



EVENT AGENDA

7:30 AM - 9:00 AM: CHECK-IN AND BREAKFAST

9:00 AM - 11:00 AM: GENERAL SESSION

Hear from leaders of our lifestyle, full and focused service brands who will share brief updates on the direction of the enterprise and brands. In addition, keynote speaker Brian Brim of the Gallup Organization will present on the importance of Creating an Engaging Culture.

11:00 AM - 11:30 AM: BREAK

11:30 AM - 12:15 PM: TOWN HALL SESSION #1

Attendees will have customized schedules for these Town Halls based on preferences selected during registration (see details below for information on available Town Hall sessions).

12:15 PM - 1:30 PM: LUNCH

1:30 PM - 4:00 PM: TOWN HALL SESSIONS #2-4

Attendees will have customized schedules for these Town Halls based on preferences selected during registration (see details below for information on available Town Hall sessions).

4:00 PM - 6:00 PM: RECEPTION

We'll end the day with a relaxing time together, networking and enjoying cocktails and hors d'oeuvres.

TOWN HALL SESSIONS

These informal, 45-minute interactive sessions provide a forum for you to hear from brand leaders and network with fellow owners. In addition to the brand-specific breakouts - which include Hilton, Canopy, Curio, DoubleTree, Embassy Suites, Hilton Garden, Hampton, Homewood Suites and Home2 Suites - we're offering two unique topics designed to offer helpful tactics you can take back to your property:

- **ENGAGEMENT LAB: CREATING A COMPETITIVE SWING**

Want to make sure you have the right environment at your hotel? Getting the RIGHT leader in place is the key to your success. Join Gallup to discover ways to build your business by building your people.

- **INNOVATION LAB: A COLLABORATION WITH OWNERS**

What's the next biggest opportunity for innovation within our industry? Please join us to share your thoughts and ideas for future innovations that will propel our hotels into the future.