

Agenda at a Glance*

	8:00am	9:00am	10:00am	11:00am	12:00pm	1:00pm	2:00pm
Wednesday, May 5, 2010							
Thursday, May 6, 2010	Private Consultation Sessions 8:00 - 9:00am	Private Consultation Sessions 9:00 - 10:00am	Private Consultation Sessions 10:00 - 11:00am	Private Consultation Sessions 11:00am - 12:00pm	Opening Keynote 12:00 - 12:45pm	Private Consultation Sessions 1:00 - 2:00pm	Breakout Sessions 1:00 - 2:00pm
Friday, May 7, 2010		General Session 9:00 - 9:10am	Breakout Sessions 9:15am - 9:45am	Private Consultation Sessions 10:00 - 11:00am Breakout Sessions 10:00 - 11:00am Sales Tour 10:00 - 11:00am Catering Tour 10:00 - 11:00am		Private Consultation Sessions 11:15am - 12:15pm Breakout Sessions 11:15am - 12:15pm	Lunch 12:15 - 1:15pm

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3:00pm	4:00pm	5:00pm	6:00pm	7:00pm	8:00pm	9:00pm	10:00pm	11:00pm
			Welcome Reception 6:00 - 8:00pm					
Private Consultation Sessions 2:15 - 3:15pm	Private Consultation Sessions 3:30 - 4:30pm					Welcome Reception 9:00pm - 12:00am		
Breakout Sessions 2:15 - 3:15pm	Breakout Sessions 3:30 - 4:30pm							
Sales Tour 2:15 - 3:15pm								
Catering Tour 2:15 - 3:15pm								
Private Consultation Sessions 2:30 - 3:30pm	Private Consultation Sessions 3:30 - 4:30pm							
Breakout Sessions 2:30 - 3:30pm	Closing Remarks 3:45 - 4:15pm							

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Breakout Session Schedule*

		Breakout Session #1	Breakout Session #2	Breakout Session #3	Breakout Session #4	Breakout Session #5	
Thursday, May 6, 2010 1:00 - 2:00pm	Session Title	Private Consultation Sessions	Find What's New With Delphi 9.5.3	How to Create a Reporting Needs Analysis	Find What's New With Daylight 7.0	SCORE - Account Management	Insight from a Meeting Planner: Round II
	Session Product	All	Delphi	Delphi	Daylight	Delphi, Daylight	All
	Brief Description	Pre-registration is required. One session per attendee. Consultative sessions are available for Reporting, Lead Generation, Integration, Business Process Improvement.	Learn all the new features and benefits of Delphi 9.5.3 to drive efficiencies and to more effectively improve work flows.	In this session you will learn how to create a reporting strategy, document your current and future reporting needs, and prepare for the transition to take advantage of new SSRS reporting tools.	See an overview of the new features in Daylight 7.0 including: the new look, new Help, expanded inquiry functionality, eProposal integration with Inquiries, MeetingBroker interface, and Connex for D&B.	Analyze your business practices against your peers related to Account Management. Discuss various strategies for managing accounts to improve your score to become more effective and profitable.	Hear insights from meeting planners and visit how the relationship between planners and suppliers has evolved in the past year.
Thursday, May 6, 2010	Session Title	Private Consultation Sessions	Making the Most of Your Catering Pace and Productivity Reports	Internal System Audit - Why, When, and How	High Impact Usage of the Inquiry Feature	SCORE - Demand Generation	Credit Card Security and Hotel Sales & Catering
	Session Product	All	Delphi	Delphi	Daylight	Daylight, Delphi	All
	Brief Description	Pre-registration is required. One session per attendee. Consultative sessions are available for Reporting, Lead Generation, Integration, Business Process Improvement.	Learn how to compare your sales and catering team's performance and productivity to last year. Find the value of reporting banquets business vs. catering only business.	Learn proven techniques used by Newmarket International consultants to ensure the quality of your Delphi data.	Find out how to maximize your potential with all facets of Daylight 7.0's new inquiry functionality.	Take a quick quiz to rate your business practices against your peers related to Demand Generation, then we will discuss various strategies for finding new business to improve your score.	Learn what you need to know about the Payment Card Industry Data Security Standards and why it matters to every Sales and Catering executive in every hotel.
Thursday, May 6, 2010 3:30 - 4:30pm	Session Title	Private Consultation Sessions	Catering and the Internet - a Perfect Pairing to Win More Business	Spending Time on the Most Productive Activities	UDFs Demystified	Win More Business with MeetingBroker	
	Session Product	All	All	Delphi	Daylight	Delphi, Daylight	
	Brief Description	Pre-registration is required. One session per attendee. Consultative sessions are available for Reporting, Lead Generation, Integration, Business Process Improvement.	In this session you will learn how to showcase your property on-line, generate more catering business through the use of social media sites, and promote your property's differentiators on-line.	This session will provide proven techniques and strategies to assist sales and catering professionals in prioritizing, organizing, and recording their daily, weekly, and monthly tasks.	Learn all the ins and outs of creating UDFs (User Defined Fields) and panels in Daylight. All aspects of sizing, location, linking to keywords, and filtering of UDFs will be covered.	Learn how MeetingBroker's integration with your sales and catering system allows your Sales Managers to respond to leads faster and increases your chances of winning more business.	

