



# Education

## DAY 1: APRIL 2



#AAHOACON24

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TOPIC	TIME	EDUCATION SESSION
COMMERCIAL STRATEGY	10 a.m.-4:30 p.m.	<p><b>Kalibri Labs Commercial Strategy Certification Training (Includes Testing)</b></p> <p>Be one of the first to earn a lodging industry-recognized certification in Commercial Strategy! AAHOA is one of four founding association partners (with HFTP, HSMIAI, and HAMA) to recognize and endorse Commercial Strategy as a new industry certification developed and delivered by Kalibri Labs. You will learn that, beyond revenue management and market share analytics, Commercial Strategy has become the most important way you can grow asset value by blending distribution analysis with marketing and operations strategies.</p>
INDEPENDENT HOTELIERS WORKSHOP & RECEPTION	1:30-5:30 p.m.	<p><b>Independent Insights: The Freedoms and Challenges of Non-Franchised Hotel Ownership and Building a Successful Management Model</b></p> <p>Do you already own an independent hotel? Have you ever thought about it? We will explore what it takes to be your own brand and be fully responsible and accountable for all facets of your business. No different than the chief executive or operating officer of any other company, you probably represent investors/shareholders. This workshop, using actual case studies, will show you what it takes to run your business by the same principles as any other successful corporate business leader. Whether you're building, buying, or transitioning to your brand, don't miss this special event planned by AAHOA's Independent Hoteliers for AAHOA's Independent Hoteliers. Learn from successful owners who have blazed a trail you can follow. This is a must-attend event for all AAHOA Members who own Independent hotels or want to!</p>
ACCOUNTING & FINANCE/ HEROWNERSHIP	3-4:30 p.m.	<p><b>Profit Pathways: A Crash Course in P&amp;L Management</b></p> <p>Most small business owners are entrepreneurs because they love the business, not the accounting and financial reporting. Especially hotel owners, who wear many hats, juggling roles of boss, marketer, and HR manager, all while handling day-to-day operations. This means that financial management tasks, like maintaining an up-to-date and insightful P&amp;L statement, might not get the attention they require. Yet, your P&amp;L is the single most important tool for assessing not just the overall health of your hotel but for diagnosing why you may not be getting the results you need. In this unique Masterclass, offered in collaboration with HerOwnership, hear from owners like you, who have taken on the challenge of elevating their financial acumen and are following more profitable pathways!</p>

