

ARDA Spring Conference 2023 | April 16 – 19, 2023 | Agenda

Sunday:

**4:00 pm - 6:00 pm | Registration**

**Sponsor:** Accelerated Assets

**4:00 pm - 6:00 pm | VIP Registration**

**Sponsor:** First American Title Insurance, The Official ARDA VIP Experience Partner

**4:30 pm - 5:00 pm | Diversity and Inclusion Council Meet Up**

Closed meeting

**4:30 pm - 5:00 pm | Membership Committee Meet Up**

**5:00 pm - 6:00 pm | Diversity & Inclusion Reception, Welcoming ARDA 100 Club**

Sponsored by Manley Deas Kochalski LLC

Monday:

**7:30 am - 9:00 am | Rise and Shine Monday: Wellness like a Pro**

**Sponsor:** CustomerCount

Join professional Triathlete, Malachi Henry, for a warm-up and a 5k walk/run around the neighborhood to start your day. Malachi is the winner of both the Indianapolis and Chicago triathlon competitions and is sponsored nationally by ARDA member CustomerCount®. No need to sign up, just show up and start your day off right!

**7:30 am - 5:00 pm | Registration**

**Sponsor:** Accelerated Assets

**7:30 am - 5:00 pm | VIP Registration**

**Sponsor:** First American Title Insurance, The Official ARDA VIP Experience Partner

**8:00 am - 5:00 pm | ARDA VIP Experience Lounge**

**Sponsor:** First American Title Insurance, The Official ARDA VIP Experience Partner

**8:00 am - 5:00 pm | Sponsor Meeting Rooms**

**8:30 am - 9:30 am | Ethics Committee**

Closed meeting

**8:30 am - 9:15 am | Executive Voices of Timeshare**

**Sponsor:** Liberty Bank

**Timeshare 101 Series: Session 1** - When you've spent a rewarding career in timeshare, there are plenty of insights to share with others. New in our Timeshare 101 Series, this panel of business leaders tell the story of timeshare and share their professional journeys. If you're beginning in the industry or a seasoned veteran, you'll enjoy hearing this panel of experts discuss the evolution of our great product and the conversations that led to change and made ARDA and the industry who we are today.

**9:00 am - 4:00 pm | ProPics Head Shot Studio**

**Sponsor:** Digital Ignite

**9:30 am - 11:00 am | ROC Board of Directors Meeting**

Closed meeting

**9:30 am - 10:30 am | AIF Market Research Revealed**

**Sponsor:** Liberty Bank

**Timeshare 101 Series: Session 2** - Whether you're a seasoned timeshare veteran or a rookie, this session is for you! We'll share the latest industry research, as well as trends in travel and tourism. Find out how AIF research works effectively in the legislative world, on Wall Street, and with communications and PR.

**10:45 am - 11:45 am | The Business of Timeshare**

**Sponsor:** Liberty Bank

**Timeshare 101 Series: Session 3** - Behind each great timeshare vacation are business disciplines that partner together to deliver our great product. Join this panel of industry leaders and learn about the key business areas that drive success. From dirt to doorknob and topics in between, you'll learn about the feasibility process, legal, finance, resort operations, design, sales, marketing, and more!

**11:30 am - 12:30 pm | AIF Board of Directors Meeting**

Closed meeting

**12:00 pm - 5:00 pm | Interval International Lounge**

**12:00 pm - 5:00 pm | RCI Lounge**

**12:30 pm - 1:30 pm | Leading and Learning with WIN**

**Sponsor:** Disney Vacation Club

First come first serve seating

**Professional Development Lunch** - For all curious attendees who love to learn, shine, and perform, this lunch is for you. Join this one-hour working lunch and challenge yourself to bring your best and take away something new. Speaker to be announced shortly.

**1:00 pm - 2:00 pm | Research Committee Meeting**

**1:30 pm - 2:30 pm | ARDA Executive Committee Meeting**

Closed meeting

**2:00 pm - 3:15 pm | The Value of Partnerships**

**Sponsor:**

**Micro Sessions: Series 1** - Most great businesses rely upon professional partners to offer expert guidance and support existing strategies. Most great businesses rely upon professional partners to offer expert guidance and support existing strategies. These 5 industry members provide value with exceptional partnerships, products, and services to the industry. Speaker information coming soon.

