

2024 BWH HOTELS CONVENTION

EDUCATION SESSION TOPICS

Sessions listed on this page do not require advance registration and are included with your Convention registration fee.

Date/times are subject to change

BRAND MANAGEMENT TOPICS

BECAUSE WE CARE CLEAN – DEEP CLEAN AND PREVENTATIVE MAINTENANCE SCHEDULE AND ROI

Monday, October 21 | 2:30 p.m. - 3:30 p.m.

Tuesday, October 22 | 4:00 p.m. - 4:45 p.m.

Learn how to effectively schedule a realistic deep clean and preventative maintenance program, calculate labor costs, and determine ROI through the principles demonstrated in Because We Care Clean.

BECAUSE WE CARE EXPRESS – KEEPING IT ALIVE!

Monday, October 21 | 3:45 p.m. - 4:45 p.m.

Tuesday, October 22 | 4:00 p.m. - 4:45 p.m.

Join us for an express version of our Because We Care training, which inspires and motivates behavior change aligned with new service standards; defines the service and experience model for BWH Hotels to deliver on to live our vision of Inspiring Travel Through Unique Experiences; and explains the "why" behind everything we do: Because We Care.

BEST OF OUR WORLD LEARNING (OWL)

Monday, October 21 | 3:45 p.m. - 4:45 p.m.

Tuesday, October 22 | 3:00 p.m. - 3:45 p.m.

Join us to meet members who have found innovative ways to use OWL and discuss how power users utilize it for their hotels. Participate in an interactive session to share strategies for making BWH Hotels' learning management system an effective training ally.

BREAKFAST SOLUTIONS

Monday, October 21 | 8:00 a.m. - 9:00 a.m.

Monday, October 21 | 9:15 a.m. - 10:15 a.m.

Tuesday, October 22 | 3:00 p.m. - 3:34 p.m.

In this engaging session the Regional Services team will guide Members on how to successfully execute the new breakfast requirements, and will share expert tips and creative strategies to make your breakfast offerings truly exceptional and delight your guests.

DESIGN EXCELLENCE 3.0 - RENOVATION SOLUTIONS

Monday, October 21 | 9:15 a.m. - 10:15 a.m.

Tuesday, October 22 | 3:00 p.m. - 3:34 p.m.

Join us for "Design Excellence 3.0 - Renovation Solutions," where we'll explore current hospitality design trends, discuss typical design-related challenges, and provide practical solutions to help Members navigate the complexities of renovation projects.

BRAND MANAGEMENT TOPICS

GREEN KEY GLOBAL - TOOLS AND RESOURCES

Monday, October 21 | 3:45 p.m. - 4:45 p.m.

Tuesday, October 22 | 4:00 p.m. - 4:45 p.m.

Join this live, in-person session for assistance tracking your metrics and tips for achieving Green Key certification, with tools, resources and live input provided. Bring your hotel's information for personalized setup help. **Please bring your laptop to this session!**

PROFIT MASTERY: ADVANCED REVENUE MANAGEMENT

Monday, October 21 | 8:00 a.m. - 9:00 a.m.

Monday, October 21 | 1:15 p.m. - 2:15 p.m.

Tuesday, October 22 | 4:00 p.m. - 4:45 p.m.

This advanced course, tailored for seasoned hospitality professionals, refines revenue management skills through dynamic pricing, market segmentation and sophisticated strategies, featuring real-world examples and software demonstrations to optimize hotel profitability and maintain a competitive edge.

REGIONAL SERVICES, QA AND LEARNING - BRINGING IT ALL TOGETHER

Monday, October 21 | 1:15 p.m. - 2:15 p.m.

Tuesday, October 22 | 3:00 p.m. - 3:45 p.m.

Discover how the integration of regional services, quality assurance and learning initiatives can transform your hotel's operations by creating strategies to boost both success and profitability.

SLOW SEASON REVENUE MANAGEMENT

Monday, October 21 | 2:30 p.m. - 3:30 p.m.

Tuesday, October 22 | 3:00 p.m. - 3:45 p.m.

This user-friendly class is your go-to guide for hotels aiming to excel during downtime, offering clear revenue management strategies, practical insights and actionable advice to tweak prices, attract guests and optimize resources for maximum impact, transforming sluggish periods into opportunities for prosperity.

MARKETING TOPICS

ACCELERATE YOUR BEST WESTERN REWARDS® (BWR®) SUCCESS

Monday, October 21 | 9:15 a.m. - 10:15 a.m.

