

As of 4/20/2026

MONDAY MAY 11

Please check the ARDA Spring Conference App

Sponsored by **Ballard Spahr**
LLP

for detailed session and speaker information

Registration *Sponsored by Accelerated Assets*

7:00 am – 5:00 pm..... Built in Counters 1 & 2

VIP Registration *Sponsored by FNTC*

7:00 am – 5:00 pm..... Built in Counters 1 & 2

Club 100 Breakfast *Sponsored by MDK*

8:00 am – 9:00 am..... Da Vinci 1

Sponsor Meeting Rooms

8:00 am – 5:00 pm..... See map for names and locations

VIP Lounge *Sponsored by First American Title Insurance Company*

8:00 am – 5:00 pm..... Bellagio 6–7

ARDA All Attendee Lounge

8:00 am – 5:00 pm..... Bellagio 1–5

Breakfast in the All Attendee Lounge

8:00 – 9:30 am..... Bellagio 1–5

Ethics Committee *(closed meeting)*

8:30 – 9:30 am..... Michelangelo

Power Session: Research & Insights

9:15 – 10:15 am..... Grand 2–3

ROC Board of Directors Meeting *(closed meeting)*

9:30 – 11:00 am..... Da Vinci 2

Coffee Break *Sponsored by Trinity Service Enterprises*

10:00 – 11:00 am..... Bellagio 1–5

ProPics Head Shot Studio *Sponsored by Western Alliance Bank*

10:00 am – 3:00 pm..... Grand Foyer

AI Doodle Caricatures *Sponsored by ONE*

10:00 am – 3:00 pm..... Grand Foyer

**Power Session: A 360 View of the Industry:
Hear from Global Timeshare Association Leaders**

10:30 – 11:15 am..... Grand 2–3

AIF Board of Directors Meeting *(closed meeting)*

11:15 am – 12:30 pm..... Da Vinci 2

Stories that Sell Workshop *Sponsored by Disney Vacation Club*

with **Speaker Matthew Dicks**

11:30 am – 2:00 pm..... Monet 1–2

All Attendee Luncheon *Sponsored by The Service Companies*

12:00 – 1:00 pm..... Bellagio 1–5

RCI Lounge

12:00 – 5:00 pm..... Bellagio 2–3–4

Interval International Lounge

12:00 – 5:00 pm..... Monet 3–4

Research Committee Meeting

1:00 – 2:00 pm..... Da Vinci 2

ARDA Executive Committee Meeting *(closed meeting)*

1:00 – 2:30 pm..... Michelangelo

Express Talks and Conversation Starters

**CONVERSATION STARTER: Reimagining Timeshare Service
and Sales with AI: Five Ways to Drive Revenue**

1:00 – 1:25 pm..... Da Vinci 1

**EXPRESS TALK: Risk Ready:
Smarter Strategies for Stronger Communities**

1:30 – 1:45 pm..... Da Vinci 1

CONVERSATION STARTER: From First Engagement to Lifetime Ownership

1:50 – 2:15 pm..... Da Vinci 1

Coffee Break *Sponsored by Trinity Service Enterprises*

2:00 – 3:00 pm..... Bellagio 1–5

**EXPRESS TALK: Brand Management:
AI, Communications, Internal Communications**

2:20 – 2:35 pm..... Da Vinci 1

**EXPRESS TALK: Why Use an Outside Vendor for
Housekeeping Services at Timeshare Properties**

2:40 – 2:55 pm..... Da Vinci 1

Kick Off General Session *Sponsored by Travel + Leisure Co. and RCI*

with **Keynote Speaker Tyler Gillum**

3:30 – 5:00 pm..... Grand 4–9

Mix and Mingle Reception

5:00 – 5:30 pm..... Grand Foyer

RCI All Attendee Event *Sponsored by RCI*

6:30 – 9:30 pm..... Ole Red, Las Vegas

Conference schedule subject to change.

