

2024 Annual Convention | October 21 - 23 | Charlotte, NC

Please note this agenda is subject to change.

**All events take place at the Charlotte Convention Center unless otherwise noted.*

SUNDAY, OCTOBER 20 (PRE-MEETING)

8:00 A.M. – 5:00 P.M.	Registration Desk Open	Concourse A
8:00 A.M. – 5:00 P.M.	Optional Workshop – Partner for Profit: A Collaborative Approach to Sales & Revenue Excellence <i>*Separate Registration & Fee Applies</i>	E222
8:30 A.M. – 3:00 P.M.	Optional Workshop – 7 th Annual Women & Diversity Forum <i>*Separate Registration & Fee Applies</i>	E220 ABCD
9:00 A.M. – 4:00 P.M.	Optional Activity - Best Western for a Better World Golf Outing <i>*Separate Registration & Fee Applies</i>	Olde Sycamore Golf Plantation
9:00 A.M. – 4:00 P.M.	Optional Workshop – Introducing "Because We Care SM Clean" – Elevating Hospitality Excellence Through Immaculate Cleanliness! <i>*Separate Registration & Fee Applies</i>	E221 B
1:00 P.M. – 5:00 P.M.	Optional Workshop – Recruiting and Retaining – Get Them & Keep Them! <i>*Separate Registration & Fee Applies</i>	E221A

MONDAY, OCTOBER 21 – DAY 1

7:30 A.M. – 6:00 P.M.	Registration Desk Open	Concourse A
8:00 A.M. – 9:00 A.M.	Education Sessions / User Group Meetings <ul style="list-style-type: none"> Jonas Chorum User Group Navigating the B2B Leisure Distribution Maze Breakfast Solutions Mastering Credit Card Chargebacks – Sponsored by U.S Bank Elavon Profit Mastery: Advanced Revenue Management Developing Your Guide to OTA Navigation Maximizing Opportunities With CLC 	W208 E217 W206 AB E219 AB W207 ABC E220 EF W205 ABCD
8:00 A.M. – 9:00 A.M.	BWR Star Rendezvous	W209 CDE
8:00 A.M. – 11:00 A.M.	Advisory Committee Meetings <ul style="list-style-type: none"> Marketing Advisory Committee Education & Training Advisory Committee Quality Assurance Advisory Committee Brand Identity & Supply Advisory Committees Best Western for a Better World Advisory Committee Design Advisory Committee Res/Tech Advisory Committee Sales Advisory Committee Membership Development Advisory Committee 	E218 E221 A E221 B E222 W201 AB W201 CD W207 D W209 F W211

MONDAY, OCTOBER 21 – DAY 1

9:15 A.M. – 10:15 A.M.	Education Sessions / User Group Meetings <ul style="list-style-type: none">• Opera User Group• Maximizing Revenue Through Preferred Partnerships• Breakfast Solutions• Accelerate Your BWR Success• Design Excellence 3.0 – Renovation Solutions• The Outlook: Dashboard Check Before Entering the Racetrack, with STR• Sales & Revenue Cultures for SureStay	W208 E217 W206 AB W209 CDE E220 EF E219 AB W205 ABCD
10:00 A.M. – 4:00 P.M.	Trade Show	Exhibit Hall AB
11:30 A.M. – 1:00 P.M.	Lunch in Trade Show	Exhibit Hall B
1:15 P.M. – 3:00 P.M.	District Governor Breakouts <ul style="list-style-type: none">• District I• District II• District III• District IV• District V• District VI• District VII	E221A W201 AB E222 W207 D E218 W211 W201 CD
1:15 P.M. – 2:15 P.M.	Education Sessions / User Group Meetings <ul style="list-style-type: none">• Visual Matrix User Group• Navigating the B2B Leisure Distribution Maze• Legal Update• What More Can I Do to Market a Hotel?• Regional Services, QA, & Learning – Bringing It All Together• Profit Mastery: Advanced Revenue Management• Cyber Security• The New BWH Guest Messaging System	W208 E217 E220 ABCD E220 EF W209 AB W207 ABC W209 CDE E219 AB
2:30 P.M. – 3:30 P.M.	Education Sessions / User Group Meetings <ul style="list-style-type: none">• Door Lock Security• Maximizing Revenue Through Preferred Partnerships• U.S. Employment Law• Canadian Employment Law• Because We Care Clean – Deep Clean & Prev. Maintenance, Schedule & ROI• The Outlook: Dashboard Check Before Entering the Racetrack, with STR• Strategies for Effective Reputation Management for SureStay• Slow Season Revenue Management	W208 E217 W206 AB E220 EF W209 AB E219 AB W205 ABCD W207 ABC
3:45 P.M. – 4:45 P.M.	Education Sessions / User Group Meetings <ul style="list-style-type: none">• A Tailored Approach to Success• AutoClerk Product Demonstration & User Group Session• Maximizing Opportunities With CLC• Legal Update• Best of Our World Learning (OWL)• Because We Care Express – Keeping it alive!• Green Key Global – Tools & Resources• Ultimate Revenue Management Guide for Economy Hotels (SureStay)• The New BWH Guest Messaging System	W205 ABCD W208 E220 EF E220 ABCD W209 CDE W209 AB E217 W207 ABC E219 AB

