

EDUCATIONAL SESSION WAVE 1

TUESDAY, MARCH 28 9:00 AM – 10:15 AM

TITLE	DESCRIPTION	ROOM
DEVELOPING MARKETING CAMPAIGNS ACROSS MULTIPLE DISCIPLINES	Regulatory, creative and technology support have become key factors in the development and success of direct marketing programs. Direct marketers need the knowledge and skills from legal, regulatory, creative and technology up front so that less time is spent reviewing and modifying programs prior to launch. With technology advancing every second, our opportunities to manage our marketing campaigns grow but become more challenging at the same time. Listen to these industry experts discuss the effectiveness of their participation in marketing program design from beginning to launch--taking into consideration legal, regulatory, creative, technology, sales and marketing focus to quickly and efficiently test new marketing programs, their efficiencies and success.	STRAND 11
INDUSTRY CONSOLIDATION: ARE WE THERE YET?	An overview of industry consolidation over the past five years. Discuss integration of consolidating companies (people, technology, philosophy, brand standards, etc.). Assess the current market conditions to determine where we are in the consolidation curve and if we should expect more consolidation. Look at lessons learned from major consolidation in other industries (airline, auto, breweries, public accounting firms, online brokerage firms, banks, hotels, etc.)	STRAND 13
INSPIRE TRUST & TRANSPARENCY BEHAVIORS	Trust can only be built when companies commit to doing business right. To build trust, companies need to look beyond the bottom line. They must first do business responsibly. Trust & transparency foundations help individuals to increase their credibility & improve relationship trust. When trust is high, communication creativity & engagement improves. The ability to establish and then expand trust is the key professional competency of the current business era.	EMPIRE C
THE WHOLE ENCHILADA - CREATING AN ENVIRONMENT THAT DELIVERS THE DREAM FROM START TO LIFETIME	Every touch-point of the customer journey delivers another opportunity for a conversation. Learn how to deliver the dream from the moment of initial contact with a prospective buyer through ownership! From lead generation to the on-site tour and throughout the sales process, resort stays, owner messaging and exchange. Brainstorm ways to measure and establish proper expectations throughout the tour process and during the tour to ensure better outcomes. Ensure sales and operations teams as key collaborators, and engage your exchange company to manage owner expectations at the point of exchange. Set the proper stage for a happy, loyal owner!	STRAND 10
WHAT'S IN YOUR WALLET?: WHAT SOLUTIONS ARE AVAILABLE FOR PAYMENT PROCESSING TO REACH YOUR CONSUMER?	From mortgage payments and maintenance fees to activities and dining, learn about the solutions available to engage your customer, keep accounts up to date, and keep cash flow consistent by making it easy to make a payment. The session will include discussion around best practices, who has implemented EMV, challenges and rewards. What are the requirements around improving payment processing?	STRAND 12

EDUCATIONAL SESSION WAVE 2

TUESDAY, MARCH 28 2:45 PM – 4:00 PM

TITLE	DESCRIPTION	ROOM
AROUND THE WORLD: DEVELOPING IN INTERNATIONAL MARKETS	Learn about what's new in markets outside the United States and the unique challenges that they face- from labor to construction to implications from political unrest in regions such as BREXIT. Hear how these developers from around the world handle unique challenges they face. What opportunities exist for them ahead and are there opportunities for your company?	STRAND 12
LIFECYCLE OF A COMPLAINT PART I: PREVENTING ESCALATION AND LITIGATION	How to manage complaints to prevent escalation and litigation. Learn the different techniques required to manage complaints, whether they come to sales and marketing, member services, or on social media. Get your ounce of prevention for free!	STRAND 13
SHOW ME THE MONEY!	Explore the different ways timeshare companies make money, work through the lifecycle of a ground-up timeshare development and the evolution of its profit centers and financing needs as a company grows to multiple locations.	STRAND 10
TALENT SUCCESSION: SUCCESS SECRETS	The tactical, strategic & economic impact of people systems can be significant. Focusing on your staff's performance can be profitable and will drive revenue. It is imperative to design, develop, and implement a talent pipeline to fulfill both current & future key positions. Succession planning increases the availability of experience and capable employees that are prepared to assume these roles as they become available.	STRAND 11
THE FULL SCOPE OF PRODUCT IMPROVEMENT	Today's timeshare owners expect that the quality of a resort will be maintained to its original standard. To accomplish this, it takes a solid replacement strategy, the support of professional resources, ample accumulated reserves, and a coordination of efforts. In addition to maintaining this standard, resorts have the pressure to keep owners interested and excited about returning to the same project as they grow through the years. In this session, you will have the opportunity to visit with the experts on all aspects of any project from design to completion. Join experts for round-table discussions on the following topics: design, reserves, investments, scheduling, purchasing, engineering, special assessments, amenities, etc.	EMPIRE C

