

MBBA Detailed Conference Schedule- 2024

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Sunday, October 27, 2024

- 1:00 - 4:00 pm Vendor Registration and Check-in
- 5:00- 7:00 pm Marketplace Opening & Innkeeper Welcome – *cash bar & entertainment*

Monday, October 28, 2024

- 8:00 - 10:00 am Innkeeper Registration, Vendor Time & Continental Breakfast
- 10:00 - 12:00 am **Hands-on Personalized Workshops:** (4- 20-minute sessions)
- Hospitality Concierge- Mandy Murry- *How to create videos at your fingertips.*
- B&B Team- Eben Viens- *Tips for a 5-10 Year Strategic Plan to wisely plan an exit strategy.*
- Kuster Design- James Kuester- *How to update your rooms on a limited budget*
- Logan Design- Jeff Logan- *Boost your Bookings: SEO and Content Secrets for Innkeepers*
- Frictionless- Steve Short- *Creative ways to share “How to Live Like A Local “with your guests*
- Think- *Getting the most from your reservation system..*
- Promote Michigan- Dianna Stampfler- *Utilizing an under-utilized marketing resource.*
- Ahmad Tea-Shandi Afshar- *How to create teatime delight at your inn.*
- Casablanca Payments-Wynn Salisch-*Best practices to protect business data.*
- Liz Hamilton- *How to set up your AI accounts and use them in your everyday practice*
- Byron Cain- *Setting up your Apple Maps and analytics for your inn (individual appointments)*
- 12:00 - 1:00 pm Box Lunch

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Monday, October 28, 2024 (cont)

1:00 pm	President's Welcome and Introduction to all our Vendors
1:15 pm	MBBA Annual Meeting (members only)
1:45pm-	Keynote Monique Greenwood – <i>Achieving your dreamlife and taking care of yourself along the way.</i>
2:30pm	Mandy Murry- <i>Lifestyle Stay Industry- trends, topics, things to be aware of and what is working.</i>
3:15pm	Short Break
3:30 pm	Jeff Logan- <i>5 Key Marketing Strategies you might be missing</i>
4:15 pm-5:00 pm	Breakout Sessions to meet with fellow innkeepers to meet on specific topics

3- 15-minute sessions.

- Topic 1- Creative Food Ideas- led by Ruth Andrus
- Topic 2- OTA Discussion- led by Brian King
- Topic 3- Automatic Door Locks-led by Chris Simpler
- Topic 4- Special events at your inn- led by Virginia Novess
- Topic 5- Success with TakeUp- led by Al Heminger
- Topic 6- Social media- What works- Hillary Stifler
- Topic 7- Value of local Partnerships- Jenna Simpler
- Topic 8- Value of Trip Adviser & Google Reviews- Jan Smith
- Topic 9- How to monetize and create experiences through your gift shop- Julie - Goldberry
- Topic 10- How to develop and empower your staff- Ken Andrus

5:00 pm MBBA Vendor Marketplace

7:00 pm Dinner

Dinner speakers- Under the Radar- Tom Daldin & Jim Edelman

Door prizes from the Boston General Store

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Tuesday, October 29, 2024

8:00 am	Continental Breakfast
9:00 am	Liz Hamilton- <i>The Future of Travel: How AI is Enhancing Guest Search and Booking</i>
9:45 am	Kelly Wolgamott- <i>Pure Michigan's latest marketing and best ways to collaborate</i>
10:30 am	Short Break
10:45 am	Monique Greenwood – <i>Employing Best DEI Practices to increase your market share</i>
11:30 am	Eben Viens- <i>Through your guest's eyes through your guest's prospective</i>
12:00 am	Vendor Door Prize Drawings and Goodbyes