



2022 Best Western Convention Education Session Topics

Date/times are subject to change

Because We Care Sneak Peek

Friday, Oct. 28 | 4:30 pm - 5:30 pm | Grand Ballroom B

Saturday, Oct. 29 | 10:00 am - 11:00 am | Grand Ballroom B

See, touch and experience the new Because We Care Culture Workshop! In this session, you will get a high-level overview of the program and hear from members who have already adopted Because We Care at their hotels. You will also get a glimpse at what's included in our Because We Care Workshop in A Box. Stop by and be the first to know.

Best Western Live - Ask Your Peers

Friday, Oct. 28 | 3:00 pm - 4:00 pm | Grand Ballroom B

Saturday, Oct. 29 | 8:30 am - 9:30 am | Grand Ballroom B

This is a fast-paced member-helping member event where you provide all the best ideas! Discuss, share and hear best practices to some of the BIGGEST challenges facing members today. Hot topics will include Revenue Management, Supply, BW Rewards, Sales, Breakfast, and Hiring and Retention of Staff. Don't miss this crowd favorite.

Best Western Rewards (BWR) - Work Smarter Not Harder

Friday, Oct. 28 | 1:30 pm - 2:30 pm | Atrium B

Saturday, Oct. 29 | 11:30 am - 12:30 pm | Room 1

Let BWR do the Heavy Lifting! In this session, we will cover how to optimize BWR including leveraging the Rewards program as a recruiting and retention tool, utilizing available programs to maximize revenue, and driving more repeat business.

Building & Sustaining Teams - Live in the Round!

Friday, Oct. 28 | 10:45 am - 11:45 am | Room 26-A

Friday, Oct. 28 | 4:30 pm - 5:30 pm | Room 26-A

Join us LIVE in the ROUND to experience the sounds of recruitment, hiring, and retention. We will be exploring strategies and current real-life actions which will help you to recruit, hire and retain team members who will enhance your hotel's culture! Come feel the music of building & sustaining a team!

Canadian Employment Law

Friday, Oct. 28 | 1:30 pm - 2:30 pm | Room 6

Saturday, Oct. 29 | 11:30 am - 12:30 pm | Room 23

An overview of key labour and employment issues, and current hot topics in the hospitality context in Canada.

Drive More Revenue with BWH MediaMax

Friday, Oct. 28 | 9:00 am - 10:00 am | Atrium B

Friday, Oct. 28 | 3:00 pm - 4:00 pm | Atrium B

Have you participated in BWH MediaMax this year and now want to take it to the next level? Join us for an educational session on how to take advantage of every opportunity available within the platform ranging from automation and manual bids to custom ad copy and audience targeting.



Fighting Chargebacks

Friday, Oct. 28 | 4:30 pm - 5:30 pm | Atrium B
Saturday, Oct. 29 | 10:00 am - 11:00 am | Room 25-ABC

Let's face it credit card chargebacks are not simple or straightforward. Credit card fraud is on the rise and choosing not to accept credit cards is not an option. There are steps that can be taken by consumers and merchants to reduce fraud. Come hear from our panel of industry experts to learn about the correct technology and best practices to protect your business.

Framework of Digital Marketing

Friday, Oct. 28 | 10:45 am - 11:45 am | Atrium B

"What is the difference between earned, paid and owned media – and more importantly why does it matter?" This session gives you the basic digital marketing framework around hotels. You will see when and why to invest in owned, earned and paid media and what sort of returns you can expect from each. We'll review the traveler's typical path to purchase, what websites they typically visit, their mindset during the decision-making process and how you can turn more lookers into bookers. Level – Intermediate

Get Your Hands On Best Western's New Online Learning Tool

Friday, Oct. 28 | 9:00 am - 10:00 am | Room 6
Saturday, Oct. 29 | 8:30 am - 9:30 am | Room 4

Did you know we'll soon be transitioning to a new Learning Management System (LMS) platform? The new Adobe Learning Manager has been designed with you in mind. This session will provide a high-level overview of the what to expect from the new LMS. You'll also find out what trainings are available, how to access them, and much more.

