

## Summit 2018 Workshop Sessions

**Note: The following list of sessions is correct and accurate as of December 21, but changes and additions may occur before Summit 2018.**

### Are your bookings up or down? Was 2017 a challenging year? What sessions at Summit might help?

Attend this opening session to learn why your business may be impacted in a negative way and how you can remedy the situation. Learn what sessions offered at Summit 2018 can improve your knowledge and your bottom line. *Education Planning Team: Linda Hayes, Heads in Beds Chair; Andrea Bushweiler, Future Innkeepers Chair; Brian Mulcahy, Back of House Chair; Susan Steffan, The Guest Experience Chair*

### Heads in Beds

#### Ten Steps to a Successful Digital Marketing Plan

This informative and dynamic session will outline your journey to increased profitability by covering the 10 key steps to include in your overall revenue strategy for 2018. Digital marketing changes constantly and you cannot rely on treadmill marketing to achieve significant gains. Discover a focus for your marketing dollars and come away with a clear game plan. Exciting topics such as social influencer marketing, reservation recovery, experiential travel and the power of total revenue management will interest anyone who wants to beat the competition and increase market share. *Allison Crumpton, Scott Crumpton, White Stone Marketing*

#### Five Ways to Compete for Mobile-Centric Guests

Is your business ready to compete for mobile-centric guests? Learn how Google's "Mobile First" search algorithms are changing the marketing landscape. Compare mobile platforms - responsive, adaptive and AMP - to choose the best one for your business. Be sure your mobile site includes features that keep travelers engaged from travel search through the booking process. Get more guests! *Cindy Bachmann, Innkeeper's Advantage*

#### Revenue Management – Your Path to Increased Revenue

The days of setting and forgetting your room rates are over. In this competitive market innkeepers must approach rates using 365-day pricing to help drive revenue up year after year and create a safeguard in down years. Amy and Dan, who were top-ten rated speakers at InnSpire Summit, are joined by Scot this year to create a session that focuses on when to make real time rate adjustments, what reports and environmental factors are crucial to make smart and educated decisions, how and when to use the OTAs to your advantage, and why revenue management can be critical in the ramp-up to an exit strategy. *Dan Clark, Inn of the Turquoise Bear; E. Scot Fuller-Beatty, The Chadwick Bed & Breakfast and ThinkReservations; Amy Smith, Saratoga Arms*

## Understanding the Power and Influence of Your Property's Imagery

What unique creative approaches are you taking to properly sell your property, express your message, and influence your guest experience? Learn best practices on how to visually tell your story - from your website to social media and beyond - to attract more customers, professionally and legally. *Greg O'Laughlin, SWELL, moderator; Matt Huntington, BnBwebsites; Robin Sommer, MidAtlantic Photographic, LLC*

## What's Next for Marketing?

Marketing your property is a constant challenge since how your guest receives information about travel experiences is changing practically every day. Do you know how to capitalize on micro-moments? What is RankBrain and how does it work? Is Siri the next voice of your Inn? What is a chatbot? Explore these topics and more in this session. *Patricia McCauley, InsideOut Solutions Inc. and Social Media Society member*

## Expert Panel - Live Marketing Reviews

Learn more about website marketing by viewing particular pain-points of five websites selected from Summit 2018 early bird registrants. *Amy Smith, Saratoga Arms, moderator; Matt Bare, q4Launch; Allison Crumpton, White Stone Marketing; Lisa Kolb, Acorn Internet Services, Inc; Patricia McCauley, InsideOut Solutions Inc.*

## Ten Steps to Making Google Happy and Improving your Revenue

Improve revenue before beginning a marketing program! A quality web presence is still the first step in building your base revenue from free to organic to local traffic. From this highly respected speaker (one of the top ten at InnSpire Summit), discover the top 10 steps in creating a stellar, quality web presence that will make Google proud. Learn to utilize Google's online tests to validate that your website is following Google guidelines, including changes just around the corner that could either improve or demote your placement. **An Advanced Skills Building Session** *Lisa Kolb, Acorn Internet Services, Inc.*

## X-Ray Analytics

Analytics is an enormous tool, but what do you really need to get from it? This session dives into only the most important and relevant areas of it: how to determine the value of paid listings and advertising, prioritize visitor interests, and most of all, do it without wading through all that information that may be interesting, but is not useful for you. **An Advanced Skills Building Session** *Scott Thomas, Innkeeper Emeritus and About the Inn*