Breakout Session Schedule*

		Breakout Session #1	Breakout Session #2	Breakout Session #3	Breakout Session #4	Breakout Session #5	
Friday, May 7, 2010 10:00 - 11:00am	Session Title	Private Consultation Sessions	Making the Most of Your Catering Pace and Productivity Reports	How to Create a Reporting Needs Analysis	The Road Ahead: Preparing for Delphi 9.6	SCORE - Opportunity Management	Insight from a Meeting Planner: Round II
	Session Product	All	Delphi	Delphi	All	Delphi, Daylight	All
	Brief Description	Pre-registration is required. One session per attendee. Consultative sessions are available for Reporting, Lead Generation, Integration, Business Process Improvement.	Learn how to compare your sales and catering team's performance and productivity to last year. Find the value of reporting banquets business vs. catering only business.	In this session you will learn how to create a reporting strategy, document your current and future reporting needs, and prepare for the transition to take advantage of new SSRS reporting tools.	Learn about the new functionality of Delphi 9.6, the Catering and Events Release, and the preparation your organization should consider when upgrading.	Take a quick quiz to rate your business practices against your peers related to Opportunity Management, then we will discuss various strategies for closing business to improve your score.	Hear insights from meeting planners and visit how the relationship between planners and suppliers has evolved in the past year.
Friday, May 7, 2010 11:15am - 12:15pm	Session Title	Private Consultation Sessions	Find What's New With Delphi 9.5.3	Internal System Audit - Why, When, and How	Find What's New With Daylight 7.0	SCORE - Servicing Definite Bookings	Inside Newmarket Data Center Operations
	Session Product	All	Delphi	Delphi	Daylight	Delphi, Daylight	All
	Brief Description	Pre-registration is required. One session per attendee. Consultative sessions are available for Reporting, Lead Generation, Integration, Business Process Improvement.	Learn all the new features and benefits of Delphi 9.5.3 to drive efficiencies and to more effectively improve work flows.	Learn proven techniques used by Newmarket International consultants to ensure the quality of your Delphi data.	See an overview of the new features in Daylight 7.0 including: the new look, expanded inquiry functionality, MeetingBroker interface, and Connex for D&B.	Take a quick quiz to rate your business practices against your peers regarding servicing definite business, then we will discuss various strategies for event and guestroom execution to improve your score.	Learn about Newmarket International's approach to drive our rapidly expanding ondemand business. Discuss the impact of Cloud Platforms, Virtualization, and Storage OnDemand and why some once popular themes such as multi-tenancy and browser only delivery are quickly becoming outdated.
Friday, May 7, 2010 1:15 - 2:15pm	Session Title	Private Consultation Sessions	Credit Card Security and Hotel Sales & Catering	Spending Time on the Most Productive Activities	High Impact Usage of the Inquiry Feature	SCORE - Demand Generation	The Road Ahead: The Future of MeetingBroker
	Session Product	All	Delphi	Delphi	Daylight	Delphi, Daylight	All
	Brief Description	Pre-registration is required. One session per attendee. Consultative sessions are available for Reporting, Lead Generation, Integration, Business Process Improvement.	Learn what you need to know about the Payment Card Industry Data Security Standards and why it matters to every Sales and Catering executive in every hotel.	This session will provide proven techniques and strategies to assist sales and catering professionals in prioritizing, organizing, and recording their daily, weekly, and monthly tasks.	Find out how to maximize your potential with all facets of Daylight 7.0's new inquiry functionality.	Take a quick quiz to rate your business practices against your peers related to Demand Generation, then we will discuss various strategies for finding new business to improve your score.	Hear about the 2010 roadmap and beyond for MeetingBroker and other hosted Newmarket services.
Friday, May 7, 2010 2:30 - 3:30pm	Session Title	Private Consultation Sessions	Catering and the Internet - a Perfect Pairing to Win More Business	UDFs Demystified	Win More Business with MeetingBroker	The Road Ahead: Preparing for Delphi 9.6	Meeting Technologies and Social Media: A Discussion on Possibilities & How to Deliver the Best Content
	Session Product	All	All	Daylight	All	Delphi	All
	Brief Description	Pre-registration is required. One session per attendee. Consultative sessions are available for Reporting, Lead Generation, Integration, Business Process Improvement.	In this session you will learn how to showcase your property on-line, generate more catering business through the use of social media sites, and promote your property's differentiators on-line.	Learn all the ins and outs of creating UDFs (User Defined Fields) and panels in Daylight. All aspects of sizing, location, linking to keywords, and filtering of UDFs will be covered.	Learn how MeetingBroker's integration with your sales and catering system allows your Sales Managers to respond to leads faster and increases your chances of winning more business.	Learn about the new functionality of Delphi 9.6, the Catering and Events Release, and the preparation your organization should consider when upgrading.	This session provides an overview of current and upcoming meeting technologies, including social media.

