

Agenda At A Glance

Start Time	End Time	Activity	Location
Wednesday, May 5, 2010			
6:00 PM	8:00 PM	Registration Open	Registration Desk 3B
6:00 PM	8:00 PM	Welcome Reception	Juniper 1 & 2
Thursday, May 6, 2010			
8:00 AM	5:30 PM	Registration Open	Registration Desk 3B
8:00 AM	5:30 PM	Private Consultations	Starvine 13
8:00 AM	5:30 PM	Partner Pavilion - Exhibits	Juniper 1 & 2
11:15 AM	12:00 PM	Lunch	Juniper 1 & 2
12:00 PM	12:45 PM	Opening Keynote	Juniper 1 & 2
12:45 PM	1:00 PM	Break	
1:00 PM	2:00 PM	Concurrent Breakout Sessions	Multiple
2:00 PM	2:15 PM	Break	
2:15 PM	3:15 PM	Concurrent Breakout Sessions	Multiple
2:15 PM	3:15 PM	Private ARIA Tours	Multiple
3:15 PM	3:30 PM	Break	
3:30 PM	4:30 PM	Concurrent Breakout Sessions	Multiple
7:00 PM	10:00 PM	Customer Appreciation Event	ARIA Pool
Friday, May 7, 2010			
8:00 AM	4:30 PM	Registration Open	Registration Desk 3B
8:00 AM	4:30 PM	Private Consultations	Starvine 13
8:00 AM	4:30 PM	Partner Pavilion - Exhibits	Juniper 1 & 2
8:00 AM	9:00 AM	Breakfast	Juniper 1 & 2
9:00 AM	9:10 AM	Prizes and Sponsor Recognition	Juniper 1 & 2
9:15 AM	9:45 AM	Sponsor Presentations	Multiple
9:45 AM	10:00 AM	Break	
10:00 AM	11:00 AM	Concurrent Breakout Sessions	Multiple
10:00 AM	11:00 AM	Private ARIA Tours	Multiple
11:00 AM	11:15 AM	Break	
11:15 AM	12:15 PM	Concurrent Breakout Sessions	Multiple
12:15 PM	1:15 PM	Lunch	Juniper 1 & 2
1:15 PM	2:15 PM	Concurrent Breakout Sessions	Multiple
2:15 PM	2:30 PM	Break	
2:30 PM	3:30 PM	Concurrent Breakout Sessions	Multiple
3:30 PM	3:45 PM	Break	
3:45 PM	4:15 PM	Closing Remarks	Juniper 1 & 2

Session Titles and Descriptions

Session Title	Session Description	Product
Thursday, May 6, 2010, 1:00pm - 2:00pm		
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
SCORE - Account Management	Standards, Compliance, Opportunities, Recommendations, and Execution are the components of Newmarket International'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.	All
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
Insight from a Meeting Planner: Round II	Michelle Johnson, Chief Gathering Officer 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
Thursday, May 6, 2010, 2:15pm - 3:15pm		
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

Session Titles and Descriptions

Session Title	Session Description	Product
Thursday, May 6, 2010, 2:15pm - 3:15pm (continued)		
Catering and the Internet - a Perfect Pairing to Win More Business	In this session you will learn how to showcase your property on-line, generate more catering business through the use of social media, and promote your product differentiators on-line. By implementing a few simple techniques on-line, you too can take advantage of the on-line channel to drive more business.	All
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
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
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
Thursday, May 6, 2010, 3:30pm - 4:30pm		
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
The Road Ahead: Preparing for Delphi 9.6	Learn about the new functionality of Delphi 9.6, the Catering and Events Release, and the preparation your organization should consider when upgrading.	Delphi

Session Titles and Descriptions

Session Title	Session Description	Product
Thursday, May 6, 2010, 3:30pm - 4:30pm (continued)		
SCORE - Demand Generation	Standards, Compliance, Opportunities, Recommendations, and Execution are the components of Newmarket International'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
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
Friday, May 7, 2010, 9:15am - 9:45am		
Now more than ever effective sales tools a must! - a Cendyn Overview	Speed to market with a professional presentation is critical to sales effectiveness in a aggressive marketplace. Cendyn's eSales Suite which includes eBrochure, eProposal with eCard, eMenus and ePlanner provides innovative solutions to give your sales efforts the competitive edge. This session will provide an update on the most recent enhancements to the tools and glimpse of new features and benefits upcoming.	All
Cvent Opportunities & Integration	In this session, Pete Floros, Director, Sales Engineering at Cvent will provide attendees with an overview of the Cvent - MeetingBroker integration and the RFP lifecycle from both the planner and venue perspective. Attendees will also get a sneak peak at Cvent initiatives to increase RFP volume and future release enhancements.	All
Microsoft Overview	CRM for Hospitality: Microsoft Dynamics CRM helps hospitality companies become more customer-centric to earn loyalty and boost revenues. Learn how you can get your above property sellers to disseminate and track leads quickly down to the property level. Take advantage of a user interface that you are already familiar with to boost sales productivity, streamline sales cycles, automate leads, pass leads and gain insights to drive more sales.	All
Learn How Rovion Can Help You Engage Customers!	Jay Symonds, SVP of Sales at Rovion, will be talking about the impact that InPerson video can bring to a conversion page. Rovion enables a website to engage customers in a personal way. Conversion rates are drastically increased when InPerson is used in conjunction with forms or at the point of sale. Jay will talk about the process, how to craft the most effective messaging, and how to measure results.	All

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Session Title	Session Description	Product
Friday, May 7, 2010, 10:00am - 11:00am		
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
SCORE - Opportunity Management	Standards, Compliance, Opportunities, Recommendations, and Execution are the components of Newmarket International'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
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
The Road Ahead: Preparing for Delphi 9.6	Learn about the new functionality of Delphi 9.6, the Catering and Events Release, and the preparation your organization should consider when upgrading.	All
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Friday, May 7, 2010, 11:15am - 12:15pm (continued)		
SCORE - Servicing Definite Bookings	Standards, Compliance, Opportunities, Recommendations, and Execution are the components of Newmarket International's new SCORE consulting program. Take a quick quiz to rate your business practices against your peers, then we will discuss various strategies for event and guestroom execution to improve your score.	Delphi, 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
Inside Newmarket International 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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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
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 International services.	All

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Friday, May 7, 2010, 2:30pm - 3:30pm		
Meeting Technologies and Social Media: A Discussion on Possibilities & How to Deliver the Best Content	This session provides an overview of current and upcoming meeting technologies. The role of social media as a meeting technology phenomenon is discussed. 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
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