## Advanced Paid Marketing Strategies - Beyond the Free Stuff!

Is your paid marketing strategy adding to your bottom line? Explore how to navigate the changing world of paid travel search. Get advice on when to pass and when to say YES! A panel of travel professionals will help you decide the best fit with pros and cons of ad targeting, direct Online Travel Agency (OTA) connections, Global Distribution Systems, and directories like TripAdvisor, Airbnb, and BedandBreakfast.com. It's changing so don't get left behind! **An Advanced Skills Building Session** *Cindy Bachmann, Innkeeper's Advantage, moderator; Richard Aday, ThinkReservations; Adam Harris, Cloudbeds; Janice Hurley, BedandBreakfast.com; Ben Lloyd, Odysys*

## Blueprint for Making 2018 the Best Year Ever!

Terry Hammer's presentation at InnSpire Summit was the most highly regarded workshop at the conference. This year's session is designed for innkeepers serious about dramatically improving their income, profits, and guest satisfaction with more specific examples than you'd expect, including an owner's 2016 and 2017 financials. Among topics to be covered are ways to achieve lodging profitability, staffing models, utilizing managers, improving guest satisfaction, and tracking ROI for lodging and weddings. The speaker will share a 50-item checklist that is an operational and financial blueprint to make 2018 the best year ever! **An Advanced Skills Building Session** *Terry Hammer, Hermann Hill Vineyard Inn & Spa*

## Website Conversion: Top 10 Tips to Increase your Conversion Rate

There is lots of talk about how to drive more traffic to your website but conversion rate optimization is often overlooked. In this session, dive deep into the top 10 tips you can use to increase the percentage of website visitors who ultimately make a booking. The speaker, who presented one of the top-ten rated workshops at InnSpire Summit, will share benchmarks so you know how your conversion rate compares to the industry average. **An Advanced Skills Building Session** *Matt Bare, Q4Launch*

## New and Aspiring Innkeepers

### Running your Business so it Won't Run You

You love your inn, your location, and your guests. How do you keep your daily operation on track so that you enjoy the rewards of owning your own business? Taking the time to organize and to plan for the daily routine of the business operations will help clear your calendar and manage the many details that make up your operation. Who should be doing what and when? What do you do in-house and what do you outsource? Where is the payback for your efforts versus staff? Hear best practices from business savvy and successful Innkeepers. *Brian Mulcahy, Rabbit Hill Inn, moderator; Kathy Geist, Arcady Vineyard Bed & Breakfast; Kathy Hiatt, Bottger Mansion of Old Town*

### Marketing for the New Innkeeper

With so many marketing options available, it is difficult to determine where to start. This session will help you prioritize where to spend your money in the first years of business and how much time to dedicate to each marketing channel. From website and OTA's, to working with local press and travel boards, to content management marketing, this session will help you track your efforts and get the most bang for your buck. *Scott Bushnell, Bushnell & Bushnell Services, Inc; Mary White, BnB Finder.com*

### Food Service Options and Opportunities

Breakfast is an important key factor in your success as an innkeeper and a terrific marketing opportunity. Options are as varied as the inns that offer them. Create a guest friendly and social media worthy breakfast offering and increase your presence and your ADR. Plan ahead, purchase wisely, do it well, and increase your bottom line. Get some expert advice on what to serve, when and how. Explore the pros and cons of full or continental, buffet or plated, and dining room layout. *Yvonne Martin, The White Oak Inn; Lynnette Scofield, The William Henry Miller Inn*

## **Benchmarks for the New Innkeeper: How do I Measure My First Year in Business?**

Besides looking at the bank balance, what other numbers and statistics should a new innkeeper look at to analyze their new endeavor? From occupancy to RevPAR, ADR, your google position, and TripAdvisor reviews, these professionals will sort out and guide you as to what's important in gauging your success in those first few years. *Peter Scherman, The B&B Team; Rick Wolf, The B&B Team*

## **Financial Record Keeping**

This session will explore the standard income and expense line items you should have in your P&L when establishing your inn model. Understanding standard costs are important in helping you create priorities in marketing, operational and capital resources whether a full-service property or a traditional bed and breakfast. The presentation will explore variations in revenue and expense line items based upon different models, and will take a look at expenses that should be accounted for when purchasing an inn. *Eliot Dalton, Eliot Dalton Inn Consultant and Broker; Ray Rosset, Innkeeper Emeritus and Certified Chartered Accountant*