TUESDAY MAY 12

Please check the ARDA Spring Conference App

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Registration *Sponsored by Accelerated Assets*

7:30 am – 5:00 pm..... Built in Counters 1 & 2

VIP Registration *Sponsored by FNTC*

7:30 am – 5:00 pm..... Built in Counters 1 & 2

Sponsor Meeting Rooms

8:00 am – 5:00 pm..... See map for names and locations

VIP Lounge *Sponsored by First American Title Insurance Company*

8:00 am – 5:00 pm..... Bellagio 6–7

RCI Lounge

8:00 am – 5:00 pm..... Bellagio 2–3–4

Interval International Lounge

8:00 am – 5:00 pm..... Monet 3–4

ARDA All Attendee Lounge

8:00 am – 5:00 pm..... Bellagio 1–5

Breakfast in the All Attendee Lounge

8:00 – 9:00 am..... Bellagio 1–5

General Session Breakfast:

Lattes with Leaders: Technology Edition

Sponsored by BakerHostetler

Breakfast 8:15 – 8:45 am

Session 8:45 – 10:00 am..... Grand 4–9

Coffee Break *Sponsored by Trinity Service Enterprises*

10:00 – 11:00 am..... Bellagio 1–5

ProPics Head Shot Studio *Sponsored by Western Alliance Bank*

10:00 am – 3:00 pm..... Grand Foyer

AI Doodle Caricatures *Sponsored by ONE*

10:00 am – 3:00 pm..... Grand Foyer

POWER SESSION: Labor Relations Awareness:

Protecting the Core of a Resort’s Business

Sponsored by Fidelity National Timeshare

10:15 – 11:00 am Grand 2–3

CONVERSATION STARTER: Beyond the Survey:

Turning Feedback Into Impact

10:15 – 10:40 am..... Da Vinci 1

ARDA Board of Directors Meeting *(closed meeting)*

Sponsored by Cresta AI

10:30 am – 12:30 pm..... Monet 1–2

CONVERSATION STARTER: Travel & AI:

What Matters for The Timeshare Consumer Today?

10:45 – 11:10 am Da Vinci 1

**Power Session: Technology Innovations at the Resort
& Corporate Level**

Sponsored by Fidelity National Timeshare

11:15 am – 12:00 pm Grand 2–3

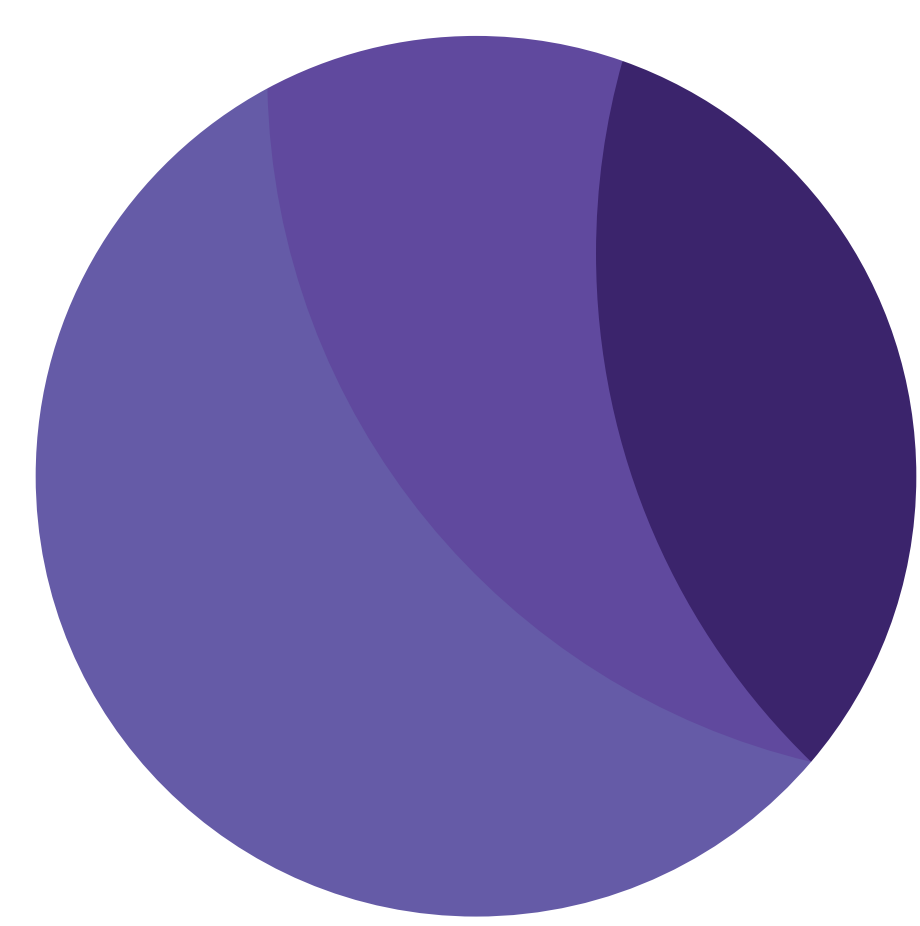
CONVERSATION STARTER: AI Powered Owner Experience:

