

ARDA SPRING CONFERENCE | MAY 10-13, 2026 | AGENDA/SCHEDULE @ 03.13.2026

Sunday, May 10

- 3:00 pm-6:00 pm Registration [sponsored by Accelerated Assets]
3:00 pm-6:00 pm VIP Registration [sponsored by FNTC]
3:00 pm-5:00 pm Mimosas for Moms Reception [sponsored by FNTC]

Monday, May 11

- 7:00 am- 5:00 pm Registration [sponsored by Accelerated Assets]
7:00 am-5:00 pm VIP Registration [sponsored by FNTC]
8:00 am-5:00 pm Sponsor Meeting Rooms
8:00 am-9:00 am Club 100 Breakfast (by invitation only) [sponsored by MDK]
8:30 am-9:30 am Ethics Committee Meeting (closed meeting) - *Michaelangelo*
9:15 am-10:15 am Research & Insights Session
9:30 am-11:00 am ROC Board of Directors Meeting (closed meeting) – *Da Vinci 2*
10:00 am-11:00am Coffee Break [Sponsored by Trinity Service Enterprises]
10:00 am-3:00 pm ProPics Head Shot Studio [sponsored by Western Alliance Bank]
10:30 am-11:15 am Power Session: A 360 View of the Industry: Hear from Global Timeshare Association Leaders: This engaging panel brings together Global Timeshare Association Leaders to deliver a look at the current state of the timeshare industry around the world. From market shifts and innovation trends, panelists will share their perspectives on what's. Expect a fast-paced, thought-provoking discussion that connects global trends to local realities and highlights what leaders must prioritize to stay ahead [Sponsored by Western Alliance Bank]
11:15 am-12:30 pm AIF Board of Directors Meeting (closed meeting) - *Da Vinci 2*
11:30 am-12:15 pm Power Session: International Timeshare: Products and Services: Learn why the international market is thriving- loyalty products, amazing amenities and more
11:30 am-2:00 pm Stories That Sell Workshop with Author & Speaker Matthew Dicks [sponsored by Disney Vacation Club]
Additional registration is required - registration fee: \$50.00.
You can register for this workshop as you register for the conference.
12:00 pm-1:00 pm Attendee Lunch [Sponsored by The Service Companies]
12:00 pm-5:00 pm ARDA VIP Lounge [sponsored by First American Title Insurance]
12:00 pm-5:00 pm Interval International Lounge
12:00 pm-5:00 pm RCI Lounge

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1:00 pm-2:00 pm	Research Committee Meeting - <i>Da Vinci 2</i>
1:00 pm-2:30 pm	ARDA Executive Committee Meeting (closed meeting) – <i>Michaelangelo</i>
2:00 pm-3:00 pm	Coffee Break [Sponsored by Trinity Service Enterprises]
3:30 pm-5:00 pm	Kick Off General Session with Keynote Speaker, Tyler Gillum, Head Coach and Co-Creator of the Savannah Bananas [sponsored by RCI and Travel + Leisure Co.]
5:00 pm-5:45 pm	Mix & Mingle Reception
6:30 pm	RCI All Attendee Event Location: Ole Red, Las Vegas [Sponsored by RCI]

Tuesday, May 12

7:30 am- 5:00 pm	Registration [sponsored by Accelerated Assets]
7:30 am-5:00 pm	VIP Registration [sponsored by FNTC]
8:00 am-5:00 pm	Sponsor Meeting Rooms
8:00 am-5:00 pm	ARDA VIP Lounge [sponsored by First American Title Insurance]
8:00 am-5:00 pm	Interval International Lounge
8:00 am-5:00 pm	RCI Lounge
8:15 am-10:00 am	General Session Breakfast: Lattes with Leaders: Technology Edition: Breakfast 8:15-8:45, session following [sponsored by BakerHostetler LLP]. The timeshare industry is evolving rapidly driven by digital guest expectations, data intelligence, AI-powered marketing, owner engagement platforms, and integrated property technologies. This general session brings together CTOs and other Technology Leaders from across the vacation ownership ecosystem to share how they are modernizing operations, elevating the owner experience, and future-proofing their organizations.
10:00 am-11:00 am	Coffee Break [Sponsored by Trinity Service Enterprises]
10:00 am-3:00 pm	ProPics Head Shot Studio [sponsored by Western Alliance Bank]
10:00 am-3:00 pm	Conversation Starter & Express Talk Sessions
10:15 am-11:00 am	Power Session Labor Relations Awareness: Protecting the Core of a Resort's Business: Hospitality and hotel services workers unions are seeking to grow their membership nationwide, particularly in markets where they do not have an established presence, using sophisticated digital marketing tactics. Union organizing can lead to a loss of asset value, significant cost increases, and restrictions on service levels which in most cases cannot be reversed. Our conversation will describe the trends that we see nationwide, and outline the cutting-edge tactics, strategies, and policies that the best hospitality companies and their staff implement to counter a union's next-gen organizing methods [sponsored by Fidelity National Timeshare]