EDUCATIONAL SESSION WAVE 3

TUESDAY, MARCH 28 4:00 PM – 5:00 PM

TITLE	DESCRIPTION	ROOM
BRAND STANDARDS & YOUR CUSTOMER - HOW TO REACH USING THEIR PREFERRED METHOD OF COMMUNICATION	In this Information Age, learn how to best reach your customer in their preferred method, make sure all legal requirements are met, and provide consistent, clear communication. Learn about the do's and don'ts of delivery - technology and legal components needed to reach your audience. Plus, how to incorporate social media best practices into your overall communications plan.	STRAND 12
ELECTRIFYING YOUR SALES DOCUMENTS: PAPERLESS AND FEARLESS	Learn how to digitally incorporate all sales documents throughout their electronic lifecycle. From customer contract execution and delivery of digital timeshare disclosures to ensuring the ability to pledge, sell, and securitize the electronic assets.	STRAND 13
HIGH IMPACT RISK ROADMAP	Risks are inevitable and organizations have a moral and legal obligation to attend to the safety and well-being of those they serve, those who work for them and others who come into contact with their operations. Organizations need to look at all the risks throughout their entire operation and incorporate risk management into all planning and decision-making. The session will include information on guest safety (including active shooters, etc.), employee safety, and data security--plus, a crisis management plan once it's needed.	STRAND 10
NEW GROWTH REALITIES	In today's challenging economic environment, how do we ensure that we continue to grow? One way is through partial or total hotel conversions. Other ways include acquisitions, or green-field development. Hear from a panel of experts as they discuss opportunities and pitfalls of various development options and how to capitalize on recent trends to evaluate when this may be right for you.	STRAND 11
THE EFFECTS OF BUYER REGRET ON RESCISSION: RECOGNIZING, REVEALING AND RECTIFYING REGRET	Although regret and rescission are often tied to the sales process, research demonstrates that the effect permeates throughout various customer interactions, including impressions of the larger organization. In this highly interactive session, participants will understand the phenomenon of regret, including how it reveals itself. Understand the identified antecedents and potential resolutions to diminish regret among existing owners and prospective purchasers and see opportunities to reduce regret at various touch points that precede and extend beyond the buying process and learn how to create effective anti-rescission programs.	EMPIRE C

EDUCATIONAL SESSION WAVE 4

WEDNESDAY, MARCH 29 8:45 AM – 9:45 AM

TITLE	DESCRIPTION	ROOM
REFERRAL MARKETING REVISITED...HOW TO REJUVENATE YOUR OWNER REFERRAL PROGRAM	While owner referral programs have always been key marketing initiatives in timeshare marketing environments, since the FCC TCPA ruling, these important programs have continued to struggle. Referral sales rank high in profit and low in cost and generate continued referral activity. Whether it is a marketing program like "Bring a Friend", owner incentives, providing owners a referral tool kit, or obtaining referrals at the point of sale, you need your owners as core advocates. It's all about engagement! Enjoy a lively session that brings sales and marketing teams together to discuss this important segment and learn how to obtain, market and sell referrals.	STRAND 12
THE ALPHABET REGULATIONS	Ready for Alphabet Soup? Learn how the various federal regulations impact your business from the CFPB, FTC, FCC, FCRA, FDCPA, DNC, TCPA, and much more.	STRAND 10
WORLDWIDE TIMESHARE INDUSTRY: BY THE NUMBERS	It's been five years since the AIF last conducted a comprehensive survey of all worldwide timeshare resorts. At that time, the world and industry were just beginning the recovery from the Great Recession. Key metrics from the 2016 World Wide Study will focus on the size and health of the worldwide industry - on both an international and regional basis - as well as economic and fiscal impacts of vacation ownership on the global economy. Plus, a look at timeshare consumers: who they are, what they own, and where their future vacations will take them.	STRAND 11
YOUR DATA IS GOLD!	Do you have data spread throughout your organization? Learn simple, inexpensive methods to consolidate and access your disparate data for real world benefits. Plus, make sure it's secure & compliant! Learn about simple and inexpensive technologies that allow business and IT to partner for data solutions, and discuss various methods to put that data to work (via dashboards and analytics). Understand information security requirements from PII to PCI; discuss security options for hardware to software and how to ensure compliance.	STRAND 13