From Transactions to Relationships

11:15 – 11:40 am..... Da Vinci 1

EXPRESS TALK: Legacy Resorts: From Liability to Lever

11:45 am – 12:00 pm..... Da Vinci 1



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All Attendee Luncheon <i>Sponsored by The Service Companies</i>	
12:00 – 1:00 pm.....	Bellagio 1–5
General Session Luncheon <i>Sponsored by Westgate Resorts</i> with Speaker Molly Bloom	
12:00 – 1:30 pm.....	Grand 4–9
HR Council <i>(closed meeting)</i>	
1:30 – 3:00 pm.....	Michelangelo
POWER SESSION: Wall Street and Beyond: What Does the Street Think of Timeshare?	
<i>Sponsored by Fidelity National Timeshare</i>	
1:30 – 2:10 pm.....	Grand 2–3
CONVERSATION STARTER: Best Practices for Working with (and Serving on) HOA Boards	
1:30 – 1:55 pm.....	Da Vinci 1
Coffee Break <i>Sponsored by Trinity Service Enterprises</i>	
2:00 – 3:00 pm.....	Bellagio 1–5
EXPRESS TALK: Stop Training the Wrong Problem: Before Your Build the Course, Diagnose the Problem	
2:00 – 2:15 pm.....	Da Vinci 1
Resort Operations Forum	
2:00 – 3:00 pm.....	Da Vinci 2
POWER SESSION: Changing the Perception of Timeshare Through Digital Marketing	
<i>Sponsored by Fidelity National Timeshare</i>	
2:15 – 2:55 pm.....	Grand 2–3
CONVERSATION STARTER: Repositioning for Relevance: Real World Turnaround Case Studies	
2:30 – 2:55 pm.....	Da Vinci 1
CONVERSATION STARTER: Who Can You Believe? Making Sense of AI and the Job Market	
3:00 – 3:25 pm.....	Da Vinci 1
EXPRESS TALK: How Resort Operations Can Rebuild Trust in Timeshare	
3:30 – 3:45 pm.....	Da Vinci 1
General Session: Today, Tomorrow and Yesterday: The Timeshare Owner and What’s Driving Them	
<i>Sponsored by Marriott Vacations Worldwide and Interval International</i>	
4:00 – 5:00 pm.....	Grand 4–9
WIN Reception: Open to All Attendees	
5:00 – 5:45 pm.....	Da Vinci 3

*Shaping the
Future of Vacations*

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WEDNESDAY MAY 13

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VIP Registration *Sponsored by FNTC*

