

INN-TOUCH WITH INNKEEPING

22nd Annual ML2L Educational Conference

SCHEDULE OF EVENTS

MONDAY, OCTOBER 26

2 – 3:30 p.m.	Auditorium	Association Business Meeting (all are welcome)
4:00 – 5 p.m.	Auditorium	Exhibitor Showcase Presentations
5:30 – 7 p.m.	University A	Exhibitor Reception – Cash Bar
7 – 9 p.m.	University B	Buffet Dinner and Speaker Sponsored by Fremont Insurance Company <u>Special Presentation: The State of the Industry</u> Presented by: Jay Karen, President and CEO, Professional Association of Innkeepers International
	Foyer University A	Registration Center Open 11 a.m. – 6 p.m. Exhibitor Set Up starts 11 a.m. and ends 4 p.m.

TUESDAY, OCTOBER 27

6:30 – 8:20 a.m.	Bennigan's	Complimentary Breakfast Available to Hotel Guests Gratuity is the responsibility of each guest.
8:30 – 10:30 a.m.	University C & D	<u>Keynote Presentation: The 14 Touches of Guest Interaction</u> Presenter: Bill Bullard, Bullard Partners
10:30 – 11 a.m.	University A	Morning Break
11 a.m. – 12 p.m.	University C & D	<u>All Things Google</u> Presenter: Jeff Logan, InsideOut Solutions
12 – 1 p.m.	University B	Lunch and speaker <u>Pure Michigan Update</u> Presenter: Travel Michigan
1:15 – 2:15 p.m.	University B	<u>Round Table Networking</u> – Facilitated by Lynne A. Scheible To Discount or Not to Discount: Pricing Strategies; Tips to Save Money in These Tough Economic Times; How to Avoid Burnout While Successfully Running Your Inn
2:15 – 2:45 p.m.	University A	Afternoon Break
2:45 – 4 p.m.	University C & D	<u>Bed, Blog, Breakfast: Blogging as an Integral Part of Innkeeping</u> Presenter: Steve Dunston, InsideOut Solutions
4 – 4:30 p.m.	University C & D Foyer	Door Prize GiveAways Registration Center Opens at 8 a.m.