MONDAY, OCTOBER 21 – DAY 1

5:00 P.M. – 6:00 P.M.	AAHOA Brand Alliance Meeting	W206 AB
6:30 P.M. – 9:00 P.M.	Chairman’s Welcome Reception	NASCAR Hall of Fame

TUESDAY, OCTOBER 22 – DAY 2

7:30 A.M. – 5:00 P.M.	Registration Desk Open	Concourse A
7:30 A.M. – 8:15 A.M.	Breakfast	Exhibit Hall B
8:30 A.M. – 11:45 A.M.	General Session <ul style="list-style-type: none">• Phil Payne, Board Chairman• Larry Cuculic, President & CEO• Bill Ryan, Sr. Vice President, Chief Technology Officer• Michael Morton, Sr. Vice President, Brand Management & Member Services• Joelle Park, Sr. Vice President, Chief Marketing Officer• MK Guertin Awards (Districts II, III, & V)	Exhibit Hall C
11:45 A.M. – 3:00 P.M.	Trade Show	Exhibit Hall AB
12:00 P.M. – 1:15 P.M.	Lunch in Trade Show	Exhibit Hall B
3:00 P.M. – 3:45 P.M.	Education Sessions / User Group Meetings <ul style="list-style-type: none">• AutoClerk Cloud Training Resource / Best Practices Lab• Developing Your Guide to OTA Navigation• Accelerate Your BWR Success• Slow Season Revenue Management• Best of Our World Learning (OWL)• Mastering Credit Card Chargebacks Sponsored by Fortis• Regional Services, QA, & Learning – Bringing It All Together• Design Excellence 3.0 – Renovation Solutions• Breakfast Solutions	W205 ABCD E220 EF E217 W207 ABC W209 CDE E219 CD W209 AB W206 AB E219 AB
3:00 P.M. – 5:00 P.M.	Owner/Voting Member Meeting	Crown Ballroom
4:00 P.M. – 4:45 P.M.	Education Sessions / User Group Meetings <ul style="list-style-type: none">• AutoClerk Product Demo and User Session• Door Lock Security• What More Can I Do to Market a Hotel?• Profit Mastery: Advanced Revenue Management• US Employment Law• Because We Care Express• Because We Care Clean – Deep Clean & Prev. Maintenance, Schedule & ROI• Cyber Security• Green Key Global – Tools & Resources• The New BWH Guest Messaging System	W205 ABCD E219 CD E220 EF W207 ABC W206 AB W209 AB E217 W208 W209 CDE E219 AB

Open Evening for Attendees

WEDNESDAY, OCTOBER 23 – DAY 3

7:30 A.M. – 2:30 P.M.	Registration Desk Open	Concourse A
7:30 A.M. – 8:15 A.M.	Breakfast	Exhibit Hall B
8:30 A.M. – 12:00 P.M.	General Session <ul style="list-style-type: none">• Ron Pohl, President of WorldHotels & International Operations for BWH Hotels• Brad LeBlanc, Sr. Vice President, Chief Development Officer• Mark Straszynski, Sr. Vice President, Chief Financial Officer• Wendy Ferrill, Vice President, Worldwide Sales• Keynote Speaker – Ben Nemtin• MK Guertin Awards (Districts I, VII, VI, IV)	Exhibit Hall C
12:00 P.M. – 12:30 P.M.	Lunch	Exhibit Hall B
1:15 P.M. – 2:45 P.M.	District Breakouts <ul style="list-style-type: none">• District I• District II• District III• District IV• District V• District VI• District VII	W209 AB W207 ABC E220 EF E220 ABCD W209 CDE E219 CD E219 AB
1:00 P.M. – 3:00 P.M.	Premier Collection & Signature Collection Brand Meeting	W201 ABCD
1:15 P.M. – 3:30 P.M.	SureStay Brand Meeting	E221 AB
3:00 P.M. – 4:30 P.M.	Open Forum	Crown Ballroom
6:30 P.M. – 9:00 P.M.	Cocktails & Banquet	Exhibit Hall B
9:15 P.M. – 10:30 P.M.	Entertainment Featuring Pat Benatar & Neil Giraldo	Exhibit Hall C
	Official End of Convention	