Tuesday, October 22 | 3:00 p.m. - 3:45 p.m.

Join our collaborative workshop to strengthen your efforts and build a powerful BWR toolbox of proven tactics, learning how to welcome loyal guests, create repeat customers and ensure your property and brand remain top choices over the competition.

DEVELOPING YOUR GUIDE TO ONLINE TRAVEL AGENCY (OTA) NAVIGATION

Monday, October 21 | 8:00 a.m. - 9:00 a.m.

Tuesday, October 22 | 3:00 p.m. - 3:45 p.m.

Join us for an interactive session to learn key processes and resources related to OTAs, helping you drive more brand direct business, address challenges and potentially save money amid the evolving and sometimes frustrating OTA landscape.

WHAT MORE CAN I DO TO MARKET AT A HOTEL?

Monday, October 21 | 1:15 p.m. - 2:15 p.m.

Tuesday, October 22 | 4:00 p.m. - 4:45 p.m.

Elevate your marketing game and drive incremental revenue by exploring advanced hotel-level marketing tactics, including social media, BWH Media Max, Sojern, Co-ops and expert guidance from your Marketing Activation Consultant (MAC) to strategically integrate these tools and achieve your business goals.

OTHER/VARIOUS TOPICS

A TAILORED APPROACH TO SUCCESS

Monday, October 21 | 3:45 p.m. - 4:45 p.m.

Learn more about converting your upscale boutique or lifestyle hotel to **WorldHotels** and tell your own story. A trusted mark of honor for over half a century dedicated to the art of hospitality.

CANADIAN EMPLOYMENT LAW

Monday, October 21 | 2:30 p.m. - 3:30 p.m.

Our Canadian Corporate Counsel partner will cover the latest hot topics in employment law, exploring key issues, recent developments and offering real-world advice for employers to stay compliant with applicable laws.

LEGAL UPDATE

Monday, October 21 | 1:15 p.m. - 2:15 p.m.

Monday, October 21 | 3:34 p.m. - 4:45 p.m.

Don't miss the opportunity to attend a session with Senior Vice President and General Counsel Jay Pricher, where you'll gain critical insights into the latest legal updates impacting the hospitality industry.

MASTERING CREDIT CARD CHARGEBACKS

Monday, October 21 | 8:00 a.m. - 9:00 a.m. - Sponsored by U.S. Bank | Elavon

Monday, October 21 | 3:00 p.m. - 3:45 p.m. - Sponsored by Fortis

Learn essential knowledge and strategies to effectively manage and dispute chargebacks, minimize financial losses and implement best practices to limit future occurrences, ensuring a smoother transaction process and improved satisfaction.

THE OUTLOOK: DASHBOARD CHECK BEFORE ENTERING THE RACETRACK, WITH STR

Monday, October 21 | 9:15 a.m. - 10:15 a.m.

Monday, October 21 | 2:30 p.m. - 3:30 p.m.

Strong, actionable data puts you in the driver's seat. In this session, STR's Rico Louw will break down race conditions with an industry update. Check your rearview mirror with historical trends and the track ahead of you with STR forecast data before diving into the Benchmark tool to check your hotel's gauges and competition. You'll leave with all the tools necessary to help you finish first and take the checkered flag!

ur session where they will present the latest industry outlook and analytics, offering comprehensive insights into market trends, performance metrics and future projections to help inform your strategic decisions.

U.S. EMPLOYMENT LAW

Monday, October 21 | 2:30 p.m. - 3:30 p.m.

Tuesday, October 22 | 4:00 p.m. - 4:45 p.m.

Senior Corporate Counsel Whitney Meister will cover the latest hot topics in employment law, exploring key issues, recent developments, and offering real-world advice for employers to stay compliant with applicable laws.

SALES TOPICS

MAXIMIZING OPPORTUNITIES WITH CORPORATE LODGING CONSULTANTS (CLC)

Monday, October 21 | 8:00 a.m. - 9:00 a.m.

Tuesday, October 22 | 3:45 p.m. - 4:45 p.m.

Learn strategies and best practices for leveraging CLC to enhance bookings, streamline billing and improve guest satisfaction through platform navigation, optimization of the hotel's listing and more.

MAXIMIZING REVENUE THROUGH PREFERRED PARTNERSHIPS

Monday, October 21 | 9:15 a.m. - 10:15 a.m.

Monday, October 21 | 2:30 p.m. - 3:30 p.m.

