

DATE	TIME	SESSION TITLE	SESSION DESCRIPTION	DIVISION	PRODUCT	ROLE
THURSDAY, MAY 3, 2012 - 11:00am - 12:00pm EDT						
Thursday May 3, 2012	11:00am - 12:00pm EDT	Move the Health of Your Delphi Data Fast FWD	<p>Your data is the lifeblood of your business but data quality issues related to mergers & acquisitions, data migrations, systems integrations, and human error diminish the value of your accounts. Account data issues result in missed and lost revenue opportunities, creating additional challenges when assessing total account value and forecasting sales.</p> <p>Join this session and learn industry best practices for data entry standards, data accountability and verification reporting, duplicate account and contact maintenance and clean-up, and more.</p>	Newmarket International	Delphi	User
Thursday May 3, 2012	11:00am - 12:00pm EDT	Maximize Productivity with Daylight Merge Documents	<p>In this session, learn how to maximize productivity with Daylight Merge Documents. Learn advanced techniques, such as:</p> <ul style="list-style-type: none"> • Reusing hidden fields • Expressions • Using sum in entity properties • Suppressing zeros in room rental • Booking estimate of banquet and catering charges 	Newmarket International	Daylight	User
Thursday May 3, 2012	11:00am - 12:00pm EDT	Delivering on Guest Service Expectations	<ul style="list-style-type: none"> • What are your most popular problems which affect hotel guests? • What checks and balances can be used to track the guest experience? • How do you anticipate and exceed guest needs? • When is communication a bad thing? <p>In this session, users will learn the best methods to ensure the guest experience is tracked and measured. Learn more about MTech guest tools and how to leverage these tools to help a customer remember the service provided, not the incident they experienced.</p>	MTech	MTech	User
Thursday May 3, 2012	11:00am - 12:00pm EDT	Communicating the Social Enterprise	<p>Enhance communications and actively engage with your customers through the latest tools in Libra OnDemand - including email campaign marketing, triggered emails, event-driven emails (such as confirmation and cancellation letters), pre-arrival surveys, guest satisfaction surveys, and Social Media. Not only will you improve communications with your customers, you'll understand them better.</p>	Libra OnDemand	Libra OnDemand	User
Thursday May 3, 2012	11:00am - 12:00pm EDT	Have You Seen Delphi Lately?	<p>Have you seen Delphi lately? Learn how to leverage the latest release of Delphi to increase revenue, lower costs, and improve customer and guest satisfaction.</p> <p>Delphi helps move your business Fast FWD and reduce venue costs and improve productivity with control of your BEOs, Banquet Checks, and Reports, including Taxes and Tax Groups; increase catering revenue and improve productivity with pricing control and flexibility; maximize function space and drive incremental bookings with improved internal and external communication.</p>	Newmarket International	Delphi	Executive, Sales & Marketing

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Thursday May 3, 2012	11:00am - 12:00pm EDT	Cendyn eSales Suite	Get the latest update on the award winning eProposal sales tool including new features, eCard, eFaceTime and eMenus integration. Attendees will also see Cendyn's newest web-based tool that streamlines the event planning process which is being adopted by hotel chains, independent hotels and venues throughout the industry. getplanning™ offers a project planning portal specifically designed for event management. Hotels and planners can collaborate by posting all documentation, comments, request, and conversations related to your upcoming event and eliminate the need for three-ring binders or printouts. Then go mobile on your smartphone or tablet once you are onsite so all the details are at your fingertips.	Newmarket International	All	All
THURSDAY, MAY 3, 2012 - 2:15pm - 3:15pm EDT						
Thursday May 3, 2012	2:15pm - 3:15pm EDT	Database Management - Back to the Future!	<p>Is your list of reports unreportable? Do you have more merge documents than you can document? Are some of your setup values no longer valuable?</p> <p>Efficient database management will ensure that your sales office runs smoothly, that users are following standards and procedures, and that you are getting the most out of Delphi Sales & Catering.</p> <p>In this session, learn best practices for Delphi database management, including reports, merge documents, menus and items, and much more. Evaluate and clean existing set-up item values, and prepare for future set-up strategies, event types, and classifications.</p>	Newmarket International	Delphi	User
