

- 9:00 AM State of Inntopia and Roadmap**  
*Trevor Crist, CEO; Corey Ryan, CCO; John Kitonis, CTO; Amy Josef, Dir. Account Management; Brian Forrest, Dir. Partner Services*  
 Much has happened this year at Inntopia. Top management provides a deep dive on all that's new and what's in store for the years ahead, including eCommerce, Marketing, and Business Intelligence.
- 10:15 AM Networking Coffee Break**
- 10:40 AM State of the Industry**  
*Ralf Garrison, Dir., DestiMetrics Business Intelligence; Tom Foley, Dir., Inntopia Business Intelligence*  
 The business intelligence team gives an overview of the state of the industry, covering the overall state of the economy and a detailed look at how mountain destinations fared in winter 2016/17. Get a look at the summer ahead, and a review of warm weather destinations in the southeast.
- 11:30 AM Brands Taking a Stand!**  
*Jessica Jacobi, Sr. Digital Mktg Mgr, ASC; Regan Betts, Dir. of Brand, ibex; Mike Hayes, Sr. Global Digital Mktg Mgr, Ben & Jerry's; MJ Legault, Principal, Origin Design; Lisa Gosselin Lynn, Ed./Co-Publisher, Vermont Ski + Ride*  
 Increasingly, brands are using their power to create environmental, social, or political change in the world. Join this question and answer session to discuss how and when this can be effective for the business and the cause. Can you improve both the world and your bottom line? What are the risks?
- 12:30 PM Lunch – The Roost**  
 Grilled Chicken, Pulled Pork, Pasta Salad, Cole Slaw, Watermelon, Brownies
- 2:00 PM SNOCRU Presentation**  
*Ed Lewis, Founder and CEO, SNOCRU*  
 What's Next? How to Enhance your Guest Experience Using Mobile
- 2:15 PM How Big Season Passes Power the Mountain Community**  
*Parker Riehle, President, Ski Vermont Assn; Shawn Owens, Resort Sales Dir., Stowe Mountain Resort; Laurent Vaucher, General Manager–Mountains, SKIDATA; Win Smith, Chairman/CEO, Summit Ventures; Gregg Blanchard, Dir. of Marketing, Inntopia*  
 Panelists discuss the impact of the “Big Pass” in the North American and European ski resort industries. How is the pricing strategy developed? What are the risks and opportunities for pass holders and resorts? Will this new trend keep growing? And, how are non-participating ski resorts responding?
- 3:15 PM Ride, Inspire, Lead**  
*Alex Bornstein, Executive Director, The Chill Foundation*  
 The Chill Foundation is rapidly growing to serve more youth, in more cities, than ever before. Hear how Chill inspires youth to overcome challenges through board sports and how you can support Chill's impactful work.
- 3:30 PM Afternoon Networking Break**
- 3:45 PM Vermont: A Small State with a Big Brand**  
*Sam von Trapp, VP, Trapp Family Lodge; Roger Brown, Co-Founder, Untapped; Corinne Prevot, Founder, Skida; Rob Megnin, Dir. of Marketing, Sales, and Reservations, Killington; Dave Bradbury, President, VCET*  
 Join four Vermont entrepreneurs as they share how their companies were founded, how they leveraged the best traits of the Vermont brand, and how they are now generating national sales and recognition.
- 6:30 PM Welcome Dinner and Party, Matterhorn, 4969 Mountain Road, Stowe**  
 Join us for food and drinks, live music, dancing, and fun at the Matterhorn, voted 2016 BEST Après Ski Bar by USA Today.