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- 10:30 am-12:00 pm ARDA Board of Directors Meeting (closed meeting) – *Monet 1-2*
- 11:15 am-12:00 pm Power Session: Technology Innovations at the Resort & Corporate Level: In today's rapidly evolving landscape, operational efficiencies through technology have become critical. This session will explore innovative solutions and provide insight into how these technologies not only improve efficiencies on the back end and reduce costs, but also elevate owner experience and satisfaction [sponsored by Fidelity National Timeshare]
- 12:00 pm-1:00 pm Attendee Lunch [Sponsored by The Service Companies]
- 12:00 pm-1:30 pm Luncheon with Speaker: Molly Bloom, International Poker Entrepreneur, Best-Selling Author and Inspiration Behind the Memoir and Major Motion Picture *Molly's Game* [sponsored by Westgate Resorts]
- 1:30 pm-3:00 pm HR Council Meeting (closed meeting) - *Da Vinci 2*
- 1:45 pm-2:30 pm Power Session Changing the Perception of Timeshare Through Digital Marketing: The timeshare industry has evolved—but public perception hasn't always kept pace. In today's digital-first world, we have a powerful opportunity to reshape the narrative, build trust, and connect with a new generation of vacationers through strategic, transparent, and data-driven marketing. This session will explore how to leverage digital marketing to modernize and strengthen consumer confidence. [Sponsored by Fidelity National Timeshare]
- 2:00 pm-3:00 pm Coffee Break [Sponsored by Trinity Service Enterprises]
- 2:00 pm-3:00 pm Resort Operations Forum - *Da Vinci 3*
- 2:45 pm-3:30 pm Power Session: Wall Street and Beyond: What Does the Street Think About Timeshare? How does the investment community view the timeshare and vacation ownership sector? In an environment shaped by volatility, consumer spending trends, real estate dynamics, and evolving travel demand, understanding "the Street's" perspective has never been more important. From sales velocity and VPG trends to receivables performance, inventory strategies, and capital allocation, this session will unpack the metrics that matter most to investors [sponsored by Fidelity National Timeshare]
- 4:00 pm-5:00 pm Today, Tomorrow and Yesterday: The Timeshare Owner and What's Driving Them The timeshare consumer is not one-size-fits-all. From legacy owners who value tradition and consistency, to today's experience-driven families, to tomorrow's digitally native travelers, understanding what motivates each generation is critical to long-term growth. This session will explore how buyer behavior, travel preferences, financial priorities, and brand expectations are evolving across generational segments. This session will examine the mindset of established owners, the shifting expectations of Gen X and Millennials, and the emerging influence of Gen Z—unpacking what drives tour attendance, purchase decisions, upgrade behavior, and long-term loyalty [sponsored by Interval International and Marriott Vacations Worldwide Corporation]
- 5:00 pm-5:45pm WIN Reception: Open to all attendees