Thursday May 3, 2012	2:15pm - 3:15pm EDT	Move the Health of Your Daylight Data Fast FWD	<p>Your data is the lifeblood of your business but data quality issues related to mergers & acquisitions, data migrations, systems integrations, and human error diminish the value of your accounts. Account data issues result in missed and lost revenue opportunities, creating additional challenges when assessing total account value and forecasting sales.</p> <p>Join this session and learn industry best practices for data entry standards, data accountability and verification reporting, duplicate account and contact maintenance and clean-up, and more.</p>	Newmarket International	Daylight	User
Thursday May 3, 2012	2:15pm - 3:15pm EDT	Creating a "Perfect Room"	<ul style="list-style-type: none"> • How do you keep your rooms in the best condition possible? • How do you make a great first impression with a guestroom? • Do you use the 7 P's? <p>Preventing problems is just as important as making sure problems are resolved. In this session, users will learn how proper planning helps create a perfect room and provides a memorable first impression.</p>	MTech	MTech	User
Thursday May 3, 2012	2:15pm - 3:15pm EDT	Loyalty Programs Best Practices	Learn how to develop flexible and innovative loyalty programs to recognize and reward your best customers, encourage repeat stays, and convert your fans into loyal brand ambassadors.	Libra OnDemand	Libra OnDemand	User

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Thursday May 3, 2012	2:15pm - 3:15pm EDT	Smarter Sourcing and Pre-qualification of RFPs Achieved! Inventory Availability Exposure in SFDC	Learn how national, regional, or global sales users can pre-qualify RFPs by examining inventory availability at the property level right from within their CRM application. Above-property sales users can be armed with data points from the property that will allow them to communicate more effectively with customers and on-property sales reps regarding capacities to hold events, potential meeting date conflicts, or groups in house. The result is an increased win rate with RFPs being distributed to the right properties at the right time. This session will include an overview of the solution as well as a product demonstration.	Newmarket International	All	Executive, IT, Sales & Marketing
Thursday May 3, 2012	2:15pm - 3:15pm EDT	Creating and Sustaining a Revenue Management Culture in your Hotel	<p>Hotel revenue managers have evolved and are now required to use analytics to develop sound strategies and tactics that executives and non-revenue managers can understand.</p> <p>In this session you will learn:</p> <ul style="list-style-type: none"> ▫ How to make revenue management a part of your hotel's executive strategy, rather than just a support function ▫ How you can make a successful transition from revenue manager to revenue leader ▫ How to get your hotel to consistently understand, support, and drive revenue management best practices <p>The session will also include an overview of the IDEaS/Delphi integration, and how hotels are using this integration in support of their overall Pricing & Revenue Management objectives.</p>	Newmarket International	All	All
THURSDAY, MAY 3, 2012 - 3:30pm - 4:30pm EDT						
Thursday May 3, 2012	3:30pm - 4:30pm EDT	Have You Checked Your Customers' Wishlists Lately? Packages are Waiting!	<p>Are you getting the optimum use out of your space? Packages could mean the difference between revenue goals achieved or missed.</p> <p>Join this session and move your business Fast FWD in 2012 with Packages. We will discuss the benefits, definition, configuration, usability, and implementation of custom package BEOs and banquet checks in Delphi.</p>	Newmarket International	Delphi	User
Thursday May 3, 2012	3:30pm - 4:30pm EDT	Maximize Revenue and Move Your Group Business Fast FWD with Daylight Analytics	<p>In this session, learn from Daylight experts on how to maximize revenue and move your groups business Fast FWD, including:</p> <ul style="list-style-type: none"> • Analysis of Lost Business to Competitors • Analysis of Lost Business Reasons • Analysis of Non-Returning Business • Analysis of Cancellations <p>You can't afford not to attend this session!</p>	Newmarket International	Daylight	User