## **A Beginners Guide to the New Inn Owners Online Presence**

A new property owner's financial success depends upon an astute awareness of online presence. Many are unaware of the vast amounts of online access data they must acquire, handle or establish from the seller. In this session, seasoned industry experts share wisdom on how to navigate various aspects of intellectual property, provide a detailed overview of effective digital marketing strategies, and explain what it takes to keep Google happy. *Andrea Bushweiler, The Lakehouse Inn & Winery, moderator; Mark Hall, Acorn Internet Services, Inc; Shawn Kerr, InsideOut Solutions, Inc; Tim Wilson, White Stone Marketing*

## **Creating the Model Property Profile**

How does one define the best property to purchase? What type of inn is best? Do you want full service? Do you like event planning and look forward to weddings? Where are you willing to relocate? Do your passions or interests match the location under consideration? How long do you see yourself in the industry? This session helps the aspiring innkeeper create a profile of wants and needs to measure against properties on the market. *Carol Edmondson, Innkeeping Specialists; Monique Greenwood, Akwaaba Bed and Breakfast Inns; Tim Piper, Hearthside Group*

## **The Guest Experience**

### **How to Win with Modern Consumers**

Join this hands-on session with exercises to re-imagine how small brands can compete in a world with so many large brands. Jeff Fromm will focus on:

- What's your content marketing plan look like?
- How are you thinking about creating re-markable experiences for current guests?
- Being hyper-local is the only way to win against larger brands!

*Jeff Fromm, President, Futurecast and Millennial Marketing Guy*

## **The Science and Art of Quality Coffee**

Coffee is known as being the most complex food on the planet. There are endless possibilities to feature your quality coffee service, but done poorly it can leave a negative lasting impression. Through this session we will review brewing basics, demonstrate creative brew methods, share concepts around coffee and food pairing, and discuss how the stories of single origin coffees or designing your own unique blend can enhance your own business' story. *Greg Anderson, Standing Stone Coffee Company*

## **#You'veGotThisBreakfast**

This session features beautiful breakfast ideas to please even the gluten free, lactose intolerant, and vegan guest with a tree nut allergy. The speaker (a contestant and episode-winner from the Food Network's Holiday Baking Show) defines dietary restrictions and food allergies, and the importance of avoiding cross-contamination. Watch as she demos simple, beautiful dishes made for the whole house yet is easily adapted to the guest with a dietary restriction. *Susan Steffan, Farmers Guest House B&B*

## **Managing a Sour Moment**

Difficult days and challenging guests are sure to come your way. Using interpersonal tips and tricks, we will define communication and communication styles, and how it changes situationally. What are conflict styles, and how does one identify personal style, strengths and weaknesses, and when to employ strategies to disarm disgruntled guests and turn bad situations into good reviews. *Mark Frederick, PhD, Tidewater Community College*

## **Food Trends for 2018**

Expectations from travelers about food evolve. Indulgence may mean being extra good to yourself – in a healthy way. Are today's guests craving breakfast bowls, creative breakfast sandwiches, or other new trends? Discover rustic dishes, ethnic influences, unique grains, and the latest vegan options that don't sacrifice texture, flavor or appearance. *Chef Dave Miller, Culinary Institute of Virginia*

## **Mouthwatering Food Photos with Any Camera – Tips from the Pros**

With all the opportunities to share photos of sumptuous breakfast fare, afternoon repast, or a sinfully rich dessert buffet, learning how to take exceptional, enticing, high quality food photos is a skill every innkeeper should possess. Who better to hear from than talented, professional photographers who share their insights on lighting, composition, and equipment. And one doesn't need a fancy camera as Beth, Christian and Matthew will demonstrate. *Beth Campbell, Elizabeth Campbell Photography; Christian Giannelli, Christian Giannelli Photography; Matthew Lovette, Jumping Rocks Photography*

## Your Inn's Unique Guest-Centered Experience

**Part 1** identifies the uniqueness that belongs to an inn and the experiences it offers. Creating a unique experience is one of the factors that differentiates one property from another. What is the difference between a guest-centered experience and a brand? Have you created a strong, meaningful tagline and concise descriptions to communicate the experience and engage guests? Examples of effective vs. ineffective efforts will be shared and you will be given the opportunity to create or fine tune your own. *Nancy Miller, Southmoreland on the Plaza, moderator; Selena Einwechter, Bed & Breakfast on Tiffany Hill, Marti Mayne, Maynely Marketing*

