

CHIEF 2015 Schedule of Events

Friday, October 2, 2015

- 8:00am - 4:30pm **PROFESSIONAL DEVELOPMENT SESSION**
The Certification in Hotel Industry Analytics Workshop (CHIA) provided by STR and The American Hotel Lodging Educational Institute.
Sign Up →
- THE LEADERSHIP FOR SERVICE EXCELLENCE**
Training provided by Florida International University's Institute for Hospitality and Tourism Education and Research (IHTER)
Sign Up →
- 1:00pm - 5:00pm Registration for all Attendees
- 5:00pm - 5:15pm Welcome Remarks by Emil Lee, President, Caribbean Hotel and Tourism Association and Frank Comito, CEO & Director General, Caribbean Hotel and Tourism Association
- 5:15pm - 6:15pm **Keynote Address** →
by Nathan Lump, Editor, Travel + Leisure Magazine
- 6:15pm - 8:00pm Trade Show and Vendor Reception

Saturday, October 3, 2015

- 9:00am - 10:15am **GENERAL SESSION**
Peering Into the Future: Turning Knowledge Into Dollars →
- 10:15am - 10:30am Break
- 10:30am - 11:45am Concurrent Sessions by Track
- OPERATIONS**
Your Staff Can Make or Break Your Hotel! Build and Leverage Your Team to Maximize Results →
- SALES & MARKETING**
Ratings and Reviews: Does it Matter What They Say About You? →
- GO GREEN AND IMPROVE PROFIT**
Renovate, Retrofit, Refurbish: Expense or Revenue Generator? →
- 11:45am - 1:30pm Trade Show Lunch & Vendor Demos
- 1:45pm - 3:00pm Concurrent Sessions by Track
- OPERATIONS**
How Smart Is Your Hotel? →
- SALES & MARKETING**
Strategic Story Telling →
- GO GREEN AND IMPROVE PROFIT**
Are You Leaking? →

- 3:00pm - 4:15pm Concurrent Sessions by Track
- OPERATIONS**
Are You Really Planning For Profit? →
- SALES & MARKETING**
Would You Follow Me? Driving Sales Thru Social Media →
- GO GREEN AND IMPROVE PROFIT**
Is There An ROI On Being Environmentally Certified? →
- 4:15pm - 4:30pm Break
- 4:30pm - 5:45pm Roundtables Session 1
- 5:45pm - 7:30pm Demos at Trade Show (plus fun, games and cocktails)

Sunday, October 4, 2015

- 8:30am - 8:45am Rally and Kick-off at the Trade Show
- 8:45am - 10:00am **GENERAL SESSION**
Future of Travel Distribution: Are You Tuning Into the Right Channels? →
- 10:00am - 10:15am Break
- 10:15 am - 11:30am Concurrent Sessions by Track
- OPERATIONS**
No More Capes - Do You Need To be A Superhero To Run A Hotel? →
- SALES & MARKETING**
Unleash the Potential Power of Your Customer Data; Make Data Driven Marketing Decisions →
- GO GREEN AND IMPROVE PROFIT**
Bright Ideas, Big Savings →
- 11:30am - 1:00pm Awards Lunch
- 1:00pm - 2:15pm Concurrent Sessions by Track
- OPERATIONS**
Are You Delivering The Caribbean Dream - How To Maximize Guest Experience? →
- SALES & MARKETING**
The Riches Are In The Niches →
- GO GREEN AND IMPROVE PROFIT**
Turning Dirt Into Dollars →
- 2:15pm - 3:30pm Roundtables Session 2
- 3:30pm - 4:45pm **GENERAL SESSION**
Cuba: Opportunity or Threat →
- 4:45pm - 5:15pm Closing Remarks

KEYNOTE ADDRESS

Friday, October 2, 2015 5:15 - 6:15 PM

Nathan Lump, Editor Travel + Leisure Magazine will be the keynote speaker at our first Caribbean Hospitality Industry Exchange Forum taking place October 2-4, 2015 in El Conquistador Hotel, Puerto Rico.

Gain valuable insights into:

- Trends that should be impacting your marketing decisions.
- Who is today's traveler and what is the best way to reach them.
- What are travelers to the Caribbean looking for as they plan their trip.

Mr. Lump's deep digital knowledge and insight into the travel consumer will paint a clear picture of what the future holds for the hospitality and travel industry from the consumer's perspective.

GENERAL SESSIONS

Peering Into the Future: Turning Knowledge Into Dollars

OCTOBER 3, 2015 9:00am - 10:15am

Change is constant. Global and regional factors must be considered into today's decision-making. A panel of industry experts paints the tourism picture, providing data which gives added insight into global and regional economic performance, industry and travel trends, and technological changes affecting how we do business.

Future of Travel Distribution: Are You Tuning Into the Right Channels?

OCTOBER 4, 2015 8:45am - 10:00am

Today's successful hotelier needs to be up on the various options and select those channels best suited to their product. Explore changes in channel demand and how they have impacted, and will impact, hotels and resorts in the region. What's trending in GDS, OTAs (non-opaque and opaque), hotel direct, and voice channels. Learn to implement a channel management strategy and measure your financial results. How relevant are travel agents in this changed environment?

Cuba: Opportunity or Threat?

OCTOBER 4, 2015 3:30pm - 4:45pm

Will the US-Cuba normalization affect your business? If so, how can you minimize any potential downside impact? What opportunities might Cuba present for your hotel and the region? Hear from a panel of experts.