### AAHOACON24 EDUCATION CATEGORY KEY



CERTIFICATE TRAINING



HEROWNERSHIP



VENDOR EDUCATION



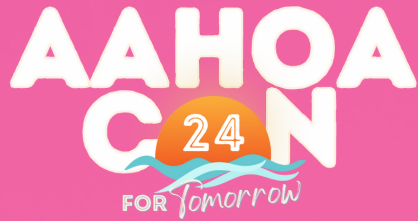
GENERAL EDUCATION



MASTERCLASS/WORKSHOP



INDEPENDENT HOTELIERS



# Education

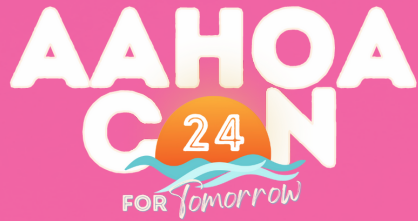
## DAY 2: APRIL 3



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TOPIC	TIME	SEGMENT
HEROWNERSHIP	11:30 a.m.-2 p.m.	<b>HerOwnership Lunch and Learn   Dharma Leadership Global Truths to Intentional Awareness with Rashmi Airan</b> Rashmi Airan, a celebrated motivational speaker, TedX presenter, and culture consultant, introduces the six global truths of Dharma Leadership, demonstrating how they collectively create intentional awareness which leads to connection and culture. Rashmi's own journey, from a distinguished lawyer to a one-year prison sentence due to an ethical blindspot, highlights the transformative power of Dharma Leadership, integrating human performance methodology and an unwavering mindset to foster growth and stability in diverse organizational contexts. Dharma Leadership, with its emphasis on empathy, accountability, and adaptability, serves as a beacon for leaders navigating the complex challenges of the modern business world by going inward and focusing on intentional awareness.
VENDOR EDUCATION	1:30-3:30 p.m.	<b>Vendor Spotlight Sessions</b>
PRODUCT DEMONSTRATIONS	1:30-4:30 p.m.	<b>AAHOA Garage</b>
OPERATIONS & TECH	1:30-2:15 p.m.	<b>Tech Transformation and AI: Embrace the Digital Revolution, Enhance Profitability, and the Guest Experience</b> The future is now. Explore technological advancements, including how AI can transform hotel operations by integrating smart systems and data for property management, energy efficiency, and an enhanced guest experience.
OPERATIONS & FINANCE	1:30-2:15 p.m.	<b>Renovate to Elevate: Strategically Enhance Asset Life and Property Value</b> Before you put on the tool belt, join us as we share the blueprints for planning a smart renovation. Whether you're modernizing or targeting new guest segments, you'll need to start with the right kind of assessment to accurately determine your project's scope and scale to balance guest expectations with budget limitations.
FAIR FRANCHISING	1:30-2:15 p.m.	<b>Freedom and Friction: Achieving Fairness in Franchising</b> "The gem cannot be polished without friction, nor man perfected without trials." We'll draw from the wisdom of this ancient proverb in a must-attend session that explores why the freedom to thrive in franchising requires a level playing field that balances Franchisee and Franchisor needs. Join us as we review the roads we've traveled and the roads ahead as AAHOA continues to advocate for the prized gem of fairness in franchising with lodging brands, and at local, state, and federal levels.
FINANCE	2:30-3:15 p.m.	<b>2024/2025 Capital Markets and Transactions Outlook – Buy, Hold, or Sell?</b> According to various sources, overall economic growth is likely to decelerate this year, with a forecast of below-trend expansion. Fast-fading post-pandemic tailwinds and the broader toll of monetary policy may not favor hotel transactions this year or next. Or will they? It is said every cloud has a silver lining. Projected real GDP this year and next, coupled with leisure travel spending trends, may be reasons for optimism, right? Come hear where the experts are putting their money!
FINANCE & FAIR FRANCHISING	2:30-3:15 p.m.	<b>What's Your Total Cost of Brand Ownership? A New Way to Think About ROI</b> Beyond standard royalty, system, and marketing fees, franchise agreements may include additional, not-so-obvious fees and mandatory program participation costs that can impact a hotel's financials. Whether you are signing a new agreement or renewing one, knowing what you need a franchise to deliver just makes sense. Hear from the pros who will share tips on finding, tracking, and analyzing these costs so you'll always know your return on franchise affiliation.



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OPERATIONS & RISK MANAGEMENT	2:30-3:15 p.m.	<b>Insuring Success: Navigating the New Landscape of Hotel Property Insurance</b> In an industry like ours, where the unexpected can become the norm, “Insuring Success” will offer essential information for adapting to the challenges of procuring hotel property insurance and mitigating its costs in a hard market.
OPERATIONS & HUMAN RESOURCES	2:30-3:15 p.m.	<b>HR Updates and Generational Workplace Dynamics</b> Join us as people leaders and HR experts share new approaches in addressing our industry’s evolving challenge to recruit, develop, and retain the great people you need to take great care of your guests. Presented by seasoned HR experts and experienced owners, this session delves into the crucial topics of recruiting, temporary workers (H-2B, J-1 visa programs), effective training methodologies, generational dynamics in the workplace, employee retention strategies, and the latest trends in employee benefits, including mental health support. Be part of the discussion!
LEGAL & RISK MANAGEMENT	3:30-4:15 p.m.	<b>Risky Business: What’s on the Minds of the Best Legal Minds in the Business?</b> If you want to keep up with the latest legal and risk management trends, this is the session for you. Constantly changing laws and regulations make hotel ownership riskier than ever. Hear what’s new, including the 2024 Corporate Transparency Act (Spoiler Alert: it will affect almost all hotel owners), cyber-risk trends, and other potential legal pitfalls. Join us and be prepared for what’s ahead.
OPERATIONS	3:30-4:15 p.m.	<b>Be a Chargeback Champion: Winning Strategies for Credit Card Disputes</b> Is the deck stacked against you? Yes. Can you win a chargeback dispute? Yes. Don’t miss this must-attend session. In an era of digital transactions, understanding the realities and nuances of credit card chargebacks can give you a fighting chance!
OPERATIONS	3:30-4:15 p.m.	<b>Fortifying Trust: Law Enforcement Pro Tips for Mastering Fraud Prevention</b> We will unveil hidden threats and shine a spotlight on the not-so-obvious forms of fraud, embezzlement, and criminal intent that can plague hotels. Not surprisingly, it starts with your team and the culture, values, and ethics for which you, as a leader, set the bar. Even great teams can fall victim to the actions of the few who do not share the team’s values. Learn how to spot red flags and prevent today’s threats from becoming tomorrow’s financial disasters.
HUMAN TRAFFICKING	4:30-5:30 p.m.	<b>Businesses Ending Slavery and Trafficking (BEST) – Learn How to Spot and Prevent Human Trafficking in Your Hotel</b> BEST’s Inhospitable to Human Trafficking Training, sponsored by AAHOA, improves hotel safety. Human trafficking harms victims and poses serious safety risks to guests and employees. It can also expose your property to legal and financial liabilities. BEST’s training course, free to AAHOA Members, helps owners and staff identify the crime and proactively prevent it from occurring. More than 95% of training participants said that implementing the best practices taught in the course would increase the safety of their hotels. Get your certificate today!