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May 5 - 7, 2010
NewmarketPLUS+2010
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Sessions Titles and Descriptions*

Session Title	Session Description	Product
Find What's New With Delphi 9.5.3	Learn about the new features and benefits of Delphi 9.5.3 to drive efficiencies and create effective work flows. This session will introduce you to Connex for D&B, for better account data, and dynamic URLs for quick and easy access, among other enhancements. Join us in this session to learn how 9.5.3 will move your business forward.	Delphi
Spending Time on the Most Productive Activities	This session will provide proven techniques and strategies to assist sales and catering professionals in prioritizing, organizing, and recording their daily, weekly, and monthly tasks. Are you getting credit or producing good leads through the use of social media? This session will discuss what "counts" as an activity, how to effectively manage autotraces, and how to measure the productivity of various sales activities - ensuring you are spending your time on the most productive activities.	Delphi
How to Create a Reporting Needs Analysis	On a daily basis do you find everybody asking for a new or different report? Are there reports in Market Vision or Crystal that are maintained but never used? In this session you will learn how to create a reporting strategy, document your current and future reporting needs, and prepare for the transition to take advantage of new reporting tools.	Delphi
Win More Business with MeetingBroker	Today, hotels receive more RFPs electronically than from any other source. Learn how MeetingBroker's integration with your sales and catering system allows your Sales Managers to respond to leads faster, increasing your chances of winning more business. Learn about the many channels that can be integrated with MeetingBroker (such as Cvent, StarCite, The Knot, etc.), and best practices for MeetingBroker administration settings (such as assignment and escalation).	Delphi, Daylight
Making the Most of Your Catering Pace and Productivity Reports	Now that you have had a full year with these catering performance reports, are you sure you are getting the most out of them? Learn how to compare your sales and catering team's performance and productivity to last year. Find the value of reporting banquets business vs. catering only business. Both the Catering Pace and Productivity Reports will be detailed in this session.	Delphi
Thursday, May 6, 2010	In this session you will learn how to showcase your property online, generate more catering business through the use of social media, and promote your product differentiators online. By implementing a few simple techniques on-line, you too can take advantage of the on-line channel to drive more business.	All
Internal System Audit - Why, When, and How	The quality of the information in your Delphi system is mission critical. There are proven techniques used by Newmarket consultants to ensure the quality of your Delphi data. This session will show you the benefits of conducting an internal system audit. You will learn how to gather and evaluate critical data points. You will be given best practices on when to evaluate, how to gather the information you need, and what to do with the data you receive.	Delphi
SCORE - Account Management	Standards, Compliance, Opportunities, Recommendations, and Execution are the components of Newmarket's new SCORE consulting program. Take a quick quiz to rate your business practices against your peers, then we will discuss various strategies for managing accounts to improve your score.	Delphi, Daylight
SCORE - Demand Generation	Standards, Compliance, Opportunities, Recommendations, and Execution are the components of Newmarket's new SCORE consulting program. Take a quick quiz to rate your business practices against your peers, then we will discuss various strategies for finding new business to improve your score.	Delphi, Daylight
SCORE - Opportunity Management	Standards, Compliance, Opportunities, Recommendations, and Execution are the components of Newmarket's new SCORE consulting program. Take a quick quiz to rate your business practices against your peers, then we will discuss various strategies for closing business to improve your score.	Delphi, Daylight
SCORE - Servicing Definite Bookings		Delphi, Daylight
Find What's New With Daylight 7.0	See an overview of the new features in Daylight 7.0 including: the new look, expanded inquiry functionality, MeetingBroker interface, and Connex for D&B.	Daylight