How To Create a Reputation Strategy

Friday, Oct. 28 | 4:30 pm - 5:30 pm | Room 3
Saturday, Oct. 29 | 11:30 am - 12:30 pm | Room 3

This session will explain how to properly respond to negative and positive reviews and will also will review how hotels can use Google via Google Alerts to be more proactive versus reactive to guest feedback.

Legal Update

Friday, Oct. 28 | 3:00 pm - 4:00 pm | Room 26-BC
Friday, Oct. 28 | 4:30 pm - 5:30 pm | Room 26-BC

In this session, Jay Pricher, Best Western's Senior Vice President and General Counsel, will provide practical advice regarding current legal issues and trends in the hospitality industry. Real world topics will be discussed in an inter-active setting ensuring your questions are answered and experiences shared.

Make Your Breakfast Instagram Worthy

Friday, Oct. 28 | 9:00 am - 10:00 am | Room 3
Friday, Oct. 28 | 3:00 pm - 4:00 pm | Room 26-BC

Learn how a focus on on the quality, presentation, and service can positively impact your breakfast bottom line and satisfaction scores.



Maximize Your Resources with Worldwide Sales

Friday, Oct. 28 | 1:30 pm - 2:30 pm | Room 4
Saturday, Oct. 29 | 8:30 am - 9:30 am | Room 26-BC

As we prepare for 2023, we need to be creative and competitive to stay ahead of the competition. Diversifying business, engaging in new sales strategies and being quick to respond to leads, are all part of the success stories we hear from hotels. Join your HSO team and fellow members as they team up to discuss best practices on partnering together to drive results. Hear how members have embraced the many different tools and resources available, discuss best practices on how they have strategized with their HSO Manager, and share results they have seen by practicing the 1+1 = 3 theory. Together we share ideas to ultimately increase RevPAR.

Maximizing Your CLC/Fleetcor Partnership

Friday, Oct. 28 | 9:00 am - 10:00 am | Room 1
Saturday, Oct. 29 | 11:30 am - 12:30 pm | Room 6

Learn more about CLC Lodging and the programs and resources available to help your hotel maximize the value this Worldwide Sales Account offers the BWH Hotel Group brand? CLC will be hosting a very informative and interactive session spotlighting what's new for 2022 and how your hotel can benefit from partnering with CLC.

Medallia Best Practices - Eliminating Countable Complaints

Friday, Oct. 28 | 9:00 am - 10:00 am | Grand Ballroom B
Saturday, Oct. 29 | 8:30 am - 9:30 am | Room 6

Learn about the countable complaint process and how to manage your Customer Care Ratio more effectively. New enhancements in Medallia make it easier to track and manage this critical area, potentially saving your hotel thousands of \$\$\$ in unnecessary fees.

Navigating the Sales Landscape: Through Strategic Selling and Customer First Approach

Friday, Oct. 28 | 9:00 am - 10:00 am | Room 3
Saturday, Oct. 29 | 10:00 am - 11:00 am | Room 26-BC

With the many changes our industry has endured, it is important to consider what the modern buyer needs today and how we can differentiate ourselves to achieve a higher level of customer engagement. We will review key travel trends so we can be more strategic with our sales efforts and offer a strong value proposition with a client focused, solutions based approach to earn your customers trust and win the business.

Optimizing During the Off Season

Friday, Oct. 28 | 1:30 pm - 2:30 pm | Room 26-BC
Saturday, Oct. 29 | 10:00 am - 11:00 am | Room 3

For GMs & Operators - Tips and tricks for making the most of your slow season.

Overall Experience - One Night Only!

Friday, Oct. 28 | 4:30 pm - 5:30 pm | Room 25-ABC
Saturday, Oct. 29 | 10:00 am - 11:00 am | Room 1

Overall Experience allows hotels to focus on a single measure of the guest's entire stay. Attend this informative session to learn details of the Overall Experience threshold and it's calculation, and how it will be the new measurement of accountability for hotels moving forward.