EDUCATIONAL SESSION WAVE 5

WEDNESDAY, MARCH 29 2:00 PM – 3:15 PM

TITLE	DESCRIPTION	ROOM
CREATE RAVING FANS & IGNITE YOUR SOCIAL MEDIA	In this age of transparency and authenticity, there is no greater tool than influencer marketing and social listening to acquire new prospects, retain existing ownership, and grow your company's brand reputation. Influencer marketing and social media mining can generate revenue and cost effectively communicate your brand's message directly to your target audience. An active strategy will increase leads and profitability of all of your marketing programs. Discover how to leverage social intelligence gathered through a robust social media program and learn how to maximize your raving fans to create new leads and owners.	STRAND 13
DISABLED DOESN'T MEAN "NOT ABLE"	An estimate of more than 19% of people in the United States have a disability. In fact, according to the 2008 U. S. Census Bureau Survey of Income and Program Participation, people living with disabilities represented approximately \$1 trillion in aggregate income, which translates into more than \$220 billion in discretionary consumer spending power. Hear from experts on how to make diversity and inclusion a cornerstone of your corporate infrastructure – from a customer and employee perspective.	STRAND 11
HUMAN SERVICE INTERACTION IN THE AGE OF TECHNOLOGY	Technology is trending toward mobile and online registrations and perhaps making the guest experience less personal. But for timeshare resorts, it's all about human interaction, making a great first (and last) impression and creating a lasting bond with owners and potential owners, not only to generate tour flow for the sales department but also to encourage great reviews. Making a guest feel welcome starts with training and with hiring the right people. A strong front desk can also be a revenue generator when it comes to upselling and selling of activities. How does technology meet these needs and how do we balance guest expectations of speed and convenience with personal interaction?	STRAND 12
THE VIEW OF TIMESHARE: WALL STREET, MAIN STREET, AND YOUR STREET	Gain perspective on how the industry is viewed from different financial audiences and how information and communications can be tailored to them? How do Main Street lenders evaluate developers - what does Wall Street look for in an industry or company and how are smaller independents demonstrating their value to gain needed financing? Don't miss this highly informative session and hear multiple Street perspectives on everything from industry growth to revenue potential to performance against other asset classes.	STRAND 10

EDUCATIONAL SESSION WAVE 6

WEDNESDAY, MARCH 29 3:30 PM – 4:30 PM

TITLE	DESCRIPTION	ROOM
ARE YOU OVERWHELMED? TUNE-UP TIME	Are you getting the right stuff done in your workplace environment? How do you focus with so much going on? Do you often feel burned out & disengaged from your teams? Do you have to care for all other expected and unexpected interruptions that are part of your operational whirlwind? Learn the tips, techniques, and strategies for getting more accomplished faster - and with better results. Tune-up & be extraordinary. You have the choice!	EMPIRE C
CUBA "CUBED"	The Caribbean region is one of opportunities and pitfalls. Its natural beauty makes it one of the most sought after vacation regions in the world, while many areas in the region face financial instability, and are in need of a regulatory and legislative environment which encourages the growth and development of the timeshare industry. Cuba will be no exception. Learn from public and private tourism leaders from around the region about what key tourism destination markets are doing to attract more timeshare development and how to navigate Cuba, if you dare!	STRAND 12
LIFECYCLE OF A COMPLAINT PART II: WHEN COMPLAINTS ESCALATE	What happens when the complaints can't be resolved before escalating outside your organization, whether to a regulator, the BBB or AG. Gain insights from those outside your organization who are receiving consumer complaints. Learn how they handle complaints and what they want you to do to address them.	STRAND 10
STRATEGIES FOR LEGACY RESORTS/ASSOCIATION SURVIVAL	It's often hard for resorts developed in the 1970s, '80s, and '90s to keep up with the times, let alone stay competitive and attractive to today's purchaser. But there are solutions! Join us for an in-depth discussion on how to stay relevant in today's ever-changing world of timeshare re-development. Plus, what to do with a timeshare association whose membership is dwindling? Learn key trends in sales, consolidation, rentals, collections, and other pertinent revenue elements for this special type of resort.	STRAND 11