**3:30 pm - 5:00 pm | ARDA Kick-Off General Session with Keynote Speaker**

**Sponsor:** RCI and Wyndham Destinations

**General Session** - Kick-off Spring ARDA by hearing the state of the industry from ARDA President and CEO, Jason Gamel and ARDA Chair, Michael Brown, President and CEO, Travel + Leisure Co. Followed by this year's amazing speaker, Lisa Bodell, Innovation Expert, Founder and CEO of FutureThink and Author. Lisa Bodell ranks among the Top 50 Speakers Worldwide and is the best-selling author of Kill the Company and Why Simple Wins. She's a global leader on simplification, productivity, and innovation, whose keynotes leave audiences inspired to change and arm them with radically simple tools to get to the work that matters.

**5:00 pm - 6:00 pm | #LMT Welcome Reception**

**Sponsor:** Breckenridge Grand Vacations, Capital Vacations, Disney Vacation Club, Hilton Grand Vacations, Holiday Inn Club Vacations, Marriott Vacations Worldwide, and Wyndham Destinations

**Open Evening**

Tuesday:

**8:00 am - 5:00 pm | Registration**

**Sponsor:** Accelerated Assets

**8:00 am - 5:00 pm | VIP Registration**

**Sponsor:** First American Title Insurance, The Official ARDA VIP Experience Partner

**8:00 am - 5:00 pm | ARDA VIP Experience Lounge**

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**8:00 am - 5:00 pm | Interval International Lounge**

**8:00 am - 5:00 pm | RCI Lounge**

**8:00 am - 5:00 pm | Sponsor Meeting Rooms**

**8:30 am - 10:00 am | Leadership Line Up: Executive View of the Industry**

**Sponsor:** Baker Hostetler LLP

**General Session** - During this always popular session, Jason Gamel, president and CEO, ARDA, will interview our industry's top leaders about the challenges and opportunities facing the industry today. Speakers to be announced shortly.

**9:00 am - 4:00 pm | ProPics Head Shot Studio**

**Sponsor:** Digital Ignite

**10:15 am - 11:15 am | Resort Services and Owner Solutions for Brands and Independents**

**Sponsor:** Fidelity National Timeshare

**Power Innovation Session 2** - More than 1,500 timeshare resorts are in North America, and each property includes a unique owner community and product setting. Join this conversation of resort service providers, operators, and industry leaders who offer solutions for the resort lifecycle of both legacy timeshares and newer properties. What conversations drive the HOA agendas and how are we, as an industry, driving positive change and solutions?

**11:30 am - 12:30 pm | Technology and Data: Maximizing Performance**

**Sponsor:** Fidelity National Timeshare

**Micro Sessions: Series 2** - Business insights and data go hand in hand, and so do innovative platforms that deliver custom experiences. Whether performance marketing, legal and title process, resort operations or owner services these 4 industry presentations will expand your knowledge in the power of industry data techniques. Host and speaker information coming soon.

**10:30 am - 12:00 pm | HR Council**

Closed meeting

**10:30 am - 12:30 pm | ARDA Board of Directors Meeting**

**Sponsor:** Flywire

Closed meeting

**12:30 pm - 1:45 pm | The Motivation Movement with Speaker: Celebrity Chef, Jeff Henderson**

**Sponsor:** Westgate Resorts

First come first serve seating

**Professional Development Luncheon** - What drives us to stay motivated and help see our goals to the end? For all attendees determined to achieve personal and professional success, come join us to hear from Celebrity Chef, Jeff Henderson. Jeff Henderson will inspire with his emotional journey of redemption from the streets to the stove, sharing real-life strategies to help you achieve your dreams, no matter your stage in life.

**1:30 pm - 2:30 pm | Navigating Finance, Legal and Regulatory Issues Today**

**Sponsor:** Fidelity National Timeshare

**Micro Sessions: Series 3** - Today's headlines include industry mergers, acquisitions, brand evolutions, different product types, and new ownership structure. How do these business strategies affect the legal and financial teams? Enjoy hearing from members who are acutely aware and focused upon moving the industry forward within their expertise and discipline. This will be informative and enjoyable for all to enjoy. Speaker information coming soon.

**2:30 pm - 3:30 pm | Legislative Committee**

**3:00 pm - 3:45 pm | The Magic and Benefit of Amazing Event Experiences**

**Sponsor:** Fidelity National Timeshare

**Power Innovation Session 1** - Timeshare provides a lifetime of vacation experiences, and today those experiences go well beyond luxury accommodations, inspired amenities, and amazing locations. Hear from industry leaders in sales, marketing, HR, and corporate events who constantly raise the experience bar by offering awesome experiences and bucket list adventures for owners and associates. Concerts, golf tournaments, NASCAR, celebrity parties, food tours, biking adventures, and more are on the agenda to be shared.