Owner Session - Creating a Tool to Empower Success

Friday, Oct. 28 | 4:30 pm - 5:30 pm | Room 1

Saturday, Oct. 29 | 11:30 am - 12:30 pm | Room 4

Do you struggle with finding the important or relevant numbers for your operations? In this working session, participants will help us design a new report from the ground up using all of the information available!

Putting the Band Back Together - Industry Insights from Brent Mertz (CBRE) & Rico Louw (STR)

Friday, Oct. 28 | 1:30 pm - 2:30 pm | Room 1

Friday, Oct. 28 | 3:00 pm - 4:00 pm | Room 1

Back by popular demand! Join us to hear the experts discuss what's in store for the hospitality industry going forward. Brent and Rico will share thought-provoking insights along with the numbers on Friday, October 28 at 1:30pm and again at 3:00pm. Don't miss this exciting session!

Rockin' Your QA for an Outstanding Guest Stay

Friday, Oct. 28 | 1:30 pm - 2:30 pm | Grand Ballroom B

Saturday, Oct. 29 | 11:30 am - 12:30 pm | Grand Ballroom B

Learn how your assessor determines deficiency point loss using Extent, Severity and Visibility; then practice your skills by playing a round of "You make the call". Get insights into the most common deficiencies in North America as well as some quick fixes on easily remedied (and often overlooked) issues. Finally, learn to utilize the resources at your fingertips to proactively identify and act on opportunities in your hotel.

S.O.S.! Food & Beverage is Challenging!

Friday, Oct. 28 | 9:00 am - 10:00 am | Room 25-ABC

Friday, Oct. 28 | 3:00 pm - 4:00 pm | Room 6

We can help! Do you know that Best Western Supply has a dedicated partner for our Membership to consolidate our Purchasing power and drive pricing and availability? Do you know they act as an extension of your staff in problem solving whatever challenges you are seeing – high pricing, low availability, cancelled shipments... Best Western Food & Beverage Purchasing Program is here to answer your questions and find competitive solutions for your hotel.

Social Media 101

Friday, Oct. 28 | 3:00 pm - 4:00 pm | Room 3

Social media algorithms are designed to create addiction – one more click, one more minute! Learn what Facebook, Instagram and LinkedIn are looking for in order to make your posts more visible. Should you use hashtags? How about images vs. text? What should a call to action include? We'll give you our top 10 best practices to make your social media posts matter. Level – Intermediate

Supercharge Your Hotel Portfolio with Boutique & Collections

Friday, Oct. 28 | 3:00 pm - 4:00 pm | Room 8

Saturday, Oct. 29 | 10:00 am - 11:00 am | Room 8

Join the Development Team to learn why today's developers are focused on repositioning to boutique and soft branding independents. We will discuss trends, the hottest markets and how to identify opportunities.



The Remaking of BW Plus - BW Supply Can Help You

Friday, Oct. 28 | Noon - 1:00 pm | Room 25-ABC

Saturday, Oct. 29 | 8:30 am - 9:30 am | Room 3

Join Best Western Supply for a deeper dive into the required products and due dates that align with the “Remaking of Plus” member ballot. You’ve got requirements, and we’ve got solutions!

Time is Money - Best Western Supply Can Save You Both!

Friday, Oct. 28 | 1:30 pm - 2:30 pm | Room 25-ABC

Friday, Oct. 28 | 4:30 pm - 5:30 pm | Room 4

Did you know that Best Western Supply has designed new product specifications with the purpose of saving you money – as much as 74%? Come to this session to learn more about this and other money-saving opportunities, such as our newly-enhanced drop ship program and optimized Brand Resource Guides. Don't miss this chance to learn how you can leverage these valuable resources.

US Employment Law

Friday, Oct. 28 | 10:45 am - 11:45 am | Room 6

Saturday, Oct. 29 | 10:00 am - 11:00 am | Room 6

Learn about recent changes and hot topics in employment law and the impact it could have to your business.

What More Can I Do to Drive Revenue to my Hotel?

