

Unless otherwise noted, all events are at the Orange County Convention Center (WEST Building). Check the conference app for complete details!

## MONDAY, JUNE 27

- 12:00 pm – 5:00 pm** **HSMAI Registration Desk & Bookstore** | West Hall F Lobby
- 12:00 pm – 6:00 pm** **Executive Roundtables (CMO, CDO)** | Hyatt Regency Orlando | *By invitation*  
SPECIAL THANKS TO CLAIRVOYIX, IRECKONU, ISEATZ, QUANTUM METRIC AND UPLIFT
- 12:30 pm – 4:30 pm** **CHDM Review Course** | W-240B | *Additional registration fee required*
- 12:30 pm – 4:30 pm** **CRME Review Course** | W-240A | *Additional registration fee required*
- 12:30 pm – 5:00 pm** **Resort Best Practices Roundtable** | W-240C | *Advance registration required*
- 1:30 pm – 4:30 pm** **Partner Insights Workshops**
- 1:30 pm** ▪ Top 5 Trends Impacting Digital Transformation for Hotels in a Post Pandemic World | 232A **PRESENTED BY MILESTONE**
  - 1:30 pm** ▪ The Art of Hotel Marketing | 232B **PRESENTED BY TAMBOURINE**
  - 2:30 pm** ▪ Advanced SEO and Local Search Strategies to Drive Direct Revenue | 232A **PRESENTED BY MILESTONE**
  - 2:30 pm** ▪ The Business of Hotel Marketing | 232B **PRESENTED BY TAMBOURINE**
  - 3:30 pm** ▪ Creating Stunning Digital Experience for High-Performance Websites | 232A **PRESENTED BY MILESTONE**
  - 3:30 pm** ▪ The Science of Hotel Marketing | 232B **PRESENTED BY TAMBOURINE**

## TUESDAY, JUNE 28

- 6:15 am – 6:45 am** **Accelerate Your Day (Run/Walk)** | See app for meet-up location
- 8:00 am – 6:00 pm** **HSMAI Registration Desk & Bookstore** | West Hall F Lobby
- 8:00 am – 6:00 pm** **Partner Lounge** | W-230D
- 8:00 am – 9:00 am** **Breakfast & Partner Showcase** | Tangerine Ballroom
- 9:00 am – 10:00 am** **Welcome & Keynote: Global Trends & Evolving Customers** | Tangerine Ballroom
- 10:00 am – 10:30 am** **Partner Showcase: Break for Coffee & Conversation** | Tangerine Ballroom
- 10:15 am – 1:00 pm** **Commercial Strategy Instructor Exchange** | W-232C
- 10:15 am – 11:15 pm** **BREAKOUTS ROUND 1**
- Reels to the Metaverse: Building for the Future of Hotel Marketing | West F3
  - The Convergence of Marketing, Revenue, and IT: Embracing The Guest Journey | W-230 ABC
  - Optimize Your Hotel Website for Web 3.0 | W-240ABC
- 11:30 am – 12:15 am** **BREAKOUTS ROUND 2**
- Maximizing Total Hotel Revenue: Boost Your Ancillary Revenue Strategy | West F3
  - A New Framework for Converging Sales, Marketing & Revenue Optimization | W-230 ABC
  - Google: Driving Travel's Acceleration | W-240ABC
- 12:15 pm – 1:15 pm** **Lunch & Partner Showcase** | Tangerine Ballroom
- 1:15 pm – 2:15 pm** **General Session** | Tangerine Ballroom
- Marketing Leadership Celebration
  - The Lightning Round: Insights Worth Sharing
- 2:15 pm – 2:30 pm** **Partner Showcase** | Tangerine Ballroom
- 2:30 pm – 3:15 pm** **BREAKOUTS ROUND 3**
- Research in Action: Marketing Edition | West F3
  - Your Analytics Are Wrong! Avoiding the Pitfalls of Analytics Implementation | W-230 ABC
  - COLLABORATE: Dynamic Roundtables on Emerging Industry Topics | W-240ABC
- 3:30 pm – 4:15 pm** **BREAKOUTS ROUND 4**
- Reels to the Metaverse: Building for the Future of Hotel Marketing | West F3
  - The Keys to Digital Success When Opening, Re-flagging, or Relaunching a Hotel | W-230 ABC
  - Staffing Shortages: Big Areas Marketers Can Impact to Accelerate Recovery | W-240ABC
- 4:30 pm – 5:15 pm** **General Session: Closing General Session ~ It's the Little Things: Small Screen, Big Impact** | Tangerine Ballroom
- 5:15 pm – 6:30 pm** **Reconnection Reception** | West Hall F Lobby

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## WIFI OPTIONS

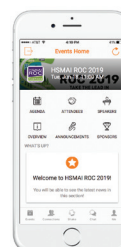
### COMPLIMENTARY INTERNET

Available in lobbies & hallways  
Network name: Complimentary Internet

### INSTANT INTERNET

Available in public spaces & meeting rooms. \$12.95 per day  
Network name: Instant Internet

## CONFERENCE APP



Scan the QR code

Sign up and set up your **Attendee Profile**

Search events and select **"HSMAI Commercial Strategy Week 2022"**

"Join Now" and use the access code **CSW2022**