**4:00 pm - 5:00 pm | Travel Trends: Insights from External Leaders**

**Sponsor:** Marriott Vacations Worldwide

**General Session** - It's time to hear from leaders outside of our industry! Top leaders from technology, travel, legal and regulatory, and business will be interviewed one on one about the top issues facing them and how they relate to the travel industry. Moderated by Jason Gamel, President & CEO, ARDA. Speakers to be announced shortly.

**5:00 pm - 6:30 pm | Interval International All Attendee Reception**

**Sponsor:** Interval International

Wednesday:

**8:00 am - 3:00 pm | Registration**

**Sponsor:** Accelerated Assets

**8:00 am - 3:00 pm | VIP Registration**

**Sponsor:** First American Title Insurance, The Official ARDA VIP Experience Partner

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**8:00 am - 5:00 pm | Interval International Lounge**

**8:00 am - 5:00 pm | RCI Lounge**

**8:00 am - 5:00 pm | Sponsor Meeting Rooms**

**8:00 am - 9:00 am | ARDA Club 100 Breakfast w Speaker**

**Sponsored:** Eck, Collins & Richardson, PL.

**8:45 am - 9:30 am | Audit Committee**

Closed meeting

**9:00 am - 10:00 am | Designing and communicating a BRAND new timeshare industry**

**Power Innovation Session 3** - Effective marketing and branding elevate our industry with member companies who deliver strategies and initiatives that are creative, innovative, and effective. Join this session's special host, Jason Gamel, ARDA President and CEO who welcomes to the stage marketing executives from Hilton Grand Vacation, Marriott Vacations Worldwide, Holiday Inn Club, and Travel and Leisure, who share passion and expertise on this exciting topic. Speaker information coming soon.

**10:00 am - 2:00 pm | ProPics Head Shot Studio**

**Sponsor:** Digital Ignite

**10:00 am - 11:00 am | Global Travel Trends and Expert Opinions**

**Sponsor:** Holiday Inn Club Vacations

**General Session** - Drawing on reporting, data, and insights from Skift editors, reporters, and research analysts, as well as conversations with industry leaders across the globe, we will set forth the themes that will define the year ahead in travel. Speakers to be announced shortly.

**11:00 am - 12:00 pm | Finance and Accounting Committee**

**11:00 am - 11:45 am | What's New in Mexico and LATAM?**

**Power Innovation Session 4-** The Mexico and Latin American Markets are the second largest in the world following the United States, and their history, evolution and experiences, and owner loyalty are both fascinating and exciting to understand. Join market leaders to hear about strategies and visions that lead to their ongoing growth and innovation. The Mexico and Latin American Markets are the second largest in the world following the United States, and their history, evolution and experiences, and owner loyalty are both fascinating and exciting to understand. Join market leaders to hear about strategies and visions that lead to their ongoing growth and innovation.

**11:00 am - 12:00 pm | General Counsel Council**

Closed meeting

**12:00 pm - 1:30 pm | State Regulators Luncheon**

**Sponsor:** Greenspoon Marder

By invitation only

**12:00 pm - 1:15 pm | An Inclusive Lunch and Learn with Speaker Alison Levine**

**Sponsor:** Hilton Grand Vacations

**General Session:** As a boundary-breaker, Alison Levine knows what it's like to survive and thrive in the world's toughest environments. She served as team captain of the first American Women's Everest Expedition, scaled the "Seven Summits", and skied to the North and South Poles- making history along the way.

**1:00 pm - 2:00 pm | GATE Committee**

Closed meeting

**1:30 pm - 2:15 pm | Leading Inclusively**

**Sponsor:** Eck, Collins & Richardson, PL.

**Power Innovation Session 5** - Understanding the importance of DEI in the workplace isn't the same as building a diverse and inclusive culture. To have an impact, people and organizations need to take action. This session will discuss how to help uncover hidden biases and unfair hiring and career development practices. How to recognize problems and actively promote inclusion and equity and equip leaders with skills to support inclusion within their teams.

**2:00 pm - 3:00 pm | Reputation Management Council**

Closed meeting

**2:00 pm - 3:00 pm | WIN Committee**

**2:30 pm - 3:30 pm | Risky Business: How to Navigate Commercial Property Insurance in an Uncertain Market**

**Power Innovation Session 6** - Session description coming soon

**6:00 pm - 7:30 pm | Awards Ceremony**

Come salute the finest people, products, and places in the industry as we crown the winners for the 2023 ARDA Awards!

**7:30 pm - 10:00 pm | Awards Celebration**

Come close out 2023 Spring Conference and celebrate with our awards finalists, and winners!

LEADERS AND INNOVATORS

ARDA SPRING CONFERENCE 2023