Friday, Oct. 28 | 9:00 am - 10:00 am | Grand Ballroom A

Saturday, Oct. 29 | 11:30 am - 12:30 pm | Room 25-ABC

We will share potential solutions to this common question. This session will include tips on what more you can do, often for little to no investment, to better position your hotel's unique characteristics, amenities, and staff. Learn how to leverage your guest profiles to ensure return visits and how to make the most of your social channels plus much, much more.

What More Can I Do to Drive Revenue to my Hotel? (Canadian Focus)

Friday, Oct. 28 | 10:45 am - 11:45 am | Grand Ballroom A

Saturday, Oct. 29 | 8:30 am - 9:30 am | Room 25-ABC

In today's competitive landscape and with so much labour pressure, it is important to ensure the time you invest marketing your hotel will drive effective results. In this session we will look at the marketing tools and tactics at your fingertips – through a Canadian lens – so that you make the most of your time and marketing dollars.



Optional Workshops

Date /times are subject to change

Because We Care

Thursday, Oct. 27 | 8:00 am - 5:00 pm | Room 19

Cost: \$0.00 | GM Points: 1 point

Be one of the first to experience our new Because We Care service culture workshop. Since I Care was initially introduced 10 years ago our Best Western guests and employees have evolved—and so has Best Western as a brand.

Now, Best Western is introducing Because We Care, which takes everything learned from these previous initiatives and builds upon them to create a cohesive service and experience model to help us achieve our vision to Lead the Industry in Superior Customer Care.

Because We Care inspires and motivates actual behavior change driven by the new service standards set forth in Because We Care. It defines the service and experience model that shapes how Best Western delivers on this vision.

Learn about the four pillars of Because We Care:

- Put People First
- Embody the Caring Spirit
- Commit to Excellence
- Take Ownership

Includes: Hot breakfast, beverages, and snacks throughout the day.

Questions? Please contact the Education & Training Department at BWTrainers@bestwestern.com

CHA (Certified Hotel Administrator) Review

Thursday, Oct. 27 | 8:00 am - 5:00 pm | Room 23

Cost: \$149 | GM Points: No Points Offered

Attendees are required to be registered and approved to take their exam through the Educational Institute prior to attending this review.

Please Note: This session consists of ONLY the CHA review, NOT the test. Separate registration and application are required to take the exam.

Best Western's Education & Training team is pleased to partner with the American Hotel and Lodging Educational Institute to deliver the Certified Hospitality Administrator (CHA) review. Back by popular demand, this comprehensive review session helps you prepare for the CHA exam. The CHA is the most prestigious certification available to a hotel general manager and hospitality executive. Globally recognized, this highly respected professional credential validates advanced knowledge in the hospitality industry. It is an honor awarded to lodging professionals whose leadership and managerial abilities are exemplary. Achieving the CHA certification announces that you have a place among the best in your profession, are abreast of current trends and latest hospitality protocols.

Includes: Continental Breakfast, lunch buffet, beverages, and snacks throughout the day.

Cancellation: \$79 per person 2-7 days before class, \$129 per person no-show, billed to property's monthly statement.

Questions? Please contact Travis Smith at 480.390.7544 or travis.smith@bestwestern.com.



CHA (Certified Hotel Administrator) Exam

Friday, Oct. 28 | 8:00 am - Noon | Room 23

GM Points: No Points Offered

Register for the proctored Certified Hotel Administrator (CHA) Exam. Achieving the CHA certification announces to the world that you have a place amongst the best in your profession. Participation in the CHA review session the day prior is highly recommended; separate registration required.

Please note, you must complete the following steps before taking this exam:

- Application submitted by Sept. 30, 2022 to the Educational Institute at www.ahlei.org/BW

Pay \$469.00 to Educational Institute for Exam Advance Registration Required through BWIU

Includes: Continental Breakfast, and beverages throughout the session.

Questions? Please contact Travis Smith at 480.390.7544 or travis.smith@bestwestern.com.