**Morning ~ Simultaneous Tracks**

- 9:00 AM Marketing Cloud and Client Portal Roadmap – Summit Ballroom**  
*Ben Zeeb, Sr. VP of Product Development*  
 The last year has been a big one for the Ryan Solutions team as they joined Inntopia and rebranded to the Marketing Cloud. Hear how the new client portal, Insight, is taking shape and opening doors for powerful intelligence, visualization, and data access to help marketers turn what they know about their guests into targeted, ROI-generating campaigns.
- 9:00 AM Engineering the Inntopian Enterprise – Pinnacle Ballroom**  
*John Kitonis, CTO; Andrea Rosamilia, VP of Product Management*  
 As Inntopia grows and modernizes, the software team is transitioning from Development to Engineering. Get a behind-the-scenes look at the processes, technologies, and methodologies being used and how the Marketing Cloud and Business Intelligence engineering teams are integrating their practices, tools, and techniques to ensure quality, deployment methodologies, and more.
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- 10:00 AM Inntopia Business Intelligence – Summit Ballroom**  
*Trevor Crist, CEO; Ben Zeeb, Sr. VP of Product Development*  
 What’s in the future for this new aspect of the Inntopia family? Join this high-level talk about plans for new BI opportunities currently in the works and things we hope to do. Then, help us build a wish list of BI products you’d like to see. Come see how we plan to help you make data-driven decisions in the coming months and years.
- 10:00 AM The State of Inntopia RMS – Pinnacle Ballroom**  
*Gibson LaFountaine, Sr. Strategic Account Manager; Brian Lyster, Product Owner*  
 The new and improved Inntopia RMS is here. Are you using the new supplier portal to its full capacity to increase your productivity when managing your products? Learn what’s new – and what’s still to come. Share your thoughts and ideas on what you would like us to add to RMS.
- 10:35 AM SKIDATA Presentation – Pinnacle Ballroom**  
*John Keefe, Sales Manager and Laurent Vaucher, General Manager – Mountains, SKIDATA*  
 Perfect access management begins at your customer’s home.
- 11:00 AM Networking Coffee Break**  
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- 11:15 AM CIBC Presentation – Summit Ballroom**  
*Jason Bridger, Director, Alternate Solutions Group*  
 Maximizing Returns with Innovative Foreign Currency and Payment Solutions
- Enhanced Google Analytics for Responsive Commerce – Summit Ballroom**  
*Shawn Twing, President, Barn Door Media*  
 Find out how you can use Google Analytics to enhance your business. Shawn demonstrates scenarios, gives examples of how to best use the technology, and provides a look at enhanced dashboards.
- 11:15 AM Supplier Engagement from the Reseller Perspective – Pinnacle Ballroom**  
*Julianna Fedrizzi, Strategic Account Manager; Duncan Nutter, Strategic Account Manager*  
 Suppliers are the backbone of the Inntopia network and our number of new suppliers increases each day. In this breakout session, hear strategies for getting new suppliers up and running with Inntopia efficiently and successfully and for keeping existing suppliers engaged and up-to-date with new features.
- 12:00 PM Deli Market Lunch – The Roost**  
 Soup of the Day, Assorted Sandwiches, Green Salad, Chips, Cookies

Day Two

## Afternoon ~ Simultaneous Tracks

- 1:30 PM**    **What Happens When Your Content Marketing Stops Working? – Summit Ballroom**  
*MJ Legault, Principal, Origin Design + Communications*  
 Every minute, 2.78 million videos are viewed on YouTube, 39,000 images are posted to Instagram, and 537,000 photos are shared on Snapchat. Is there only so much content we can take? Content that used to *cut through the clutter* has now *become the clutter*. Hear about consumer habit changes, solutions for resort and destination marketers, and take-aways you can apply to your marketing strategy today.
- 1:30 PM**    **New Inntopia Business Intelligence: Putting Your Data to Work – Pinnacle Ballroom**  
*Tom Foley, Dir. Business Intelligence; Ryan Krukar, Business Intelligence Specialist; Ralf Garrison, Dir. DestiMetrics*  
 Preview several initiatives on the Business Intelligence drawing board including Revenue Management and the Rent-by-Owner market, two of the hottest subjects in the lodging/property management world.
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- 2:30 PM**    **Turning New Email Addresses into New Guests – Summit Ballroom**  
*Patrick Sande, Sr. Account Manager*  
 Resorts and hotels gather thousands of emails every month or every week. Often, however, these powerful bits of contact information are vastly underestimated and ignored until the next newsletter. Learn simple, overlooked methods to make the most of every email in your database.
- 2:30 PM**    **Innovative U: An Update on Inntopia’s eLearning Tool – Pinnacle Ballroom**  
*Patty Weber, Implementation Manager; Melissa Jordan, eLearning Specialist*  
 After a very successful launch last year, Innovative U is in full swing. Join this breakout session to discuss what’s new and what’s coming, and hear how the new wave of eLearning has become the implementation solution of choice for many of our current partners.
- 2:55 PM**    **Inntopia CRS/Agentopia Updates and Practical Advice – Pinnacle Ballroom**  
*Holly Baker, Senior Partner Services and Integration Specialist*  
 Learn what’s new with Inntopia CRS/Agentopia and get some practical advice, tips, and tricks. Share your own experiences, ask questions, and use these best practices to boost your sales.
- 3:30 PM**    **Afternoon Networking Break**  
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- 3:45 PM**    **Taking Guest Surveying from Good to Great – Summit Ballroom**  
*Kurt Kinscherf, Sr. Account Manager*  
 Do your guest surveys fall into a black hole? Turn surveys from glanced-at reports to an integral part of the guest experience and marketing process with advanced survey techniques, dashboards, and follow-up management. Find out what other resorts are doing, what you can do to improve, and about technology now available on the Marketing Cloud platform.
- 3:45 PM**    **Asynchronous, Concurrent, Distributed Computing: Yes, You Really Care What That Means! – Pinnacle Ballroom**  
*Tim Kiely, Sr. Software Engineer; Paul Wagner, Sr. Software Engineer*  
 As travel and hospitality eCommerce continues to rapidly change and grow in popularity and functionality, a state-of-the-art booking framework will be essential to achieve higher conversion rates and maximize profits. Don’t miss this non-technical sneak peek at a reservation platform in the works to handle whatever traffic levels or unexpected disruptions the eCommerce future throws at it.
- 5:30 PM**    **Organized Activities: Mt. Bike Ride or Hike**  
 Hike: Meet in the Topnotch lobby at 5:30. Sneakers or hiking boots recommended.  
 Bike: Meet at MountainOps at 5:30. Bike rental must be made 24 hours in advance.  
 For half-price rental information, visit MountainOps at: [www.mountainopsvt.com/summer-activities/](http://www.mountainopsvt.com/summer-activities/)