7:30 am – 2:00 pm Built in Counters 1 & 2

Sponsor Meeting Rooms

8:00 am – 5:00 pm See map for names and locations

VIP Lounge *Sponsored by First American Title Insurance Company*

8:00 am – 5:00 pm Bellagio 6–7

RCI Lounge

8:00 am – 5:00 pm Bellagio 2–3–4

Interval International Lounge

8:00 am – 5:00 pm Monet 3–4

ARDA All Attendee Lounge

8:00 am – 5:00 pm Bellagio 1–5

Club 100 Closing Breakfast

Sponsored by Eck, Conley & Richardson PLLC

8:00 – 9:00 am Da Vinci 1

General Session: Lattes with Leaders: International Edition

Sponsored by Holiday Inn Club Vacations

9:00 – 10:00 am Grand 4–9

Legislative Committee

10:00 – 11:00 am Monet 1–2

Finance & Accounting Committee

10:00 – 11:30 am Da Vinci 2

**Power Session: Maximizing Your Brand to Drive
Unique Experiences**

Sponsored by Liberty Bank

10:15 – 11:00 am Grand 2–3

General Counsels Council

11:00 am – 12:00 pm Michelangelo

**Power Session: What Today's Owners are Enjoying:
Experiences, Activities, and Food & Beverage Trends**

Sponsored by Liberty Bank

11:15 am – 12:00 pm Grand 2–3

General Session Luncheon *Sponsored by Hilton Grand Vacations*

with **Keynote Speaker Justin Wren**

12:00 – 1:30 pm Grand 4–9

State Regulators and Legislative Luncheon

Sponsored by Greenspoon Marder LLP

12:30 – 1:30 pm Monet 1–2

**Power Session: Prepare to Win: The Digital Advantage
of Intelligent Hospitality**

Sponsored by Liberty Bank

1:30 – 2:15 pm Grand 2–3

Integrated Communications Council *(closed meeting)*

1:30 – 2:30 pm Michelangelo

GATE Members Meeting

2:30 – 3:30 pm Michelangelo

Awards Finalist Reception

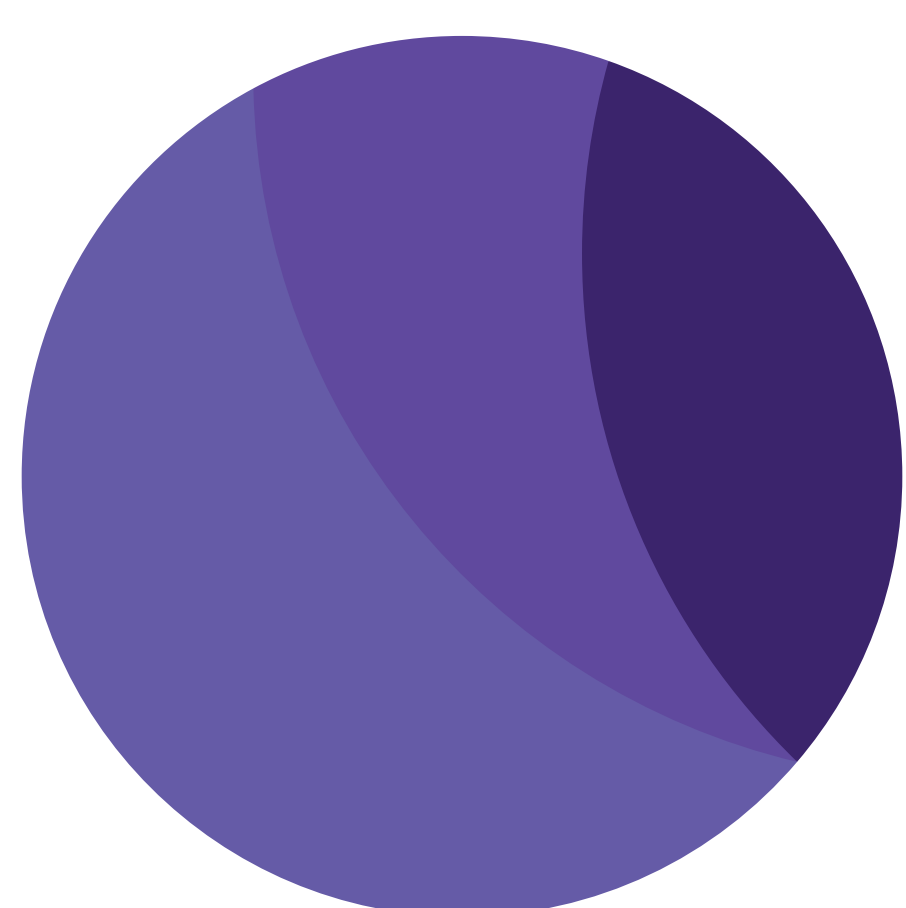
5:00 – 5:45 pm Da Vinci 1–2

Awards Ceremony

6:00 – 7:30 pm Grand 4–9

Awards After Party

7:30 – 9:30 pm Bellagio 1–5



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