## Create and Deliver On Experiences for Your Guests

**Part 2** You have taken steps to identify the wholly unique experience you provide to guests. You understand how important it is to have offerings aligned with that experience, which generates and increases revenue. How are you doing at providing? Table moderators are innkeepers who have great success teaming with area businesses, hosting events on and off site, creating packages and add-ons, furnishing amenities and little extras, selling off the shelf items, and taking advantage of area attractions. Attendees will move from table to table, giving exposure to a wide range of approaches to consider for implementation at your own inn. *Nancy Miller, Southmoreland on the Plaza, facilitator; Andrea Bushweiler, The Lakehouse Inn & Winery (teaming with local merchants); Selena Einwechter, Bed & Breakfast on Tiffany Hill (profiting gift shop); Tammy Ensey, Historic Elgin Hote (hosting on-site events); Heidi Lanford, Iris Inn (incorporating area uniqueness); Lucy Lewand, Camellia Inn (creating easy, fun packages with good PR); Marti Mayne, Maynely Marketing (packages and partnerships); Leslie Mulcahy, Rabbit Hill Inn (stacking add-ons).*

## Back of House

### Keeping it Fresh

Your guest is changing and so are their tastes in decor, style, and amenities. It's not only the younger demographic that likes a cooler, cleaner, less cluttered look. Home decorating shows have spurred on the masses to seek a "new look" at an affordable price. No matter the age or history of your property, keeping changing guest preferences "top of mind" is important to your bottom line. Who better to approach this subject than a nationally celebrated hospitality designer who has contributed to several books with TV credits on both PBS and A&E in addition to numerous spreads in *Veranda, House Beautiful, Traditional Home, Southern Accents, Elle Décor, and The Washington Post?* *Gary Inman, Baskervill*

## Hospitality Technology: What Does Tomorrow Bring for Inns & B&Bs?

There is no denying that High Tech has made its way into all aspects of our innkeeping lives. But in this very personal business, how do we balance High Tech with High Touch? From cloud computing, in room entertainment, broadband issues, and even artificial intelligence, learn where technology of today and tomorrow will take us and how it fits in with the inn experience. *Michael Blake and Armand Rabinowitz, Hospitality Technology Next Generation*

## The Legal Challenges of Human Resources

Legal and governmental mandates are affecting even the smallest of businesses. Constantly increasing minimum wage, health care uncertainty, paid family leave laws, workers' compensation issues, unlawful terminations, and more can put the most well-intended innkeeper on the wrong side of the law. Our legal expert will speak to the workplace issues facing us today and how we can best adapt our practices to be in full compliance. *Anne Bibeau, Vandeventer Black, LLP*

## Staffing When the Employment Pool is Shallow

Finding the right people, training them, and continuing to develop them is a key component to business growth and stability. But a greater challenge arises when the employment pool for adequately equipped personnel is limited by geography, brain drain, or high employment. Learn the tools needed to hire and retain the best people in a competitive market and how to find emotional intelligence in addition to a skill set. *Sam D'Agostino, Reliance Staffing & Recruiting*

## Improving the Bottom Line: Understanding Your Business Assets and How to Maximize Return

With the number of hotels, B&B's and inns exploding, what can we do now and in the longer term to effectively compete with them, and to improve the financial success of our lodging properties? Using real world examples, the speakers will demonstrate how to make the most of your assets. Simple and often inexpensive changes to an inn and/or its business practices can improve the bottom line, bring more guests flocking to the door, and more buyers willing to pay the asking price when it's time to sell. **Designed for master level innkeepers.** *Carol and Tom Edmondson, Innkeepers Emeritus, Innkeeping Specialists*

## What's in Your Operations Manual?

What would happen if your inn had to run without you? Who holds the passwords? Where are the shut-off valves? What are the processes and procedures for dealing with out-of-the-ordinary situations? This session will offer a table of contents for creating or updating your property's guide on all of the where, what, when, and how of running your operation. *Barb Shadomy, Stonehurst Place Bed & Breakfast*

