



ARDA SPRING CONFERENCE | May 1-4, 2022 | AGENDA

Day	Start	End	Session Name	Description
Sunday	4:00 PM	6:00 PM	Registration	Sponsored by Accelerated Assets
	4:00 PM	6:00 PM	VIP Member Registration	
	5:30 PM	6:30 PM	ARDA 100 Club Meet and Greet	By invitation only

Day	Start	End	Session Name	Description
Monday	7:30 AM	5:00 PM	Registration	Sponsored by Accelerated Assets
	7:30 AM	5:00 PM	VIP Member Registration	
	8:00 AM	5:00 PM	Sponsor Meeting Rooms	Please see map for details
	8:30 AM	9:30 AM	Ethics Committee Meeting	Closed meeting
	9:00 AM	11:00 AM	Networking and Coffee Break	Sponsored by Nordis Technologies
	9:45 AM	11:15 AM	ROC Board Meeting	Closed meeting
	9:00 AM	9:45 AM	Timeshare Education Series: A Unified Voice in Timeshare: An ARDA Overview with Member Insight	Sponsored by Liberty Bank
				Sponsored by Liberty Bank
	10:00 AM	11:00 AM	Timeshare Education Series: AIF Market Research Revealed	Come hear the latest timeshare industry information in this informative session that will detail our latest industry research and help you understand how ARDA member companies use the research to meet their needs.
	10:00 AM	4:00 PM	ProPics Head Shot Studio	Sponsored by Digital Ignite
	11:30 AM	1:00 PM	WIN Professional Development Session and Networking Lunch with Speaker Natalie Finkes	Sponsored by Disney Vacation Club First come first served seating
	11:30 AM	12:30 PM	AIF Board of Directors Meeting	Closed meeting
	12:00 PM	5:00 PM	VIP Experience Lounge	Hosted by First American Title Insurance Company
	12:00 PM	5:00 PM	#LoveMyTimeshare All Attendee Lounge	
	12:00 PM	1:00 PM	Lunch in the #LoveMyTimeshare All Attendee Lounge	
	12:00 PM	5:00 PM	RCI Lounge	
	12:00 PM	5:00 PM	Interval International Lounge	
	1:00 PM	2:00 PM	Research Committee Meeting	
	1:00 PM	2:00 PM	ARDA Executive Committee Meeting	Closed meeting
3:30 PM	5:00 PM	General Session: Welcome and Keynote Speaker: Sarah Robb O'Hagan	Sponsored by Wyndham Destination and RCI Virtual Streaming Sponsored by Vacation Innovations	
5:00 PM	6:00 PM	#LoveMyTimeshare Reception	Sponsored by Breckenridge Grand Vacations, Capital Vacations, Disney Vacation Club, Hilton Grand Vacations, Holiday Inn Club Vacations, Marriott Vacations Worldwide, Westgate Resorts, and Wyndham Destinations	
7:00 PM	10:00 PM	RCI All Attendee Party	Sponsored by RCI	



Day	Start	End	Session Name	Description
Tuesday	7:30 AM	5:00 PM	Registration	Sponsored by Accelerated Assets
	7:30 AM	5:00 PM	VIP Member Registration	
	8:00 AM	5:00 PM	VIP Experience Lounge	Hosted by First American Title Insurance Company
	8:00 AM	5:00 PM	#LoveMyTimeshare All Attendee Lounge	
	8:00 AM	9:00 AM	Continental Breakfast in the #LoveMyTimeshare All Attendee Lounge	
	8:00 AM	9:00 AM	Market Player Meet & Greet Fair and Networking Breakfast	
	8:00 AM	5:00 PM	RCI Lounge	
	8:00 AM	5:00 PM	Interval International Lounge	
	8:00 AM	5:00 PM	Sponsor Meeting Rooms	Please see map for details
	9:00 AM	10:00 AM	Networking and Coffee Break	Sponsored by Nordis Technologies
	9:00 AM	10:00 AM	General Session: Leadership Check-In	Sponsored by BakerHostetler Virtual Streaming Sponsored by Vacation Innovations Join us this always engaging session at the ARDA Timeshare Together Conference. Jason Gamel, ARDA, President and CEO will sit down with top industry leaders for a one on one conversation to discuss all the hot topics in the industry and beyond.
	10:00 AM	4:00 PM	ProPics Head Shot Studio	Sponsored by Digital Ignite
	10:30 AM	11:15 AM	Power Innovation Session 1: Operational Excellence: Delivering Ingenuity and Excellence in the Resort Experience	Sponsored by Fidelity National Timeshare Building the best owner and guest experience and delivering excellence in every part of our resort business models is more important today than ever. Understand the challenges and explore the strategies, systems, ideas, and goals used to achieve this mission for excellence. Meet an expert group and enjoy their fireside chat with a moderator and panel speakers from industry leaders.
	10:30 AM	12:30 PM	ARDA Board of Directors Meeting	Closed meeting Sponsored by Flywire
	12:00 PM	1:00 AM	Lunch in the #LoveMyTimeshare All Attendee Lounge	
	12:00 PM	1:00 AM	TYPG Professional Development Session & Networking Lunch with Speaker Derreck Kayongo	Sponsored by Westgate Resorts First come first served seating
	1:00 PM	2:00 PM	Legislative Committee	
	1:00 PM	2:00 PM	CFO Council	Closed meeting
	1:00 PM	1:30 PM	All VIP Member Annual Group Photo in the VIP Experience Lounge	Sponsored by First American Title Insurance Company
	1:30 PM	2:15 PM	Power Innovation Session 2: Performance Sales and Marketing in 2022 and Beyond	Sponsored by Fidelity National Timeshare Extraordinary sales and marketing achievements are driven by clear expectations, an engaging process, and a profound amount of accountability. Today, timeshare grows and moves forward with evolving customers, enhanced experiences, and new products. We depend even more upon the magical expertise of our passionate teams and their leaders. Join this fireside chat panel of sales and marketing leaders as they discuss the variety of talent, systems, and strategies paramount to today's success.
	2:15 PM	3:15 PM	Finance Committee	Closed meeting
	2:15 PM	3:15 PM	General Counsel Council	Closed meeting
	2:00 PM	3:00 PM	WIN Committee	
2:30 PM	3:15 PM	Power Innovation Session 3: Transaction Transformation: The Economic and Legal Roadmap of Timeshare Today	Sponsored by Fidelity National Timeshare Aligning legal and financial functions with mission, purpose and culture of our industry requires a top to bottom understanding of all business elements. Timeshare is transforming which requires innovation, collaboration, and agility. Join this expert panel and their broad depth of history and experience while they discuss the priorities and strategies implemented today from the legal and financial perspective.	
3:30 PM	4:45 PM	General Session: The Vacation Experience Evolution	Sponsored by Marriott Vacations Worldwide Virtual Streaming Sponsored by Vacation Innovations Our industry shares a vision to offer an immersive world of vacation experiences where people broaden their lives with our innovations and endless travel options. Today's timeshare owners and guests have high expectations and our responsibility to lead with ingenuity and grow moments of authenticity has ascended to a top priority. Hear first from Seth Goldenberg, expert within the experience economy and inspiring speaker. Seth blends practices of philosophy, experience design and storytelling to imagine the flourishing futures of vacations and timeshare ownership. Then join ARDA Executive Committee Members for a fireside chat. Together they will focus upon an industry perspective of innovation, ingenuity and our immersive world of seeking experiences today and in the future.	
5:00 PM	6:30 PM	Interval International All Attendee Party Great Hall Foyer	Sponsored by Interval International	



