

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

## TUESDAY, JUNE 28

8:00 am – 5:00 pm **HSMAI Registration Desk & Bookstore** | West Hall F Lobby

5:00 pm – 6:30 pm **Reconnection Reception** | West Hall F Lobby

## WEDNESDAY, JUNE 29

6:15 am – 6:45 am **Accelerate Your Day (Run/Walk)** | See app for meet-up location

8:00 am – 3:00 pm **HSMAI Registration Desk & Bookstore** | West Hall F Lobby

8:00 am – 5:00 pm **Partner Lounge** | W-230D

8:00 am – 9:00 am **Breakfast & Partner Showcase** | Tangerine Ballroom

9:00 am – 10:15 am **General Session** | Tangerine Ballroom  
Celebrating Revenue Optimization Leaders  
Economics Beyond the Forecast

10:15 am – 10:45 am **Partner Showcase: Break for Coffee & Conversation** | Tangerine Ballroom

10:45 am – 11:30 am **BREAKOUTS ROUND 1**  
10 Digital Marketing Tactics Revenue Optimization Teams Need to Master | West F3  
The Post-Pandemic Evolution to Revenue Strategy | W-230 ABC  
Headlines & Headwinds on the Legal & Regulatory Landscape | W-240ABC

11:45 am – 12:30 pm **BREAKOUTS ROUND 2**  
Maximizing Industry-Faculty Partnerships: Research in Action | West F3  
Speak with Influence: Communicating with Impact as a Leader | W-230 ABC  
Is RevPAR enough? Creating a Profitability-Focused Commercial Strategy | W-240ABC

12:30 pm – 1:30 pm **Lunch & Partner Showcase** | Tangerine Ballroom

1:30 pm – 2:15 pm **General Session ~ A View from the Top** | Tangerine Ballroom

2:15 pm – 2:30 pm **Partner Showcase** | Tangerine Ballroom

2:30 pm – 3:15 pm **BREAKOUTS ROUND 3**  
Distribution Strategies that Optimize Profit and Accelerate Recovery | West F3  
Speak with Influence: Communicating with Impact as a Leader | W-230 ABC  
COLLABORATE: Tactical Roundtables on Big Revenue Optimization Issues | W-240ABC

3:30 pm – 4:15 pm **BREAKOUTS ROUND 4**  
Myopia in Revenue Management: Don't let that be the next pandemic! | W-230ABC  
Widen Your Lane: Build Your Digital Marketing Competency | W-240ABC  
How to Un-Silo the Sales Process | West F3

4:30 pm – 5:30 pm **General Session: ROC(ing) the Lightning Round** | Tangerine Ballroom

5:30 pm – 6:30 pm **Closing Reception** | Tangerine Ballroom

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### MEDIA



## 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**