Discover the numerous free benefits available through our preferred partnerships, including opportunities to promote your property and fill need dates, and hear firsthand from Members who successfully leverage these programs to drive group business.

NAVIGATING THE B2B LEISURE DISTRIBUTION MAZE

Monday, October 21 | 8:00 a.m. - 9:00 a.m.

Monday, October 21 | 1:15 p.m. - 2:15 p.m.

In today's dynamic environment, the travel industry faces constant shifts in the leisure B2B distribution landscape, and this session will guide you through managing inventory and optimizing data to navigate its complexities and achieve distribution excellence.

SURESTAY TOPICS

SALES AND REVENUE CULTURES FOR SURESTAY

Monday, October 21 | 9:15 a.m. - 10:15 a.m.

Join your SureStay Hotel Sales Optimization and Revenue Management partners for a collaborative workshop on sales techniques, customer interactions, product knowledge and market trends, focusing on how revenue management and sales can together improve performance and drive success in the dynamic economy marketplace.

STRATEGIES FOR EFFECTIVE REPUTATION MANAGEMENT FOR SURESTAY

Monday, October 21 | 2:30 p.m. - 3:30 p.m.

In an age where online interactions shape public perception, mastering reputation management is crucial, and this session explores essential strategies and techniques for navigating its complexities, offering practical insights and actionable steps to build and protect a positive brand image.

THE ULTIMATE REVENUE MANAGEMENT GUIDE FOR ECONOMY HOTELS

Monday, October 21 | 3:45 p.m. - 4:45 p.m.

A strategic roadmap for hotel General Managers, simplifying complex revenue optimization strategies into actionable tactics to maximize profits in the economy segment through guest expectations, strategic rate setting, competitive benchmarking and real-world examples.

TECHNOLOGY TOPICS

CYBERSECURITY

Monday, October 21 | 1:15 p.m. - 2:15 p.m.

Tuesday, October 22 | 4:00 p.m. - 4:45 p.m.

Learn about current cyber threats and how to implement robust security measures, ensure data protection and privacy, develop effective incident response plans and understand the legal implications and compliance requirements to protect your hotel's digital infrastructure and safeguard guest information.

DOOR LOCK SECURITY

Monday, October 21 | 2:30 p.m. - 3:30 p.m.

Tuesday, October 22 | 4:00 p.m. - 4:45 p.m.

Join our session with representatives from three approved door lock vendors to learn how updating your hotel's door locking systems can enhance guest safety and security, addressing the risks of outdated locks and keycards.

THE NEW BWH GUEST MESSAGING SYSTEM

Monday, October 21 | 1:15 p.m. - 2:15 p.m.

Monday, October 21 | 3:45 p.m. - 4:45 p.m.

Tuesday, October 22 | 4:00 p.m. - 4:45 p.m.

Get ready for the BWH Guest Messaging System (GMS) powered by Canary Technologies! Learn everything you need to know about how the platform works and what you need to do to get ready before program launch.

MINI SESSIONS

These sessions are located on the trade show floor.

AHLA – THE VALUE OF MEMBERSHIP

Monday, October 21 | 10:30 a.m. - 10:50 a.m. | Mini Session Stage 1

Monday, October 21 | 1:00 p.m. - 1:20 p.m. | Mini Session Stage 1

Tuesday, October 22 | 12:00 p.m. - 12:20 p.m. | Mini Session Stage 1

Discover the benefits of AHLA membership in this insightful presentation, where experts will highlight how joining can enhance your property's success and influence in the industry. Learn how to leverage membership perks to drive value and stay ahead in the competitive hospitality landscape.

AMAZON

Monday, October 21 | 1:00 p.m. - 1:20 p.m. | Mini Session Stage 1

Don't miss Amazon's mini-session at the tradeshow, where they'll showcase their powerful distribution capabilities. Learn how Amazon can streamline the supply chain and enhance your operational efficiency.

BEST WESTERN BUSINESS ADVANTAGE (BWBA)

Tuesday, October 22 | 12:30 p.m. - 12:50 p.m. | Mini Session Stage 1

Unlock the lucrative unmanaged business travel market with the Best Western Business Advantage program. Join us to discover how to attract valued travelers, shift revenue from OTAs, and boost your direct bookings with exclusive perks and incentives.

BWR ENROLLMENT & PROMOS BY PMS - VISUAL MATRIX & JONAS CHORUM

Monday, October 21 | 2:30 p.m. - 2:50 p.m. | Mini Session Stage 1

Discover the latest tips and tricks by PMS to enrolling new BWR members, redeeming free night awards, redeeming Best Western gift cards, or registering BWR/WHR members for promotions. Join us to learn how easy it is to perform these functions while checking in your guest.