- 9:00 AM Behind the Scenes from Slopefiller's Upcoming Rebrand – Summit Ballroom**  
*Gregg Blanchard, Dir. of Marketing*  
Started as a side project in 2010, SlopeFillers has become a trusted name in weekly resort marketing ideas. In 2017, the site will pivot in both strategy and style. Get a behind-the-scenes tour of marketing mistakes, lessons, and successes from the SlopeFillers story, an overview of the next chapter, and a first look at the new site.
- 9:00 AM Inntopia's Responsive Commerce: Best Practices – Pinnacle Ballroom**  
*Lisa Prive, Product Manager; Tyler Mumley, VP Sales; Kevin Duff, Strategic Account Manager*  
Take a look at ways partners use Responsive Commerce to dramatically boost sales; then break into small groups to share your own success stories. Come away with best practices for leveraging Responsive Commerce to increase your profits.
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- 10:00 AM Live Chat in the Cart: Lessons Learned and Shared – Summit Ballroom**  
*Chris Lamothe, eCommerce Manager, Ski Banff-Lake Louise-Sunshine and skibig3.com*  
skibig3.com ran live chat half-heartedly for several years before ramping things up in 2016/17, and the benefits have been significant. Chris Lamothe shares how slight changes can have a big impact, and where to go from here.
- 10:00 AM Growing Lift and Activity Ticket Yield with Inntopia – Pinnacle Ballroom**  
*Scott Guyette, Founder/Lead Pricing Analyst, Specific Gravity Consultancy*  
Join this interactive session on capturing more revenue through Inntopia's YieldView platform. Learn about the benefits of dynamic price models, review best practices, explore the depth of capability within the platform, and discuss development of effective reporting.
- 10:50 AM Networking Coffee Break**
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- 11:00 AM Spotlio's Booking Layers and Apps Benefit Whistler Blackcomb – Summit Ballroom**  
*Albert Ferrando, CEO, Spotlio Inc; Erik Austin, VP Sales and Marketing, Resort Reservations Whistler*  
Hear about Whistler Blackcomb's experience working with Spotlio, and how leveraging Spotlio's Booking Layer has achieved and exceeded their success goals. Discover more insights about Spotlio's Resort Apps and upcoming new features.
- 11:00 AM Springer-Miller Systems/Inntopia: New Integrations – Pinnacle Ballroom**  
*Carson Foerster, Dir of Sales, Springer-Miller Systems; Steve Cunningham, Sr. Sales Manager, Springer-Miller Systems*  
Get a deep look at Inntopia's two-way interface with Springer-Miller Systems and discuss current and potential new feature integration.
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- 12:00 PM Lunch – The Roost**  
Soup, Salad, Taco Station, Churros
- 1 – 5 P.M. Meet your Strategic Account Manager, Inntopia Offices, 782 Mountain Rd., Stowe**  
Pre-schedule your appointment and prepare key points for a productive face-to-face, 30-minute meeting with your strategic account manager.