

## 2024 East Regional Meeting

May 15 - 16 | Providence, RI

### East Regional Meeting Agenda

*\*Please note this is a preliminary agenda and is subject to change*

#### Tuesday, May 14

- 8:00 A.M. – 12:00 P.M.** **Optional Workshop\* - Mastering Your Lead Systems + Completing RFP's = More Revenue**  
*\*Separate Registration & Fees Apply*
- 8:00 A.M. – 5:00 P.M.** **Optional Workshop\* - Caring to Lead**  
*\*Separate Registration & Fees Apply*
- 1:00 P.M. – 5:00 P.M.** **Optional Workshop\* - Better Habits = More Revenue**  
*\*Separate Registration & Fees Apply*
- 2:00 P.M. – 5:00 P.M.** **Registration / Information Desk Open**

#### Wednesday, May 15

- 8:00 A.M. – 5:00 P.M.** **Registration / Information Desk Open**
- 8:00 A.M. – 5:00 P.M.** **Innovation Station**  
*Stop by the Innovation Station located near the registration desk to learn about the latest and greatest innovations in hospitality, hand selected by Best Western Supply.*
- 8:00 A.M. – 5:00 P.M.** **One-on-One Appointments**  
*Meet one-on-one with key BWH Hotels departments to talk about your specific property needs. To make an appointment, specify the department(s) you'd like to meet with during the registration process and a team member will reach out to schedule.*
- 9:00 A.M. – 10:00 A.M.** **Break-Out Sessions**
- Medallia - Mining For Data**  
*Uncover unexpected insights from your paying customers. Explore key results that drive satisfaction and revenue!*
- Opposing Forces Coming Together: OTA + BWR = \$\$\$**  
*Join us for this interactive educational session on how to maximize the OTAs and Best Western Rewards (BWR) for your profitability. Come with your ideas and best practices to be part of the session and leave with actionable items to implement at your hotel to maximize success.*
- 9:00 A.M. – 10:30 A.M.** **All Governors Meeting**  
*Governors & Invited Guests Only*
- 9:00 A.M. – 10:30 A.M.** **Future Leaders Group Meeting**  
*FLG Members & Invited Guests Only*
- 9:00 A.M. – 1:00 P.M.** **Trade Show**  
*Visit the nearly 100 exhibitors at this year's tabletop tradeshow for great deals and opportunities to save!*
- 11:30 A.M. – 1:00 P.M.** **Lunch in the Trade Show**

## Wednesday, May 15 - Continued

1:00 P.M. – 2:45 P.M.

### **General Session**

*Don't miss this session to hear important brand updates from senior leadership.*

3:00 P.M. – 4:00 P.M.

### **Break-Out Sessions**

#### **Medallia - Mining For Data**

*Uncover unexpected insights from your paying customers. Explore key results that drive satisfaction and revenue!*

#### **Opposing Forces Coming Together: OTA + BWR = \$\$\$**

*Join us for this interactive educational session on how to maximize the OTAs and Best Western Rewards (BWR) for your profitability. Come with your ideas and best practices to be part of the session and leave with actionable items to implement at your hotel to maximize success.*

4:15 P.M. – 5:15 P.M.

### **Break-Out Sessions**

#### **Listening Tour with Larry Cuculic**

*Attend this session with President & CEO, Larry Cuculic to participate in open dialogue regarding areas in where our company is performing well and areas where we can improve.*

#### **Medallia - Mining For Data**

*Uncover unexpected insights from your paying customers. Explore key results that drive satisfaction and revenue!*

#### **Opposing Forces Coming Together: OTA + BWR = \$\$\$**

*Join us for this interactive educational session on how to maximize the OTAs and Best Western Rewards (BWR) for your profitability. Come with your ideas and best practices to be part of the session and leave with actionable items to implement at your hotel to maximize success.*

6:30 P.M. – 8:30 P.M.

### **Welcome Reception**

*Join fellow Members, Exhibitors and BWH Hotels staff for fun, food and entertainment. More details coming soon!*

## Thursday, May 16

7:00 A.M. – 2:30 P.M.

### **Registration / Information Desk Open**

7:00 A.M. – 7:45 A.M.

### **Breakfast**

8:00 A.M. – 4:00 P.M.

### **Innovation Station**

8:00 A.M. – 2:30 P.M.

### **One-on-One Appointments**

8:00 A.M. – 9:30 A.M.

### **Owner/Voting Member Session**

*This dedicated session for Owners & Voting Members will focus on key initiatives and upcoming ballots.*

8:00 A.M. – 9:30 A.M.

### **A Day in the Life of a Hotel General Manager**

*Embark on a dynamic journey in "A Day in the Life of a Hotel General Manager" training session, where participants engage in networking opportunities with fellow GMs. Immerse yourself in an interactive panel discussion featuring industry-leading GMs sharing best practices, addressing common challenges hindering work progress, and leave empowered with valuable training, tools, and resources to enhance your role as a Hotel General Manager.*

9:45 A.M. – 11:30 A.M.

### **General Session**

11:30 A.M. – 12:30 P.M.

### **Lunch**

12:30 P.M. – 2:00 P.M.

### **District Breakouts**

*Hear district specific updates from your Board Director*

2:15 P.M. – 3:30 P.M.

### **Open Forum**

*This discussion offers the opportunity for open dialogue/Q&A with the BWH Hotels leadership team and Board of Directors.*