## Credit Card Processing

How do you read that statement? How are fees determined? Processing basics including who does what in the processing world - your bank, your processor, the issuing bank, the acquiring bank, your terminal, any online processor, and gateways. Advanced discussions will focus on reservations and advance deposits, PCI requirements, security, EMV and NFC, (chip cards and Apple pay), and common problems. Chargebacks, how to avoid them and to fight them, will be covered. Innkeepers can bring their current statements for review. *Tom Weiskotten, Wise Merchant Solutions*

## Did Someone Say Insurance?

Led by an experienced and knowledgeable educator, this workshop has been well received at state and national conferences from the east to the west coast. This energizing and engaging session is interactive and includes claims case studies on workers compensation, liquor liability, civil authority (loss of income), and ordinance and law. Participants will learn how risk management can influence business decisions and the bottom line in unexpected ways. This workshop is a key education component for property owners and managers. *Mitchell Pies, Mitchell J. Pies Agency*

## Data Defense 2018: Protecting Your Inn's Data

Data security is confusing to almost everyone and fighting the constantly emerging threats can feel a lot like playing an unending game of whack-a-mole. This session will finally explain, in plain English, what terms like PCI, EMV, encryption, and tokenization mean; how to better secure your inn's data infrastructure to prevent costly breaches; how to deal with the dangers of ransomware; and what you can do now to protect your business, your guests, your family and yourself from hackers, phishers, extortionists, and other cyber miscreants. *Wynn Salisch, Casablanca Ventures and Partner, New York Electronic Crimes Task Force of the U.S. Secret Service, and a top-ten rated speaker from InnSpire Summit*

## Rev Up Your (Virginia) Marketing Engines

All Virginia properties are invited to learn how to drive tourists to their destination. Find out more about Virginia Tourism Corporation's marketing opportunities, grants, legislative updates, and tourism initiatives. The session will include information about how to partner with the Artisan Center of Virginia that manages the Commonwealth's Artisan and Oyster Trails. *Steve Galyean, VTC Director of Planning & Partnerships; Staci Martin, VTC Coastal Virginia Tourism Development Specialist; Sherri Smith, Executive Director, Virginia Artisan Center*

## Airbnb: Taking Advantage of New Opportunities

Airbnb began in an environment of non-regulation or taxation requirements until recently. Their "sharing economy" paradigm, coupled with extraordinary growth, was quite the disruptor in our industry. But the evolution continues. In this session, Airbnb will provide an overview of the changing direction of the company, and innkeepers currently using this channel will share examples of how working with this giant OTA can work to your benefit. *Phil Jenkins, Deer Brook Inn, moderator; Ed Fischer, North Fork Mountain Inn; Cameron Houser, Airbnb; Cheryl Michaelsen, Berry Manor Inn and Rockland Talbot House*

## Maintaining This Old House

How great would it be to have Bob Vila at your beck and call whenever something went awry in your well lived-in property. There always seems to be a failure, leak, crack, or issue that goes beyond duct tape and a tube of caulking. Preventative maintenance is key now to avoid costly repairs later. You'll be introduced to new products, tools, and materials that last longer and reduce overall cost. And we'll troubleshoot common issues associated with septic systems, wells, and structures built in the 19<sup>th</sup> century. *Yvan Beliveau, Beliveau Estate and Maison Beliveau and professor, Building Construction, Virginia Tech*

## **Innkeeper Liability: The Evolution of Guest Safety**

Guest safety should always be a concern for Innkeepers. Inadequate security has repercussions beyond guests losing belongings to theft. In our ever-litigious culture, this session will cover our legal responsibilities as innkeepers to insure a safe environment. It will also provide some new, higher-tech solutions to address safety issues that were not available even five years ago, while still respecting the quaint and historic nature of the property. *Robert Goss, Inn at Monticello, attorney at law*

## **Industry Study of Market Opportunity and Consumer Behavior for the North American B&B Marketplace**

This just completed study was conducted by *Phocuswright*, the global travel and research authority, on how travelers, suppliers and intermediaries connect. Sponsored by *BedandBreakfast.com/HomeAway* and *AIHP*, the research positions Bed and Breakfasts as a legitimate sector of the broader lodging marketplace, and the data describes the digital shift occurring in B&B's, both on the consumer and operator side, and assesses the importance of B&B's to various travel segments with a focus on the Millennial traveler. The research also defines key trends and identifies opportunities for growth. *Janice Hurley, Bed and Breakfast.com; Rob Fulton, Association of Independent Hospitality Professionals*