

# MEETINGMAX UNCONVENTION 2016 AGENDA



## MONDAY APRIL 25

- 5:00 PM TCP Reception at the Meetingmax Office | 1290 Homer Street
- 6:30 PM Welcome Reception at The Vancouver Aquarium | 845 Avison Way

## TUESDAY APRIL 26

- 7:30 AM Meet in the lobby of The Sutton Place Hotel | 845 Burrard St.
- 8:00 AM Museum of Vancouver | 1100 Chestnut St.
- Session 1** 8:00 AM **Deep Reflection:** *This session will set you up for success at the 2016 Unconvention. Take time to reflect on why you are here at this conference, and what exactly you want to learn over the next 2 days.*
- Session 2** 8:45 AM **Changing Tides ~ The Collaborative Economy:** *The tides are changing as we enter into the Collaborative Economy. We'll address key points of concern around alternative accommodation, reviewing criticism, support, and case studies where applicable.*
- Session 3** 9:45 AM **Into The Depths Of Reconciliation:** *Learn best practices for event reconciliation. Discover tips and tricks on how to make the reconciliation process as simple as possible for you and your team.*
- 11:00 AM Lunch to-go
- 12:00 PM BC Ferries | Horseshoe Bay to Bowen Island
- 12:30 PM Evergreen Hall | 464 Melmore Rd.
- Session 4** 12:45 PM **Fun Times In The Sand:** *This session will show you the tangible value of training your users on the system, maximizing the tools you have, and maintaining a personal relationship with everyone in the sandbox.*
- 1:45 PM Coffee Break
- Session 5** 2:15 PM **Walk The Plank: Room Block Pirates & Poachers:** *There is nothing more frustrating than having all of your calculated hard work in securing rooms and launching housing thrown off by a handful of unscrupulous organizations targeting your attendees. Join us for a frank and open discussion on what room pirating is, how it works and what to do about it.*
- 4:00 PM BC Ferries | Bowen Island to Horseshoe Bay
- 5:00 PM Break
- 6:30 PM Meet in the lobby of The Sutton Place Hotel | 845 Burrard St.
- 7:00 PM Dinner at Dockside Restaurant | 1253 Johnston St.

## WEDNESDAY APRIL 27

- 7:30 AM Breakfast at The Sutton Place Hotel | 845 Burrard St.
- Session 6** 8:00 AM **The Freak Factor: Discovering Uniqueness By Flaunting Weakness:** *In this funny and counter-intuitive talk, David shows how to find happiness, personal fulfillment and business success by starting with weaknesses — and embracing them rather than trying to deny them.*
- 10:00 AM Pinnacle Harbourfront Hotel | 1133 W Hastings St.



**Session 7 ~ breakout**

10:00 AM

**Cannon Ball! Plunge Into Housing:** This session is ideal for new system users or anyone looking for a refresher on best practices for managing housing. Fara will teach you how to use her own tools to streamline procedures and processes for pre-event, live event, and post-event. Leave with a list of actionable items to implement when you get back to the office.



**Session 8 ~ breakout**

10:00 AM

**Best Practices For Sub-Blocks:** Learn the behind the scene prep that is required to handle almost 100 sub-blocks in a single event. Learn how to divide up the responsibility of the sub-blocks among teams and the day-to-day management necessary to ensure all attendees receive a room reservation.

**Session 9 ~ breakout**

10:45 AM

**Reel 'em In – How To Bait Meeting & Event Attendees With Leisure Ad Campaigns:** Simpleview's upcoming integration with Meetingmax will help clients mine data from reservations in an effort to target audiences and lure meeting & event attendees back to their destination. Join Cara Frank, Director of Marketing at Simpleview, as she talks integration roadmap and explores sample case studies on leisure campaigns.

**Session 10 ~ breakout**

10:45 AM

**Catch The Wind In Your Sales:** With a clear movement towards a more tech savvy world, it's important for all organizations to stay ahead and move fluidly with technology and the advantages housing brings to any organization. Join Meetingmax's Director of Business Development, David Clark, for a comprehensive look at how to sell the concept of housing to new groups, hoteliers, and internal staff.



**Session 11 ~ breakout**

11:30 AM

**Different Strokes For Different Folks:** Learn the best ways to manage housing for different groups. We'll dive into sports groups, corporate groups, annual events, and festivals to discuss what best practices to employ to suit the dynamic needs of these different group profiles.

**Session 12 ~ breakout**

11:30 AM

**Best Practices For Working With Your Hotel Partners:** Learn from the expert Will Bassett from the South by Southwest Housing team on how he manages to maintain a consistent flow of communication with his 60+ plus hotel partners. Discover new tools to keep your hotel partners fully trained in the Meetingmax System as well as updated on any new procedures or policies implemented by the housing team.



**Session 13**

12:30 PM

BCIT Downtown (Room 825) | 555 Seymour Street

1:00 PM

**Round Tables | Room 825:** Back by popular demand, this interactive session gives you the opportunity to Dive Deeper into Meetingmax online housing functionality. In groups, participate in lively discussions on how you've best utilized specific system features.

**Session 14**

2:00 PM

**Submerging Into New And Underutilized Features | Lab 890:** This interactive session will discuss system features that are often overlooked. We'll also take an exclusive look at new system features designed to make your events run smoother. Learn how these features can help you create revenue, increase sponsorship, and save time!

**Session 15**

3:00 PM

**Diving Deep Into The Guest Experience | Lab 890:** Meetingmax has been hard at work to get the new guest experience envisioned, designed, scoped and developed. Spend some time in this session to learn how your guest bookings are going to be a breeze.

4:00 PM

Unconvention Concludes



CMP approved session

