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ARDA Announces Schedule and Speakers for 2015 ARDA World Convention in Orlando

Three Thousand Attendees From 35 Countries Expected

WASHINGTON, February 23, 2015 – This year’s [ARDA World Convention and Exposition](#) will be back in Orlando and is expected to attract a record number of attendees from 35 countries, who all have one thing in common: timeshare. This year’s theme is “Timeshare in Real Time” and will focus on the expectation of immediacy that today’s consumer has—and how the industry can leverage that across the board, in terms of sales, service and loyalty. The annual convention will be held April 12-16, 2015, at the Orlando World Center Marriott in Orlando, Florida.

This international event will provide an opportunity for the timeshare industry to come together to learn and share best practices and ideas. Five days of meetings, educational sessions, exhibitions and fun will give attendees the chance to network with their peers and bring back innovative ideas to their teams. This year’s Convention features an impressive line-up of speakers and entertainers including [Jay Baer](#), author of the *New York Times* bestselling book, *Youtility*, as the keynote opener.

“We’ve put together an incredible line-up of activities and sessions for this year,” said Howard Nusbaum, ARDA President and CEO. “We’ll be talking about practical ways to implement ‘Timeshare in Real Time,’ as well as examining important legislative and regulatory issues.”



Key highlights of this year's ARDA World include the 14th Annual AIF Open Golf Tournament; the annual Awards Gala, recognizing outstanding work in our industry (with entertainment by comedian, Sebastian Maniscalco); and the Breakfast of Champions with keynote speaker Bill Clement, two-time NHL Stanley Cup Champion and television broadcaster.

New this year is a "Digital Zone" in the center of the exhibition floor, where attendees can get involved in social media discussions, ask questions of the speakers and take photos in our photo booth. ARDA World fans can follow [@ARDAorg](#) on Twitter and join the convention conversation using the hashtag #ARDAWorld.

[Registration for ARDA World](#) is still open, and sponsorships are still available. For more information about the 2015 ARDA World Convention, visit the [ARDA World website](#).

The American Resort Development Association (ARDA) is the Washington D.C.-based professional association representing the vacation ownership and resort development industries. Established in 1969, ARDA today has almost 1,000 members ranging from privately held firms to publicly traded companies and international corporations with expertise in shared ownership interests in leisure real estate.

The ARDA International Foundation (AIF) is the timeshare industry's leading source for market intelligence and career advancement resources. AIF, a 501(c) (3) organization, serves to enhance knowledge for the public and industry through its comprehensive timeshare research studies, and aims to enrich careers through ongoing training, learning and development. For more information, visit www.arda.org/foundation.