Developing Your Leadership Strategies - Day 1

Monday, Oct. 31 | 8:00 am - 5:00 pm

Cost: \$999.00 | GM Points: No Points Offered | Room 201

Move from being a good manager to a great manager with strategic thinking! Link the business strategies learned in the first week of GM Operations Week to your leadership and organizational capabilities. This intensive 2-day program will increase your effectiveness in setting goals, providing clear direction, listening, observing, monitoring, and giving feedback. Managers will be involved in team assignments, role plays, case studies, and real-life exercises which can be adapted to property use.

Focus areas include:

- Planning and executing your leadership strategy
- Creating a work environment that is optimally motivating
- Developing skills needed to lead teams
- Learning what leaders do and why they need to be coached
- Exploring the principles that make teams work
- Understanding and creating dynamic skills training
- Establishing and maintaining industry-leading customer care
- Sustaining Best Western's Because We Care way of doing business.

Includes: Hot breakfast, lunch buffet, beverages, and snacks throughout the day.

Cancellation: \$250 per person 2-7 days before class, \$500 per person no-show, billed to property's monthly statement.



Developing Your Leadership Strategies - Day 2

Tuesday, Nov. 1 | 8:00 am - 5:00 pm | Room 201

Cost: \$999.00 | GM Points: No Points Offered

Move from being a good manager to a great manager with strategic thinking! Link the business strategies learned in the first week of GM Operations Week to your leadership and organizational capabilities. This intensive 2-day program will increase your effectiveness in setting goals, providing clear direction, listening, observing, monitoring, and giving feedback. Managers will be involved in team assignments, role plays, case studies, and real-life exercises which can be adapted to property use.

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- Creating a work environment that is optimally motivating
- Developing skills needed to lead teams
- Learning what leaders do and why they need to be coached
- Exploring the principles that make teams work
- Understanding and creating dynamic skills training
- Establishing and maintaining industry-leading customer care
- Sustaining Best Western's Because We Care way of doing business.

Includes: Hot breakfast, lunch buffet, beverages, and snacks throughout the day.

Cancellation: \$250 per person 2-7 days before class, \$500 per person no-show, billed to property's monthly statement.

Leadership: A Vision of Values and I Care

Monday, Oct. 31 | 8:00 am - 5:00 pm | Room 221

Cost: \$250.00 | GM Points: 1 point

Leadership is more than the title or position you hold, it is the actions you take and the example you set. In this interactive session, we'll provide a framework to assess your own areas of leadership strength and identify development opportunities. You will also receive the necessary support to return to your hotel and continue to build upon the concepts discussed in the class, including defining your vision, aligning your team to Best Western's Values for Excellence, and sustaining a culture that lives the vision and values every day.

Includes: Hot breakfast, lunch buffet, beverages, and snacks throughout the day.

Cancellation: \$99 per person 2-7 days before class, \$250 per person no-show, billed to property's monthly statement.

Managing for Excellence: Essential Skills to Manage a High-Performance Team

Tuesday, Nov. 1 | 8:00 am - 5:00 pm | Room 221

Cost: \$250.00 | GM Points: 1 point

Whether you're an experienced manager in need of a skills tune-up or a new manager wanting to develop your skillset – this session is for you! In a highly participative format, we will touch on the critical skills needed to succeed as a manager, including hiring and onboarding new employees, motivating others, managing performance, time management, and delegation. In the hospitality world people are the key to success – whether that success is measured in customer satisfaction or profitability, an energized and high-performing team is the path to achieving it.

Includes: Hot breakfast, lunch buffet, beverages, and snacks throughout the day

Cancellation: \$99 per person 2-7 days before class, \$250 per person no-show, billed to property's monthly statement.



Revenue Management Without Numbers

Thursday, Oct. 27 | 1:00 pm - 5:00 pm | Room 24

Cost: \$149.00 | GM Points: 0.5 point

For those who aren't "numbers people", this half day workshop will break down Revenue Management concepts into words and pictures instead of the array of numbers that are generally seen on traditional reports. And while numbers will be discussed at a minimum, the goal of this workshop is to learn how to tell a story with numbers and to utilize that story to further hone your revenue management strategy. A few interactive case studies will be peppered throughout the workshop in which you will compete against your peers for a grand prize.

