



Interaction + Innovation = Inspiration
KEEPING PACE!

2019 MEETING AGENDA

Sunday, March 31st

5:30pm Welcome Cocktail then Dinner

Monday, April 1st

8:00am Continental Breakfast & Business Card Exchange

8:30am Meeting Objectives / Focus and Theme: *Interaction + Innovation = Inspiration*

9:00am CBRE Hotels, Canada - Megabrands Buy Boutique Hotels for their "Fairy Dust"

9:40am Coffee Break

10:00am New Members' Focus and B2B Opportunities

11:00pm Case Studies – Consulting Team Exercise

12:15pm Lunch

1:15pm Ryerson University Reverse Panel – School of Hospitality and Tourism with Dr. Frederic Dimanche

2:15pm Customer Data Breach with Llenroc Consulting

2:50pm Coffee Break

3:10pm MaryJane 101 – Panel Discussion

4:15pm Cayuga Business Session – Marketing/Business Development

6:30pm Dinner

Tuesday, April 2

7:30am Continental Breakfast & Business Card Exchange

8:30am Food & Beverage - Panel Discussion

9:00am HVS: What's New in Valuations & Appraisals – Mini Case Studies with HVS

9:50am Coffee Break

10:05am Digital Marketing: Basics and Beyond with Influencer Marketing – Panel Discussion

11:40am Take-Home Messages & Closing Remarks

12:00pm Meeting Adjourns