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Thursday May 3, 2012	3:30pm - 4:30pm EDT	On the Go-Go: No Strings Attached Technology and Integrations	<ul style="list-style-type: none"> • How does your current mobile technology help you to communicate? • What technologies help the guest create their own requests? • What integrations are on the horizon for MTech? <p>In this session, users will be exposed to the array of mobile devices used to communicate efficiently. Learn the benefits of mobile technology and how to use your hotel infrastructure to make the most of these devices. Further, this session will explore what options are available for the guest to use to communicate needs and requests. MTech will also be describing product integration and its new Delphi mobile integration to H2GO.</p>	MTech	MTech	User
Thursday May 3, 2012	3:30pm - 4:30pm EDT	Extending Delphi Productivity with Libra OnDemand	Reach further by enhancing your Delphi solution with Libra OnDemand. Learn how to elevate your guest relations, enhance your email marketing efforts, engage in two-way Social Media communications, and more.	Libra OnDemand	Libra OnDemand	User
Thursday May 3, 2012	3:30pm - 4:30pm EDT	Building Revenue and Increasing RevPAR	Have you challenged your team to bring in more business and maximize the revenue from business already coming in? How do you maintain channel conversion, protect your rates, upsell your services, and secure repeat attendees? With over twenty years of hospitality experience, Doug Kennedy, founder and President of the Kennedy Training Network has the knowledge, experience, and resources to help you build your plan to grow your business.	Newmarket International	All	Executive, Sales & Marketing
Thursday May 3, 2012	3:30pm - 4:30pm EDT	Hunting for New Business Just Got a Whole Lot Easier - Market Intelligence Integrated with Delphi	<p>Better Market Intelligence moves your business Fast FWD, helping you to increase revenue through improved decision-making. Your most qualified accounts are meeting today...next door at your competitors. What can you do?</p> <p>This session will illustrate how HIS LeadView integrated with Delphi will help you drive incremental revenues and reduce client acquisition costs, save time and money while leveraging ROI from new and existing clients, and maximize function space occupancy and increase group room nights.</p>	HIS	HIS PremiumView	Executive, Sales & Marketing
FRIDAY, MAY 4, 2012 - 10:15am - 11:15am EDT						
Friday May 4, 2012	10:15am - 11:15am EDT	5 Habits of Highly Effective Delphi Users	Have you ever wondered what your peers are doing to better optimize their Delphi system? Participate in this session to learn the top five habits of highly effective Delphi users. Learn tips and tricks that you can immediately implement when you return to the office and see a measurable improvement to your bottom line.	Newmarket International	Delphi	User
Friday May 4, 2012	10:15am - 11:15am EDT	Best Kept Secrets of Daylight	<p>The title says it all...! In this session, improve your productivity by learning about 'the best kept secrets of Daylight, including:</p> <ul style="list-style-type: none"> • System Views • Toolbars by Security Group • Creating Outlines • Catering Average Checks in Business Analysis • Creating UDFs for Business Analysis <p>Use these resources when you are back in the office and "Wow!" your boss and peers.</p>	Newmarket International	Daylight	User

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Friday May 4, 2012	10:15am - 11:15am EDT	The LOUDEST Voice in Your Rooms	<ul style="list-style-type: none"> Do you listen to the loudest voice of the guestrooms, the room attendant? What tools do room attendants have in their linen closet? <p>In this session, discover why the housekeeper is the most valuable asset to your rooms. Imagine how quickly they can help report a problem and make sure it's resolved before a guest notices. Learn how to get your housekeepers involved and how to motivate that voice to sing for your guests!</p>	MTech	MTech	User
Friday May 4, 2012	10:15am - 11:15am EDT	The Benefits of Highly Customized Cloud-Based, Guest-Centric Solutions	<p>Explore practical applications to cloud computing and how Libra OnDemand can help your business manage complex processes, integrate disparate systems, create custom applications and easily connect with other systems.</p>	Libra OnDemand	Libra OnDemand	User
