



NATIONAL CONFERENCE AUGUST 23 - 25, 2015

OMNI  HOTELS & RESORTS
montelucia | scottsdale

Sunday, August 23

Arrivals throughout day

- 12:00pm – 4:00pm Registration Open in Alhambra Ballroom 2
[Creative Partner and Sponsor Showcase](#)
- 4:00pm – 4:30pm Opening Welcome Session in Alhambra Ballroom B
- 4:30pm – 6:00pm [Inside the Mind of the Member and Event Host](#) *with Lee Silber*
- 6:00pm – 7:30pm Evening Welcome Party in Castillo Lucerna and Cortijo Plaza
[Sponsored by Casamigos Tequila](#)



Monday, August 24

- 7:00am Breakfast in Alhambra Ballroom Foyer
- 8:00am – 9:00am [Communicating for Success 2.0: How to Maintain High Touch Relationships in High Tech Times](#) *with Sarita Maybin*
- 9:15am – 10:00am [Creating High Experience Events](#) *with PJ Fuerstman-Meyer*
- 10:00am – 10:15am Break
- 10:30am – 11:45pm [An Innovative and Intimate Talk](#) *with David Tutera*
- 11:45am – 1:15pm [Lunch and Book Signing](#)

- 1:30pm – 2:30pm **Breakouts by Club Product Type and Ownership**
Best Practices and Brainstorming on increasing Holiday Event Revenues; Creative Partner/Vendor Relationship Revenues; and Upsell Revenues; Food and Menu Trends
- 2:45pm – 3:15pm **Innovation at Work. . . in the Jonathan Club, Los Angeles** *with Matthew Allnat*
- 3:15pm – 3:30pm Break
- 3:30pm – 4:00pm **Shift Your Brilliance** *with Simon T. Bailey*
- 4:00pm - 4:30pm **Fine Tuning your Appointment Protocol and Booking the Sale**
with Lynne LaFond DeLuca and Michele Carroll
- 4:45pm – 5:30pm **Sharing Your Conference Excitement – Getting Your Whole Team on Board!**
Panel Discussion *with Charles D. Dorn, CCM*
- 6:30pm Cocktail Reception on the Valencia Lawn
- 7:30pm Dinner Event in the Valencia Ballroom
Wine education with each course



Tuesday, August 25, 2015

- 8:00am Breakfast in Alhambra Ballroom Foyer
- 9:00am – 10:00am **Panel Discussion on The Hottest, Most Inspiring, Fun-Loving Trends!**
With Wendy Dahl, John Goolsby, PJ Fuerstman Meyer, Kate Patay, Kevin Dana
- 10:15am – 11:15am **Breakouts by Club Product Type and Ownership**
Best Practices and Brainstorming on Target Markets marketing strategies for weddings and social events, corporate events, and charitable events; Social Media Marketing.
- 11:15am – 11:30am Break
- 11:30am – 12:15pm **Creating Innovation in the Private Club Event Industry** *with Tim Richardson*
- 12:15pm – 12:45pm **The 2015 Conference - It's a Wrap! Closing Comments and Questions**
- 1:00pm – 2:00pm Lunch and Camaraderie in Castillo Lucerna

Afternoon on your own to enjoy Montelucia!

