Law • Putting the Band Back Together – Industry Insights from CBRE and STR • Maximize Your Resources with Worldwide Sales <p>2:00p – 4:00p SureStay Franchise Advisory Council</p> <p>2:30p – 5:00p Premier Members Meeting (Premier Hoteliers & Invited Guests Only)</p> <p>3:00p – 4:00p *Education Sessions/User Group Meetings</p> <ul style="list-style-type: none"> • AutoClerk Cloud • Best Western Live – Ask Your Peers • Drive More Revenue with BWH MediaMax • Putting the Band Back Together – Industry Insights from CBRE and STR <p>3:30p – 4:30p Alaska Co-op Meeting</p> <p>3:30p – 4:30p Iowa Co-op Meeting</p> <p>3:30p – 4:30p Utah Co-op Meeting</p> <p>3:30p – 5:30p Ohio Co-op Meeting</p> <p>4:30p – 5:30p *Education Sessions/User Group Meetings</p> <ul style="list-style-type: none"> • Because We Care Sneak Peak • Fighting Chargebacks • How to Create a Reputation Strategy • Legal Update • Overall Experience – One Night Only! <p>5:00p – 6:00p AAHOA Brand Alliance Meeting</p> <p>7:00p – 10:00p Chairman’s Welcome Reception – Rock & Roll Hall of Fame</p> | <ul style="list-style-type: none"> • Optimizing During the Off-Season • Rockin’ Your QA for an Outstanding Guest Stay • Time Is Money – Best Western Supply Can Save You Both!
<ul style="list-style-type: none"> • Legal Update • S.O.S. Food & Beverage Is Challenging – We Can Help! • Social Media 101 • Supercharge Your Portfolio with Boutique & Collections
<ul style="list-style-type: none"> • Owner’s Session – Creating a Tool to Empower Success • Time Is Money – Best Western Supply Can Save You Both! |
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Day 2 – Saturday, October 29

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| <p>7:30a – 5:00p Registration Desk Open</p> <p>8:00a – 8:45a Breakfast in Trade Show</p> <p>7:30a – 9:30a All Governors Meeting (Governors and Invited Guests Only)</p> <p>8:00a – 2:00p Headshot Lounge: Professional photos – Sponsored by DIRECTV Hospitality</p> <p>8:00a – 2:00p Trade Show</p> |
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Day 2 – Saturday, October 29 (continued)

- 8:30a – 9:30a *Education Sessions/User Group Meetings
- Visual Matrix User Group
 - Best Western Live – Ask Your Peers
 - Maximize Your Resources with Worldwide Sales
 - Medallia Best Practices/Eliminating Countable Complaints
- 8:30a – 1:30p *Computer Labs
- Medallia: Opportunity to better understand the functionality & capabilities (continuous sessions)
 - New Online Learning Tool: Learn the new LMS platform (sessions start hourly)
- 10:00a – 11:00a *Education Sessions/User Group Meetings
- AutoClerk Cloud
 - Because We Care Sneak Peak
 - Fighting Chargebacks
 - Navigating the Sales Landscape
 - Optimizing During the Off-Season
- 10:00a – 11:45a Voting Member/Owner Meeting
- 11:30a – 12:30p *Education Sessions/User Group Meetings
- BW Rewards – Work Smarter Not Harder
 - Building and Sustaining Teams – Live in the Round!
 - Canadian Employment Law
 - Maximizing Your CLC Partnership
 - Owner Session - The Owner Empowerment Tool
- 12:00p – 1:30p Lunch in the Trade Show
- 2:30p – 5:30p General Session:
- John Kelly, District V Director and Chairman of the Board
 - Larry Cuculic, President & CEO
 - Ron Pohl, President, International Operations & WorldHotels
 - Michael Morton, VP, Brand Management & Members Services
- 3:00p Deadline to Reserve a Seat for the Sunday Night Banquet *(If you are attending Sunday night's banquet, you must reserve a seat.)*
- The Remaking of BW Plus – BW Supply Can Help You
 - What More Can I Do to Drive Revenue to my Hotel (Canadian Focus)
 - Get Your Hands ON the Best Western's New Online Learning Tool
 - Overall Experience – One Night Only!
 - Supercharge Your Portfolio with Boutique & Collections
 - US Employment Law
 - How to Create a Reputation Strategy
 - Make Your Breakfast Instagram Worthy!
 - Rockin' Your QA for an Outstanding Guest Stay
 - What More Can I Do to Drive Revenue to my Hotel?
 - Greg Adams, SVP, Chief Digital Officer
 - Wendy Ferrill, VP Worldwide Sales and Jay Hubbs, VP Advertising
 - Brad LeBlanc, SVP, Chief Development Office and Mark Straszynski, SVP, Chief Financial Officer



Day 3 – Sunday, October 30

- 9:30a – 1:30p Registration Desk Open
- 10:30a – 12:15p General Session:
 - Fireside chat with Mike Krzyzewski “Coach K” and Larry Cuculich, President & CEO
 - Member Awards
- 12:30p – 1:30p Lunch
- 1:30p – 3:30p District Breakouts
 - District I (Director Nominations and/or Elections)
 - District II
 - District III
 - District IV (Director Nominations and/or Elections)
 - District V (Director Nominations and/or Elections)
 - District VI
 - District VII
- 1:30p – 3:30p Premier Collection Brand Meeting
- 1:30p – 3:30p Signature Collection Brand Meeting
- 1:30p – 4:15p SureStay Brand Meeting
- 3:45p – 5:30p Open Forum
- 6:30p – 7:30p Cocktail Reception
- 7:30p – 9:00p Dinner Banquet
- 9:15p – 10:30p Entertainment (REO Speedwagon)
- 10:30p – 12:00a After Party

Monday, October 31 (Optional Workshops)

- 8:00a – 5:00p *Optional Full-day Workshop: Developing Your Leadership Strategies (Day 1 of 2 – separate registration and fee required)
- 8:00a – 5:00p *Optional Full-day Workshop: Leadership-A Vision of Values and I Care (separate registration and fee required)

Tuesday, November 1 (Optional Workshops)

- 8:00a – 5:00p *Optional Full-day Workshop: Developing Your Leadership Strategies (Day 2 of 2 – separate registration and fee required)
- 8:00a – 5:00p *Optional Full-day Workshop: Managing for Excellence – Essential Skills to Manage a High-Performance Team (separate registration and fee required)

***For additional details on Educational Sessions, User Groups and Computer Labs go to <https://website.eventpower.com/22BWI-ANNUAL/> Conference Information/Education Sessions.**

***For more information on Optional Workshops, go to the Member Portal/BWIU Library/Topics/2022 Convention**