TRACK - SALES & MARKETING

Ratings and Review: Does It Matter What They Say About You?

OCTOBER 3, 2015 10:30am - 11:45am

Perception is reality. Your online reputation is available for the world to see. Learn the value of maximizing user generated reviews. Turn good reviews into exceptional opportunities and negative reviews into teachable moments and loyal customers.

Strategic Story Telling

OCTOBER 3, 2015 1:45pm - 3:00pm

Your success hinges on the ability to effectively tell your story without breaking the bank. Public relations and promotions, advertising and native content, search and social media all play important roles, but what is the right mix for you? Learn cost-effective best practices from fellow hoteliers and the some of the most successful marketing and media experts in the travel industry.

Would You Follow Me? Driving Sales Thru Social Media

OCTOBER 3, 2015 3:00pm - 4:15pm

It is all about the strategy. Learn how to leverage social media, promote your brand and reach customers when they are ready to buy throughout all available social platforms.

Unleash the potential power of your customer data; Make data driven marketing decisions

OCTOBER 4, 2015 10:15 am - 11:30am

Take a closer look at all your digital assets and learn how to make strategic data-driven decisions that will enable you to use those assets to expand your reach, enhance awareness, drive traffic to your chosen channels and dramatically increase your ROI.

The Riches Are In The Niches

OCTOBER 4, 2015 1:00pm - 2:15pm

Explore traditional and new niche markets. Understand the best matches for your property. Know which ones are trending in the region and how to access opportunities to increase your share. Demographics and social graphics. Being better than the competition is a start, but identifying and engaging niche-specific travelers can truly boost your hotel revenues.

TRACK - OPERATIONS

Your Staff Can Make Or Break Your Hotel! Build and Leverage Your Team To Maximize Results

OCTOBER 3, 2015 10:30am - 11:45am

Are you hiring the right staff and getting the most out of your employees? Your human element is the most important asset of your business. This session delivers helpful advice for hiring, training and retaining your employees.

How Smart Is Your Hotel?

OCTOBER 3, 2015 1:45pm - 3:00pm

Keeping current with technology is as important as your physical infrastructure. Understand the hottest trends in technology (property management systems, guest service, entertainment, doorlocks, energy efficiency) and how these will make your operation more efficient and please your guests.

Are You Really Planning For Profit?

OCTOBER 3, 2015 3:00pm - 4:15pm

"If you fail to plan, you plan to fail". Operating a hotel without a budget, sales plan, and a sound business plan can spell financial disaster. By having a plan, your profit is not limited to what's left in the cigar box at the end of the year. Sound plan should provide benchmarks for exceeding targeted performance. Hear tips for developing and implementing a business plan to drive hotel success.

No More Capes - Do You Need To Be A Superhero To Run A Hotel?

OCTOBER 4, 2015 10:15 am - 11:30am

In small and independent hotels, owners, managers and staff must wear many hats. Hear first-hand from industry peers how they've managed to juggle multiple responsibilities without dropping the ball, creating wonderfully successful hotels.

Are You Delivering The Caribbean Dream - How To Maximize Guest Experience?

OCTOBER 4, 2015 1:00pm - 2:15pm

Nothing beats personal interaction and engaging service. Customers still thrive to achieve the experience of a lifetime when they travel particularly to the Caribbean. What are the critical touch points and how best to drive guest satisfaction? Hear from a panel of experts on how to provide 5 star services and measure the results.

Renovate, Retrofit, Refurbish: Expense or Revenue Generator?

OCTOBER 3, 2015 10:30am - 11:45am

You've opted to hold off on any major refurbishments or upgrades. How does that affect your room rates and overall guest satisfaction? What level of investment is needed to see a return? How long can you hold off on major cap-ex expenses? In today's competitive environment, you can't let your product become stale. Hear about trends in refurbishment and how to manage yours for the highest possible ROI.

Are You Leaking?

OCTOBER 3, 2015 1:45pm - 3:00pm

Water and electricity losses go directly to your bottom line. Regional research reveals that hotels are spending up to 30% more in electricity than they should. And water losses drain the bottom line even more. Learn about proven no-cost, low-cost and manageable investment costs which can stop the leakage. Hear from hoteliers who have successfully implemented energy management plans.

Is There An ROI On Being Environmentally Certified?

OCTOBER 3, 2015 3:00pm - 4:15pm

Green Key. LEED. Green Globe. Hype or reality? What's the bottom line impact on being certified? Does it go beyond goodwill? Does it translate into better efficiencies and new business? Is the cost worth the benefit? Hear more about the various certification options in the market, and whether certification is right for your hotel.

Bright Ideas, Big Savings

OCTOBER 4, 2015 10:15 am - 11:30am

How do you best weigh the many lighting options now available to hotels? What voltage, lighting types, or fixtures make the most sense for your many and varied lighting needs? Think you've done enough to save on lighting? Probably not. Learn from experts about your options, and hear more about cost-effective purchasing, financing, and measuring ROI.

Turning Dirt Into Dollars

OCTOBER 4, 2015 1:00pm - 2:15pm

This 'ground table' session takes you on a walk around the grounds of the El Conquistador. Learn firsthand how landscaping and on-property gardens can save you money, while creating positive guest impressions and an educational and memorable guest experience.