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Wednesday, May 13

8:00 am- 2:00 pm	Registration [sponsored by Accelerated Assets]
8:00 am-2:00 pm	VIP Registration [sponsored by FNTC]
8:00 am-5:00 pm	Sponsor Meeting Rooms
8:00 am-5:00 pm	ARDA VIP Lounge [sponsored by First American Title Insurance Company]
8:00 am-5:00 pm	Interval International Lounge
8:00 am-5:00 pm	RCI Lounge
8:00 am-9:00 am	Club 100 Closing Breakfast [invitation only] [sponsored by Eck Conley & Richardson PLLC]
9:00 am-10:00 am	General Session: Lattes with Leaders: International Edition Join us for an engaging and insightful session featuring dynamic leaders from within the international timeshare industry. We'll discuss the nuances of doing business globally, expanding international portfolios, enhancing member experiences and driving group across global markets. [sponsored by Holiday Inn Club Vacations]
20:00 am-1:30 pm	Conversation Starter & Express Talk Sessions: Topics and timing to be announced
10:00 am-11:00 am	Legislative Committee Meeting – <i>Monet 1-2</i>
10:00 am-11:30 am	Finance and Accounting Committee Meeting (closed meeting) – <i>Da Vinci 2</i>
10:00 am-11:30 am	Talent Acquisition Council [closed meeting] – <i>Da Vinci 3</i>
10:15 am-10:50 am	Power Session Resort Management Roundtable Bring your questions for our Resort Management Leaders. This is an open round table opportunity for connection and conversation. Each round table will have a focus and attendees will have the opportunity to visit up to 3 tables. [sponsored by Liberty Bank]
11:00 am-12:00 pm	General Counsel Council Meeting (closed meeting) - <i>Michaelangelo</i>
11:15 am-12:00 pm	Power Session: F&B & Activities- What Are Today's Travelers Enjoying? Today's travelers are seeking more than just a place to stay — they're looking for experiences. From destination-driven dining and craft beverages to hands-on workshops, outdoor adventures, and wellness-focused programming, food, beverage, and activities have become central to the timeshare consumers stay at a property. This session explores the latest trends shaping guest preferences. What culinary concepts are driving bookings? Which on-property and off-property activities are generating the most engagement and revenue? And how are generational shifts influencing expectations around authenticity, sustainability, and social experiences?
12:00 pm-1:30 pm	General Session Luncheon with Keynote Speaker: Justin Wren Humanitarian, MMA Fighter, Author and Mental Health Advocate [Sponsored by Hilton Grand Vacations]
12:30 pm-1:30 pm	State Regulators & Legislative Luncheon (by invitation) [sponsored by Greenspoon Marder]

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| 1:30 pm-2:30 pm | Integrated Communications Council Meeting (closed meeting) - <i>Michaelangelo</i> |
| 1:45 pm-2:30 pm | Power Session [sponsored by Liberty Bank] |
| 2:30 pm-3:30 pm | GATE Committee Meeting - <i>Michaelangelo</i> |
| 5:00 pm-6:00 pm | Awards Finalist Reception (open to awards finalists) |
| 6:00 pm-7:30 pm | Awards Ceremony (assigned seating for all nominees and Awards sponsors;
Open seating available for general conference attendees) |
| 7:30 pm-9:00 pm | Awards Celebration (Open to all) |

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ARDA SPRING CONFERENCE | MAY 10-13, 2026 | COMMITTEE SCHEDULE

Date/Time	Meetings <i>(*) denotes a closed meeting</i>	Meeting Room
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Monday, May 11

8:30 am-9:30 am	Ethics Committee *	Michaelangelo
9:30 am-11:00 am	ROC Board of Directors*	Da Vinci 2
11:15 am-12:30 pm	AIF Board of Directors *	Da Vinci 2
1:00 pm-2:00 pm	Research Committee	Da Vinci 2
1:00 pm-2:30 pm	ARDA Executive Committee *	Michaelangelo

Tuesday, May 12

10:30 am-12:30 pm	ARDA Board of Directors *	Monet 1-2
1:30 pm-2:30 pm	HR Council*	Da Vinci 2
2:00 pm-3:00 pm	Resort Operations Forum	Da Vinci 3

Wednesday, May 13

10:00 am-11:00 am	Legislative Committee	Monet 1-2
10:00 am-11:30 am	Finance and Accounting Committee *	Da Vinci 2
10:00 am-11:30 am	Talent Acquisition Council*	Da Vinci 3
11:00 am-12:00 pm	General Counsel Council*	Michaelangelo
1:30 pm-2:30 pm	Integrated Communications Council*	Michaelangelo
2:30 pm-3:30 pm	GATE*	Michaelangelo