# Education

## DAY 3: APRIL 4



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TOPIC	TIME	SEGMENT
FINANCE	1:30-3 p.m.	<p><b>See Future Leaders Today!: See Future Leaders Today!</b></p> <p>The future of our industry is in great hands! Don't miss this must-attend education event featuring the finalists of AAHOA's inaugural Hotel Turnaround Competition Championship. Hear top student teams pitch to industry pros and the audience. Powered by Russell Partnership Technology and some of the most innovative University Hospitality programs in the country, AAHOA is proud to bring you this final round of an industry-first hotel turnaround simulation competition. There will be a People's Choice award. So, you'd better be there to help choose the winner!</p>
VENDOR EDUCATION	1:30-3:30 p.m.	<b>Vendor Spotlight Sessions</b>
PRODUCT DEMONSTRATIONS	1:30-4:30 p.m.	<b>AAHOA Garage</b>
INDEPENDENT HOTELIERS & MARKETING	1:30-2:15 p.m.	<p><b>Branding Brilliance: Crafting and Guiding Your Independent Hotel Identity</b></p> <p>Being boutique, independent, non-franchise-affiliated, or however you see yourself doesn't mean you don't have a brand. You are your brand! Learn from the pros. Building a strong brand that aligns with the vision you have for your hotel attracts guest interest, builds loyalty, and drives profitability. You can create a compelling and distinctive brand that lets guests know they can count on you for a unique and authentic stay experience.</p>
FINANCE	1:30-2:15 p.m.	<p><b>HFTP Presents USALI 12th Edition Updates</b></p> <p>With the expected release of the Uniform System of Accounts for the Lodging Industry's (USALI) 12th Revised Edition this Spring, hear directly from HFTP's Global Finance Committee on how this new edition is designed to provide all interested parties with greater exposure to the revenues and expenses that drive profitability. Gain insight on reporting changes and new additions, including sustainability-focused energy, water, and waste schedules.</p>
OPERATIONS & FINANCE	1:30-2:15 p.m.	<p><b>Staying Power: Unlocking the Profit Potential of Extended Stay Hotels</b></p> <p>Hear why extended stay hotels have not only survived economic downturns but have thrived despite them. Learn why these unique types of hotels can yield higher profit margins and be a strategic, business down cycle hedge in any lodging portfolio.</p>
INDEPENDENT HOTELIERS & OPERATIONS	2:30-3:15 p.m.	<p><b>Operations Essentials for the Independent Hotelier</b></p> <p>Hear from visionaries who have successfully blazed their own trails. They will share the challenges of managing the guest experience, resources, supply chain challenges, and standard operating procedures. Spoiler alert: Yes, you need them! This session is dedicated to unraveling the nuances of running a non-affiliated hotel free of franchise rules and regulations. Our expert panelists will bring case studies and real-life stories to help you navigate the journey. Join us and get a map, not just a compass.</p>
OPERATIONS	2:30-3:15 p.m.	<p><b>Lions, Tigers, and Bears... Oh, My! Surviving the Distribution Channel Wilderness Without Getting Eaten Alive</b></p> <p>It's a jungle out there, and there's no such thing as a "free" hotel reservation. Metasearch, OTAs, and brands all compete to control electronic distribution channels and, ultimately, you foot the bill, paying 15-25% or more to acquire customers. This session will give you tips for optimizing your mix of direct and third-party bookings. Join us to get ideas for making channel management a walk in the park.</p>