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Session Title	Session Description	Product
High Impact Usage of the Inquiry Feature	Find out how to maximize your potential with all facets of the new Daylight 7.0 functionality. With the addition of event and room block tabs as well as integration with MeetingBroker and eProposal, you can gather more information and respond faster to RFPs than ever before, resulting in winning more business.	Daylight
UDFs Demystified	Learn all the ins and outs of creating UDFs (User Defined Fields) and panels in Daylight. All aspects of sizing, location, linking to keywords, and filtering of UDFs will be covered.	Daylight
Sales Tour	Participate in the sales tour where you will view the meeting space and guest rooms to learn about the unique guest experience at Aria.	All
Catering Tour	Join the catering tour to view Aria's kitchen and experience state of the art technologies and innovations implemented at this new property.	All
The Road Ahead: Preparing for Delphi 9.6	Senior Product Manager John Russell will discuss the new functionality of Delphi 9.6 and the preparation your organization should consider when upgrading.	All
The Road Ahead: The Future of MeetingBroker	Principle Product Manager Rich Matthes will discuss the 2010 roadmap and beyond for MeetingBroker and other hosted Newmarket services.	All
Insight from a Meeting Planner: Round II	Michelle Johnson, of C3, a company specializing in unique gatherings is back for another year to bring the meeting planners point-of-view to life. For those of you that attended last year's session, you were reminded there are 3 sides to every story.... yours, theirs and somewhere in between. Once again we will hear insights from meeting planners and visit how the relationship between planners and suppliers has evolved in the past year. Join us for an educational, interactive and open conversation on how to find, win and deliver results to your bottom line by understanding what's really in the mind of the meeting planner!	All
Credit Card Security and Hotel Sales & Catering	Hotels and other hospitality enterprises have an age-old obligation of guest privacy. Today, this obligation has been extended to include credit card and other forms of personal information, with strict compliance guidelines and expectations for compliance from guests, meeting planners, card issuers and regulators. Join Mark Haley, CHTP and Technology Practice Leader of hospitality consultancy, The Prism Partnership, LLC, to learn what you need to know about the Payment Card Industry Data Security Standards and why it matters to every Sales and Catering executive in every hotel. Credit card hackers have targeted the hotel industry, and there is no reason to expect that your hotel cannot be next, so come to this session and learn what you need to know!	All
Meeting Technologies and Social Media: A Discussion on Possibilities & How to	This session provides an overview of current and upcoming meeting technologies, including social media. A moderated panel discussion is included within the session where three faculty members from UNLV's Harrah Hotel College will address successful deployment strategies, and the future direction & role of social media in meeting and event planning.	All
Inside Newmarket Data Center Operations	Learn about Newmarket International's approach to drive our rapidly expanding ondemand business. Discuss the impact of Cloud Platforms, Virtualization, and Storage OnDemand and why some once popular themes such as multi-tenancy and browser only delivery are quickly becoming outdated.	All

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