Day	Start	End	Session Name	Description
Wednesday	8:00 AM	3:00 PM	Registration	Sponsored by Accelerated Assets
	8:00 AM	3:00 PM	VIP Member Registration	
	8:00 AM	5:00 PM	VIP Experience Lounge	Hosted by First American Title Insurance Company
	8:00 AM	5:00 PM	#LoveMyTimeshare All Attendee Lounge	
	8:00 AM	9:00 AM	Continental Breakfast in the #LoveMyTimeshare All Attendee Lounge	
	8:00 AM	5:00 PM	RCI Lounge	
	8:00 AM	5:00 PM	Interval International Lounge	
	8:00 AM	5:00 PM	Sponsor Meeting Rooms	Please see map for details
	8:00 AM	9:00 AM	ARDA 100 Club Breakfast with Speaker	By invitation only Sponsored by Eck, Collins & Richardson
	8:00 AM	9:00 AM	State Regulator Breakfast	By invitation only
	9:00 AM	10:00 AM	GATE Committee	Closed meeting
	9:00 AM	11:00 AM	HR Council	Closed meeting
	9:00 AM	10:00 AM	TYPG (Timeshare Young Professionals Group) Committee	
	10:00 AM	12:00 PM	ProPics Head Shot Studio	Sponsored by Digital Ignite
	10:00 AM	11:00 AM	General Session: IMAGEination of Timeshare	Sponsored by Holiday Inn Club Vacations Virtual Streaming Sponsored by Vacation Innovations Creativity, strategy, and ideation is shaping the industry today and our collective timeshare image influences our future like never, before. Great brands have always cultivated and communicated their experiences with powerful pillars and uniqueness, but today it is about where we can go together. How do we continue to lead forward with inspiring brand experiences and promises that are enjoyed by millions of families across the world? And how these brand experiences are brought to life in the customer journey. In this lively General Session, we'll share the evolution and advancement of our industry through the thought leadership of top strategists and brand leaders.
	11:00 AM	12:30 PM	Investment Committee Meeting	Closed meeting
	12:30 PM	1:45 PM	General Session: Luncheon with Featured Guest Speaker Soledad O'Brien	Sponsored by Hilton Grand Vacations Virtual Streaming Sponsored by Vacation Innovations
	12:00 PM	1:30 PM	State Regulators Luncheon	By invitation only Sponsored by Greenspoon Marder, LLP
	2:00 PM	3:00 PM	Power Innovation Session 4: Diversity & Inclusion	Sponsored by Eck, Collins & Richardson Diversity has been a high-profile issue for years in the business world — but much has changed in business, employee, consumer and employee expectations. This session will help you understand what employees want from a diverse and inclusive workplace and how companies can benefit from embracing these trends. We will provide meaningful reflection, discussion, self-assessment and practical, real-world examples designed to genuinely move teams forward.
	3:15 PM	4:00 PM	Power Innovation Session 5: From Sand to Sun: Today's Resort Experience in Mexico and LATAM	From Sand to Sun: Today's Resort Experience in Mexico and LATAM Sponsored by Greenberg Traurig The Mexico Timeshare Market is the second largest in the world following the United States and their history, evolution, experiences, and owner loyalty is both fascinating and exciting to understand. Join the developers and market leaders for this fireside panel discussion where they share strategies and vision and look further at the generation of concepts that lead their ongoing growth and innovation.
3:00 PM	4:00 PM	Reputation Management Council	Closed meeting	
4:00 PM	5:00 PM	Mexico and LATAM Reception	Sponsored by Greenberg Traurig	
6:00 PM	7:30 PM	Awards Ceremony	Reserved seating for Sponsors & Awards Finalists. Open seating for all others.	
8:00 PM	10:00 PM	Awards Celebration	Open to all attendees	