BWR ENROLLMENT & PROMOS BY PMS - ORACLE OPERA & AUTOCLERK

Monday, October 21 | 3:00 p.m. - 3:20 p.m. | Mini Session Stage 1

In this session, we'll cover how to assign training to your staff and navigate OWL as a manager. You'll learn how to ensure your team gets the specific training you want them to complete.

BWH MEDIA MAX

Monday, October 21 | 1:30 p.m. - 1:50 p.m. | Mini Session Stage 1

Learn about our marketing platform which empowers property-level marketing managers to work in collaboration with Best Western corporate marketing efforts. Together, they will drive additional revenue and room-night production across a variety of digital marketing channels

ECOLAB

Monday, October 21 | 10:30 a.m. - 10:50 a.m. | Mini Session Stage 2

Monday, October 21 | 12:30 p.m. - 12:50 p.m. | Mini Session Stage 2

Join Ecolab's session to discover cutting-edge solutions for maintaining the highest standards of cleanliness and safety in your property. Learn how their innovative products and expert guidance can help you meet compliance requirements and exceed guest expectations.

EMERGENCY SAFETY DEVICE (ESD) INFORMATION

Monday, October 21 | 12:30 p.m. - 12:50 p.m. | Mini Session Stage 1

In this session, we'll cover how to assign training to your staff and navigate OWL as a manager. You'll learn how to ensure your team gets the specific training you want them to complete.

MINI SESSIONS

These sessions are located on the trade show floor.

OUR WORLD LEARNING (OWL): ASSIGNING TRAINING TO STAFF

Monday, October 21 | 12:00 p.m. - 12:20 p.m. | Mini Session Stage 1

In this session, we'll cover how to assign training to your staff and navigate OWL as a manager. You'll learn how to ensure your team gets the specific training you want them to complete.

OUR WORLD LEARNING (OWL): WHAT'S IN THE BOX?

Monday, October 21 | 11:30 a.m. - 11:50 a.m. | Mini Session Stage 1

OWL offers a wealth of training content, and we're here to help you find the best courses for you and your staff. We've partnered with top teams like AHLEI, Lobster Ink, and EcoLab to showcase impactful training libraries for easy access.

RESERVATION TRANSFER SERVICE (RTS)

Monday, October 21 | 11:00 a.m. - 11:20 a.m. | Mini Session Stage 1

What is RTS, How does it work, How do I enroll, and What do I need to do to get started?

SOJERN PAY ON THE STAY

Monday, October 21 | 2:00 p.m. - 2:20 p.m. | Mini Session Stage 1

Drive more online revenue with Sojern Advertising by further promoting your hotel using highly targeted digital display & banner advertising. Sojern is a self-managed, self-service platform which enables hotels to engage travelers while driving more bookings to your property.

SOURCE 1

Monday, October 21 | 11:30 a.m. - 11:50 a.m. | Mini Session Stage 2

Monday, October 21 | 12:00 p.m. - 12:20 p.m. | Mini Session Stage 2

Join Source 1's presentation to learn how they can streamline your procurement process, ensuring it aligns perfectly with your specific requirements. Discover strategies for optimizing purchasing efficiency while maintaining quality and compliance.

TELEVISION CONTENT & STREAMING SESSION

Monday, October 21 | 2:00 p.m. - 2:20 p.m. | Mini Session Stage 2

Monday, October 21 | 3:00 p.m. - 3:20 p.m. | Mini Session Stage 2

Tuesday, October 22 | 12:30 p.m. - 12:50 p.m. | Mini Session Stage 2

Join us for an engaging session with TV Content and Streaming experts, where they'll simplify the requirements and demystify the latest technologies for your hotel.

TELEVISION SUPPLIER SESSION

Monday, October 21 | 1:30 p.m. - 1:50 p.m. | Mini Session Stage 2

Monday, October 21 | 2:30 p.m. - 2:50 p.m. | Mini Session Stage 2

Tuesday, October 22 | 12:00 p.m. - 12:20 p.m. | Mini Session Stage 2

Attend this session to hear directly from television suppliers as they discuss the latest products and ensure your property remains compliant with industry standards. This session will focus on practical insights and product details, without the sales pitch.

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OPTIONAL WORKSHOPS

Sessions listed on this page require advance registration and additional fees may apply.

