

# Conference Schedule

**Monday, November 16, 2015 ■ 8:00 am - 10:00 pm**

7:30-8:00 am		Exhibitor Set-Up/Registration
8:00 am - 5:45 pm	<b>Gemini A</b>	Silent Auction Opens; Charging Station Open by Proguard Booth
8:00 -9:00 am		Attendee Registration
9:00-10:00 am	<b>Polaris A,B,D,E</b>	<b>VISIT EXHIBITOR AREA BREAK</b>
10:00-10:25 am		<b>Opening Session -</b>
10:15-11:30 am	<b>Gemini B</b>	Building on the Best: future directions for OH&LA and our industry; analysis of economic trends and indicators from STR
	<b>Gemini C</b>	<b>VISIT EXHIBITOR AREA BREAK</b>
10:30-11:30 am	<b>Polaris F</b>	Student & Under 30 Gateway- GAMIFICATION & Photo Booth Unique Lodging of Ohio Roundtable
11:30-11:55 am		Reverse Tradeshow (Pre-Registered Exhibitors & Hoteliers)
12:00-1:30 pm	<b>Polaris AD &amp; BE</b>	<b>VISIT EXHIBITOR AREA BREAK</b>
1:30-2:00 pm		Annual Conference Luncheon Annual Business Meeting/ Vanessa Sindors, Gov't Affairs, AHLA
2:00-3:15 pm	<b>Gemini B</b>	<b>VISIT EXHIBITOR AREA BREAK</b>
	<b>Gemini C</b>	<b>Concurrent Education</b>
	<b>Polaris C</b>	<b>Sessions PART I (CHOOSE 1)</b>
	<b>Polaris E</b>	<b>COMMUNICATE/BUILD/EXCEL</b>
	<b>Polaris F</b>	Traditional Selling in Today's Social Environment
3:15-3:45 pm		<b>SEEK/CONNECT/BUILD</b>
3:15-5:15 pm		Exhibitor's Session - Connecting with the Hoteliers
3:30-4:30 pm	<b>Gemini C</b>	<b>INVENT/BUILD/IMPROVE</b>
3:30 pm		Emerging Technology in Hospitality
3:45 pm		<b>PLAN/EDUCATE/BUILD</b>
3:45-4:45 pm		Tackling Tough HR Issues
	<b>Gemini B</b>	<b>BUILD/WIL CONNECT/</b>
	<b>Polaris C</b>	<b>ADVOCATE</b>
	<b>Polaris E&amp;F</b>	Women in Lodging - Local to National Involvement in Legislative Issues
4:45 pm		<b>VISIT EXHIBITOR AREA BREAK</b>
5:00-6:00 pm	<b>Polaris Foyer</b>	<b>IGS Sponsored Owner &amp;</b>
5:55 pm		<b>Management Company</b>
6:00-9:00 pm	<b>All Polaris</b>	<b>Executive Gathering</b>
9:00 pm		<b>LEARN/BUILD/REACH</b>
9:45 pm		Student Session- Career Ladder & Realistic Goals
9:00-11:00 pm		Hotelier Prizes Drawn Exhibitor Booths Close
		<b>Concurrent Education</b>
		<b>Sessions PART II (Choose 1)</b>
		<b>FIND/BUILD/RETAIN</b>
		Tackling Employee Shortages, Adding Recruitment Avenues
		<b>IMAGINE/BUILD/CELEBRATE</b>
		Culinary Trends IN/OUT: and Multi-Cultural Wedding Guidelines & Ideas
		<b>SEEK/BUILD/PROSPER</b>
		Lightning Roundtables with Key Resource Partners
		<b>Day Program Over, Students</b>
		<b>Leave</b>
		<b>Tourism &amp; Hospitality</b>
		<b>Industry Mixer</b>
		Silent Auction Closes for Dinner, Re-opens 9:00- 9:40 pm
		Tourism & Hospitality Dinner & Awards Gala with Ohio Travel Association
		Photos of All Winners
		Silent Auction Payouts
		Evening Reception & Networking



## COMMUNICATE/BUILD/EXCEL

### Traditional Selling in Today's Social Environment

This dynamic session focuses on the steps of a highly effective sales process and how to incorporate social media into the mix of a traditional sales interaction.

This mini-training based on Signature's popular "Client-Centered Sales" highlights a simple and straight-forward, client-centered sales approach to achieve results.

## PLAN/EDUCATE/BUILD

### Tackling Tough HR Issues Such as ACA

Learn how to tap into the right resources to solve and avoid HR and compliance headaches, from benefits administration to Affordable Care Act requirements for employers.

## BUILD/WIL CONNECT/ADVOCATE

### Women in Lodging-Local to National Involvement in Legislative Issues

The Power of WIL CONNECT on the legislative front lines. Hear industry females give their take on legislative issues, as well as personal and professional advocacy.

## FIND/BUILD/RETAIN

### Tackling Employee Shortages, Adding Recruitment Avenues

In the hospitality field, there are many options that employees have: to grow, stay passionate, or move on. This session will focus on where to find talent at all levels. We will focus on entry-level and mid-management, how to retain employees, and touch base on key aspects of training, managing millennials, and how to help keep them passionate about the guest and the industry.

## SEEK/CONNECT/BUILD

### Connecting with Hoteliers

This session focuses on giving good direction to OH&LA's Allied members on the how and when of contacting general managers, owners, and management company executives to present and sell ideas and products.

## INVENT/BUILD/IMPROVE

### Emerging Technology in Hospitality

Customers are demanding more in terms of technology, and strategic use of technology that will enhance their experience. Bring the newest technology in use today to your hotel and learn what's coming next in this area.

## IMAGINE/BUILD/CELEBRATE

### Cultural Culinary Trends & Weddings

Culinary trend overview that includes a 'how-to' for unique, multi-cultural weddings. Learn what you can do with your resources to impress your guests, and where you can get items you don't have.

## LEARN/BUILD/REACH

### Student Session/Under 30 Gateway

A panel of young and emerging hoteliers from various types of properties will discuss their experiences in full-service, B&B, and food & beverage environments to help you discover ways to advance your own career.

## LIGHTNING ROUNDTABLES - YOUR BOTTOM LINE SPRINT

Have a variety of industry personnel in one room to inform on current product and services and updates, answer specific questions of hoteliers in a quick visit type setting.