

User Group Conference 2016 (Session Topics):

State of Inntopia

Find out what Inntopia has done over the past year in order to strengthen our partnerships, live our values, and stay true to our vision.

Inntopia Road Map

Find out all that's new at Inntopia and what's in store for the year ahead like new integrations and more... We want your feedback.

Inntopia goes Agile

Find out how Agile helps you get better products on time and within budget. The future of Inntopia is now.

Inntopia Support and Account Representation

Find out about new changes within the Inntopia Support and Account Representation Team. Sustaining long lasting partnerships for years to come.

State of the Industry

Destimetrics leads a general session regarding the State of the Industry and trends/consumer behavior over the course of the last year.

ECOMM Best Practices

Find out how SAS is successfully using ECOMM to become more profitable; then break in to small groups and share your own success stories. Take away best practices to leverage ECOMM and boost your sales.

CRS Best Practices

Find out how Go-Stowe is successfully using the CRS to become more profitable; then break in to small groups and share your own success stories. Take away best practices to leverage Inntopia CRS and boost your sales.

Short and Long-Term Marketing Strategies using Inntopia's Booking Engine

See real-world examples and tactics of using Tag Management, Analytics, Social Tracking, Remarketing, and Cart Customization options that can help you find productive traffic, capture abandoned carts, and do more with your online booking path.

Open Topic

How to boost sales? Improve marketing? You decide! This panel led discussion will be comprised of leaders within the Ski, Golf, and Entertainment industries and they will share their success stories based on the topic that you choose.

Featured Guest Speakers:

Donna Carpenter; CEO of Burton Snowboards

Nick Sargent; President of SnowSports Industries America (SIA)

Carl Shepherd; Co-founder of Home Away

Legend (By Track):

-  **General**
-  **Marketing**
-  **Agent**
-  **Administrator/User**

How to leverage Inntopia Packaging/Bundling

Find out how Splash Lagoon leverages Inntopia's packaging and bundling features to improve marketing to consumers and boost overall sales. Then, break into small groups and share your own success stories!

The Future of the RMS

Learn about the future of the RMS. How the new and improved RMS will increase your productivity in managing your products.

Agentopia/CRS Enhancements

Learn about the future of the CRS. How the new and improved CRS will increase the productivity of your call center.

Customizing Inntopia eCommerce using JQuery and Bootstrap

See how Inntopia users are customizing the booking experience using some simple JQuery and Bootstrap hacks. This hands on session is for marketers who want to get new ideas, and JQuery gurus who want to learn how to make it happen.

Growing Lift and Activity Ticket Yield using Inntopia

This is your chance to find out more on ticket and activity revenue best practices. Find out how to better manage and sell your unique offerings.

Mobile & UX Best Practices on Ecommerce : Copper Mountain Case Study

Do you want to know How Copper increased its online revenue by more than 40% in the last year? In this session will be talking about the different strategies implemented and the future plans on mobile and responsive booking. Hear Spotlio discuss how Mobile UX/UI increases conversion rates and how to customize the booking experience on top of Inntopia.

Inntopia's online learning solution

Learn how Inntopia is leveraging online training through the Learning Management System (LMS) to keep agents and users better informed and better trained while decreasing costs and onsite time.

Vacation Rental by Owner

How is the increase in vacation rentals by owner affecting your business? Learn how other partners within the industry are working with Vacation Rentals by Owner to maintain their revenue interests during this 50 minute panel led discussion.

Cart Abandonment Solutions

Ve Interactive will present solutions for cart abandonment to strengthen your short and long-term marketing strategies. Also hear how other partners within the industry are dealing with cart abandonment and maximizing their booking potential using Inntopia.

SMS/Inntopia Best Practices

Get a deeper look at Inntopia's two-way interface with SMS during this 50 minute panel led discussion. This discussion will help users, administrators, and agents get the most out of the Inntopia/SMS interface.

Siriusware/Inntopia Best Practices

Get a deeper look at Inntopia's two-way interface with Siriusware—Hear about recent enhancements and how to maximize features and products like the Season Pass module and more.

RTP/Inntopia Best Practices

This workshop is designed for RTP users. Dive into Inntopia's two-way interface with RTP with a look at recent enhancements such as RTP/Liability Waiver Authorization, Inventory Pools, and more.

Maximizing Your Summer Offerings with Tee Times and Golf Packages

Learn more about integrating golf course tee sheet systems with Inntopia to enable your guests to book tee times online. Also participate in an open discussion about various methods and best practices of marketing your Golf-centric Stay & Play packages.

User Group for all Inntopia Users

Become a part of a User Group, where all Inntopia users can communicate with each other throughout the year, discuss trends, conversions, ask each other questions, share experiences and recommendations.

Is there a topic you'd like us to cover that you don't see on the list? Let us know!