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TOPIC	TIME	SEGMENT
LEGAL	2:30-3:15 p.m.	<p><b>Dodgeball Is Dangerous: Avoid Getting Hit by Drive-By Lawsuits and Other Legal Perils</b></p> <p>We will explore trending types of lawsuits, including ADA and others, targeting the lodging industry by discussing real-life examples and case studies. More importantly, we will help you avoid them with the help of self-audits, best practices, and staff training.</p>
HEROWNERSHIP	2:30-3:30 p.m.	<p><b>Expert Insights: Navigating Ownership Decisions Brought to You by Women Own the Room &amp; HerOwnership</b></p> <p>The path to hotel ownership looks different for everyone. What type of hotel is right for you? Will you self-manage or hire a management company? What is your experience level and will you seek partners? Join Women Own the Room for our 3rd annual AAHOACON event! Gain valuable insights from industry leaders and seasoned owners on creating a roadmap for success.</p>
TECHNOLOGY	3:30-5 p.m.	<p><b>AAHOACON24 Tech Pitch Competition Co-Sponsored by HFTP</b></p>
FINANCE & OPERATIONS	3:30-4:15 p.m.	<p><b>P&amp;L Analysis: Tips from the Pros, and USALI 12 Updates</b></p> <p>By carefully analyzing and utilizing P&amp;L data, owners can make better decisions to improve operating expense management, distribution channel revenue acquisition costs, source of business trends, and cash-flow management. Whether you own a franchise or an independent hotel, our experts can help you transform your approach to financial analysis. As a bonus, hear from a leading expert on what the industry's move from USALI 11 to 12 might mean for you.</p>
FINANCE	3:30-4:15 p.m.	<p><b>Succession, Estate Planning, and Wealth Management: The Risks of Not Having an Estate Plan</b></p> <p>Family-operated hotel portfolios face distinct challenges. The emotion of relationships can cloud decision-making when it comes to reinvesting profits, balancing the interests and abilities of family members, and having a plan for the future while ensuring profitability today. These challenges necessitate a structured approach to both business management and family governance, incorporating clear communication, defined roles, and professionalized management practices. Hear from experts who can help you have the right kinds of conversations when they matter the most.</p>
VENDOR EDUCATION	3:30-4:15 p.m.	<p><b>AHLEI and AAHOA 2024 Educational Opportunities Presentation</b></p> <p>Presentation on newly available AHLEI certification and certificate programs offered with AAHOA-Member discounts.</p>
HUMAN TRAFFICKING	4:30-5:30 p.m.	<p><b>Businesses Ending Slavery and Trafficking (BEST) – Learn How to Spot and Prevent Human Trafficking in Your Hotel</b></p> <p>BEST's Inhospitable to Human Trafficking Training, sponsored by AAHOA, improves hotel safety. Human trafficking harms victims and poses serious safety risks to guests and employees. It can also expose your property to legal and financial liabilities. BEST's training course, free to AAHOA Members, helps owners and staff identify the crime and proactively prevent it from occurring. More than 95% of training participants said that implementing the best practices taught in the course would increase the safety of their hotels. Get your certificate today!</p>



# Education

## DAY 4: APRIL 5



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TOPIC	TIME	SEGMENT
<p><b>COMMERCIAL STRATEGY</b></p>	<p><b>1-2:30 p.m.</b></p>	<p><b>Commercial Strategy Certificate Masterclass with Kalibri Labs</b></p> <p>The focus of commercial strategy is on growing asset value. It is no longer “business as usual” in your business. The old rules no longer apply. Evolving distribution trends and rapidly rising booking channel costs have changed the game of profit management. In this dynamic Masterclass, we will cover:</p> <ul style="list-style-type: none"> <li>• The essence of commercial strategy</li> <li>• Asking the right questions to grow profit contribution</li> <li>• Flow-through analysis</li> <li>• Benchmarks: Legacy and next-gen</li> <li>• Setting objectives – revenues and costs</li> <li>• Optimal business mix planning and tracking</li> <li>• Case studies</li> <li>• Tools to help get you started</li> </ul> <p>Wrap up your AAHOACON24 Education experience by gaining fresh insights into how you begin the journey of improving the value of your hotel assets</p>
<p><b>FRANCHISING</b></p>	<p><b>1-2:30 p.m.</b></p>	<p><b>Vision Meets Venture! In Collaboration with The India Franchise Council</b></p> <p>Your next success may be just around the corner. Join us for a dynamic and interactive session where we delve into the world of new entrepreneurial ventures. Brought to you by the India Franchise Council and AAHOA, this 90-minute session will feature engaging presentations, insightful anecdotes, and practical strategies to empower aspiring entrepreneurs. Through a series of roundtable discussions moderated by industry experts, attendees will also have the opportunity to explore various facets of entrepreneurship, including business building, best practices, overcoming challenges, and the intricacies of franchising. Whether you’re a seasoned entrepreneur or just starting your entrepreneurial journey, this session will deliver invaluable insights and entrepreneurial inspiration.</p>