



## 2014 Stash Partner Summit Agenda

The James Royal Palm, Miami, FL - November 3-5, 2014

### Monday, November 3rd

 = large or small group discussion  
 = prizes awarded

7:00 PM **Welcome Reception** – (*The Florida Cookery Patio*)

### Tuesday, November 4th

7:00 **Breakfast** is provided at your leisure from 7:00-8:30 – (*Florida Cookery Mezzanine*)

8:30 **Welcome and Opening Remarks** - (*The Great Room*)

Michael Shaff, General Manager, James Royal Palm  
 George Vesa, General Manager, Edgewater South Beach  
 Jeff Low, CEO, Stash Hotel Rewards

9:00 **Breakout Sessions** 

- **David v. Goliath: The story of Stash, and why it matters** - (1<sup>st</sup>-time summit attendees gather in *The Great Room*)
- **Experience-driven leadership: The veteran's role in Stash** - (Veteran summit attendees gather in *The Studio*)

10:00 **2014 Highlights: scale, awareness and influence** - (*The Great Room*) 

11:00 **Breakout Sessions** Choose one to attend: 

- **Program Impact: How Stash influences your best guests** - (*The Great Room*)
- **Marketing Efficiency: Strategies for attracting members, meeting planners & corporate influencers** – (*The Studio*)
- **Partner Standards: Ensuring engagement across the network** - (*The Great Room*)

12:00 **Breakout Recap** - (*The Great Room*)

12:30 **Lunch** – (*Florida Cookery Mezzanine*)

1:30 **Driving Incremental Demand: Retail bookings on stashrewards.com** - (*The Great Room*)

2:30 **Break** 

2:45 **Breakout Sessions** 

Choose one to attend:

- **Maximizing the Stash channel: Attracting unmanaged corporate travelers, OTA addicts, and members** - (*The Great Room*)
- **Member preferences: How to optimize data collection and use** – (*The Studio*)
- **Member feedback: What members may tell you about their stay** - (*The Great Room*)

3:45 **Breakout Recap** - (*The Great Room*)


4:30 **Discover South Beach with Stashie as your guide** - Flip-flops recommended!


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### Wednesday, Nov 5th

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- 7:00            **Breakfast** is provided at your leisure from 7:00-8:30 – *(Florida Cookery Mezzanine)*
- 8:30            **Day 1 Recap** – *(The Great Room)*
- 8:45            **Building Brand Awareness: The Stash Credit Card** – *(The Great Room)*
- 9:15            **Breakout Sessions** *Choose one to attend:* 
- **Stash Credit Card marketing: Maximizing traveler interest** - *(The Great Room)*
  - **Opportunities for hotel-based promotion: Inline promotion and other channels** – *(The Studio)*
  - **Exceeding guest expectations: Delivering on unique soft benefits** - *(The Great Room)*
- 10:30           **Breakout Recap** - *(The Great Room)* 
- 11:00           **Stash Live: A panel of Stash Partners share best (and worst) practices from the front desk to the back office** - *(The Great Room)* 
- 12:15           **Ideas into action: Commitments and next steps** – *(The Great Room)*
- 12:30           **Lunch** – *(Florida Cookery Mezzanine)*