Friday May 4, 2012	10:15am - 11:15am EDT	Transform Your Account Data Into Revenue, Savings, and Profit	<p>In the next 60 minutes ... 240 business addresses will change, 246 business telephone numbers will change or be disconnected, 7 businesses will file for bankruptcy, 41 new businesses will open their doors, 11 companies will change their names.</p> <p>What processes do you have in place to ensure the accuracy of the information in your Delphi database? Duplicate and inaccurate account data results in missed and lost revenue opportunities.</p> <p>In this session, you will learn how Connex for D&B integrated with Delphi Sales & Catering enables you to match your account data to Dun & Bradstreet (D&B), the market leader in account data management. You will hear directly from D&B on best practices relating to data management and learn how to leverage Connex for D&B to improve data quality, allowing you to save time, money, and improve sales performance!</p>	Newmarket International	Delphi	Executive, Sales & Marketing
Friday May 4, 2012	10:15am - 11:15am EDT	Newmarket International Solutions - Integrated, Proven, Quantified, Enterprise-Ready & Market Leading	<p>Focused on customer needs and hospitality industry challenges, Newmarket International delivers proven technology solutions and services that turn function space into revenue streams, delivering greater ROI and profitability. The difference lies in our innovative technology, breadth of experience and expertise and an unrelenting commitment to customer relationships through market leading products and enterprise consulting services.</p> <p>Hear directly from Newmarket International Senior Management on new advancements and innovations in technology and services available to offer you a tailored solution to meet and exceed your business needs.</p>	Newmarket International	All	Executive, IT, Sales & Marketing

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Friday May 4, 2012	11:30am - 12:30pm EDT	Top 10 "How Do I?" Delphi Support Calls....and the Answers!	Your questions are more common than you think! This session will cover the top 10 "How Do I?" calls that are received by our award-winning, global Support team. Join this session and learn valuable Delphi tips and tricks that will help you increase revenue, lower costs, and improve customer and guest satisfaction.	Newmarket International	Delphi	User
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Friday May 4, 2012	11:30am - 12:30pm EDT	Measuring Results to Provide Enhanced Guest Service	<ul style="list-style-type: none"> • Now that you're tracking problems and requests, what's the benefit? • How do you use reports to establish realistic goals and create standards? <p>After your operation has been effectively using HotSOS, see which reports can intelligently create results. Discover your most popular employee requester, the most expensive problems, and even your most efficient teams! Attendees will also learn how to setup automatic report distributions for your daily meetings.</p>	MTech	MTech	User
Friday May 4, 2012	11:30am - 12:30pm EDT	Best Practices of Profile and Preference Management	Through integration and centralization, learn to build a dynamic 360-degree view of each customer - their history, preferences and even incidents - all synchronized with your above-property and on-property hospitality management systems (PMS, CRS, S&C, POS, SPA, etc.).	Libra OnDemand	Libra OnDemand	User
Friday May 4, 2012	11:30am - 12:30pm EDT	Integrating and Measuring the Value of Group Distribution	<p>Is your catering operations properly integrated with your sales systems? Is your enterprise optimized effectively for automated group distribution? Do you have the pipeline to fill rooms a year from now? For many, group business is the backbone of a successful hospitality operation. But the sales process is more complex than consortia business.</p> <p>In this session, you will learn best practices for integrating and adopting technologies that ensure ROI, how to keep group sales within your overall brand, evaluate the most promising leads, and manage the painstaking sales process that fills rooms and venues 365/24/7.</p>	Newmarket International	All	Executive, IT, Sales & Marketing
Friday May 4, 2012	11:30am - 12:30pm EDT	Have You Seen Delphi Lately?	<p>Have you seen Delphi lately? Learn how to leverage the latest release of Delphi to increase revenue, lower costs, and improve customer and guest satisfaction.</p> <p>Delphi helps move your business Fast FWD and reduce venue costs and improve productivity with control of your BEOs, Banquet Checks, and Reports, including Taxes and Tax Groups; increase catering revenue and improve productivity with pricing control and flexibility; maximize function space and drive incremental bookings with improved internal and external communication.</p>	Newmarket International	Delphi	Executive, Sales & Marketing
CONFERENCE END						