PARTNER FOR PROFIT: A COLLABORATIVE APPROACH TO SALES AND REVENUE EXCELLENCE

Sunday, October 20 | 8:00 a.m. - 5:00 p.m.

Cost: \$149 (Billed to property statement after event)

Includes breakfast, beverages and afternoon snack. Lunch is on own.

GM Point: 1 GM Point Offered

This course offers an innovative learning experience for General Managers and Sales Managers aiming to enhance their sales and revenue outcomes. This workshop emphasizes the importance of teamwork and collaboration in achieving business excellence. Through interactive sessions, hands-on case studies, and expert guidance from both our Revenue Management and Worldwide Sales teams, you'll explore cutting-edge strategies to synchronize your sales and revenue efforts, fostering a unified approach that leads to substantial growth. Equip yourself with the tools to drive profit through collaboration and position your business for long-term success in a competitive market.

ANNUAL WOMEN & DIVERSITY FORUM

Sunday, October 20 | 8:30 a.m. - 3:00 p.m.

Cost: \$189 (Billed to property statement after event)

Includes light breakfast, beverages, lunch and afternoon snack.

GM Point: 1 GM Point Offered

Join us for our 7th Annual Women & Diversity forum, taking place on Sunday, October 20th, in conjunction with our Annual Convention in Charlotte, North Carolina. We are preparing an impactful agenda focuses on celebrating women and diversity in our brand, industry and hotels. The Women & Diversity forum is an inclusive event featuring a mix of content designed to inspire, connect, and energize our audience while providing useful takeaways to enhance your work and personal life. This event is open to all of our valued BWH Hotels family members.

INTRODUCING "BECAUSE WE CARESM CLEAN" - ELEVATING HOSPITALITY EXCELLENCE THROUGH IMMACULATE CLEANLINESS!

Sunday, October 20 | 9:00 a.m. - 4:00 p.m.

Cost: \$79(Billed to property statement after event)

Includes light breakfast and beverages. Lunch is on own.

GM Point: 1 GM Point Offered

Join us for our 7th Annual Women & Diversity forum, taking place on Sunday, October 20th, in conjunction with our Annual Convention in Charlotte, North Carolina. We are preparing an impactful agenda focuses on celebrating women and diversity in our brand, industry and hotels. The Women & Diversity forum is an inclusive event featuring a mix of content designed to inspire, connect, and energize our audience while providing useful takeaways to enhance your work and personal life. This event is open to all of our valued BWH Hotels family members.

RECRUITING AND RETAINING – GET THEM & KEEP THEM!

Sunday, October 20 | 1:00 p.m. - 5:00 p.m.

Cost: \$79 (Billed to property statement after event)

Includes light breakfast and beverages. Lunch is on own.

GM Point: 0.5 GM Point Offered

Join us for an interactive in-person training at our convention, designed to make you a top employer in the industry. Learn how to master recruitment techniques and create a retention-focused environment. This program is your gateway to building a high-performing, long-term team. Stand out as an employer of choice and thrive in this competitive landscape.

USER GROUPS

Date/times are subject to change

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AUTOCLERK CLOUD TRAINING RESOURCE/BEST PRACTICES LAB

Tuesday, October 22 | 3:00 p.m. - 3:45 p.m.

This interactive session will review all current training resources on Our World Learning (OWL), how to assign videos to staff, and best practices for FX/FX2/Travel Card, rate updates and city ledger in AutoClerk Cloud.

AUTOCLERK PRODUCT DEMO AND USER SESSION

Monday, October 21 | 3:45 p.m. - 4:45 p.m.

Tuesday, October 22 | 4:00 p.m. - 4:45 p.m.

Away from the hustle and bustle of the tradeshow, participate in an interactive demonstration of AutoClerk, its key features, best practices and tips for efficiency.

JONAS CHORUM PMS USER GROUP

Monday, October 21 | 8:00 a.m. - 9:00 a.m.

A 60-minute session for the PMS vendor to talk with the hotels using their PMS - reviewing open items and future work.

OPERA PMS USER GROUP

Monday, October 21 | 9:15 a.m. - 10:15 a.m.

A 60-minute session for the PMS vendor to talk with the hotels using their PMS - reviewing open items and future work.

VISUAL MATRIX PMS USER SESSION

Monday, October 21 | 1:15 p.m. - 2:15 p.m.

A 60-minute session for the PMS vendor to talk with the hotels using their PMS - reviewing open items and future work.