Includes: Beverages and snacks throughout the day.

Cancellation: \$79 per person 2-7 days before class, \$129 per person no-show, billed to property's monthly statement.

Questions? Please contact our Revenue Management Trainer, Mark Gosiewski, at mark.gosiewski@bestwestern.com.

Voting Member Orientation

Thursday, Oct. 27 | 8:00 am - 5:00 pm | Room 3

Cost: \$499.00 | GM Points: No Points Offered

During this 1-day session you will be immersed in all things Best Western. Not only will you have the opportunity meet with key staff and departments, you will gain a better understanding of the benefits and obligations of being a Best Western member. You'll also be able to closely network with other Best Western members. This session fulfills the Voting Member Orientation requirement outlined in Best Western's Rules & Regulations.

Includes: Hot breakfast, lunch buffet, beverages, and snacks throughout the day.

Cancellation: \$250 per person 2-7 days before class, \$500 per person no-show, billed to property's monthly statement.

Questions? Please contact the Education & Training Department at BWTrainers@bestwestern.com

Women in Leadership Forum

Thursday, Oct. 27 | 9:00 am - 5:00 pm | Grand Ballroom A

Cost: \$164.00 | GM Points: 1 point

The session below requires a separate registration and/or additional fees.

We're excited to invite you to Best Western's Fifth Annual Women in Leadership Forum taking place on Thursday, October 27 in Cleveland, Ohio! Best Western's Women in Leadership Forum has quickly grown to be one of the highest-rated sessions at our Annual North American Convention, and we are pleased to share that we have another incredible event in store for you this year!

The day will be filled with valuable education sessions from industry experts, insightful discussions with top women leaders, and impactful presentations from powerhouse speakers – designed for men and women at all levels of the organization.



User Groups

Date/times are subject to change

AutoClerk Cloud User Group

Friday, Oct. 28 | 3:00 pm - 4:00 pm | Room 4

Saturday, Oct. 29 | 10:00 am - 11:00 am | Room 4

AutoClerk User Session to discuss the latest product enhancements, updates, and time for Q&A.

Jonas Chorum User Group

Friday, Oct. 28 | 9:00 am - 10:00 am | Room 4

Jonas Chorum User Session to discuss the latest product enhancements, updates, and time for Q&A.

Oracle Opera User Group

Friday, Oct. 28 | 1:30 pm - 2:30 pm | Room 3

Oracle Opera User Session to discuss the latest product enhancements, updates, and time for Q&A.

Visual Matrix User Group

Friday, Oct. 28 | 10:45 am - 11:45 am | Room 1

Saturday, Oct. 29 | 8:30 am - 9:30 am | Room 1

Visual Matrix User Session to discuss the latest product enhancements, updates, and time for Q&A.

Computer Labs

Date/times are subject to change

New Online Learning Tool - Computer Lab

Friday, Oct. 28 | 9:00 am - 5:30 pm | Room 20

Saturday, Oct. 29 | 8:00 am - 2:00 pm | Room 20

Lab starts every hour. Best Western rock stars, did you know we'll soon be transitioning to a new Learning Management System (LMS) platform? The new Adobe Learning Manager has been designed with you in mind and you can get a preview at Convention. Visit our computer lab to learn how to get the most out of your new LMS, including how to log in, locate the trainings you want and need and track your progress.

Medallia Computer Lab

Friday, Oct. 28 | 9:00 am - 5:30 pm | Room 22

Saturday, Oct. 29 | 8:00 am - 2:00 pm | Room 22

Looking for a hands-on opportunity to better understand some of the functionality and capabilities of Medallia? Stop by this computer lab for a few minutes when you have an opportunity. Lab will be staffed from 9-5:30 on Friday and 8-2:00 on Saturday by some of Best Western's Medallia experts who can help you: increase guest satisfaction; understand how brand threshold and QA calculations are made; analyze property results to know who your guests are and what they say.