

SPRING 2008 CONFERENCE SCHEDULE

MONDAY, MARCH 3				
Time		Event	Speaker/Presenter	Location
12:00 PM	5:00 PM	Registration / bbim.org demos		Reception Area
12:00 PM	3:00 PM	Vendor Exhibit Setup		Foyer
4:00 PM	7:00 PM	Tabletops		Tabletop Exhibits
5:30 PM	7:00 PM	Reception (Cash Bar/Appetizers)		Foyer
TUESDAY, MARCH 4				
8:00 AM	8:45 AM	Morning Coffee		Foyer
8:00 AM	5:00 PM	Vendor Exhibits Open	Vendors	Foyer
9:00 AM	10:15 AM	General Session: Travel Trends and Working with Your Local CVB or Chamber to Put More Heads in Beds	Steve Powell, CEO of Destination Services, LLC	Junior Ballroom CD
10:15 AM	10:45 AM	Break		Foyer
10:45 AM	12:00 PM	Increasing Sustained Profitability: Developing a Guest Loyalty Strategy	Pat Gruber, Pat Gruber & Associates	Meeting Room 101
10:45 AM	12:00 PM	The Good, the Bad & the Ugly: Innkeeping Issues Roundtable	Ed Franko, Bass & Baskets, Moderator	Meeting Room 102
10:45 AM	12:00 PM	Cooking Smart: Serve with a Flair	Larry Stevens, Dickey House; Kathy Marks-Petit, Park Avenue Mansion	Meeting Room 103
12:00 PM	1:30 PM	Lunch		Junior Ballroom CD
1:30 PM	2:45 PM	BBIM Business Meeting	BBIM Board	Junior Ballroom CD
2:45 PM	3:30 PM	Snack Break/Visit with Vendors		Foyer
3:30 PM	4:45 PM	Niche Marketing: Pet Friendly Inns, Spa Services, Cooking Classes, Wine Tasting & Murder Mysteries	Lois Hoover, Su Casa; Linda Hovell, Aunt Sadie's; Dixie Yates, Yates House & Gary Blankenship, Walnut Street Inn	Meeting Room 101
3:30 PM	4:45 PM	Keys to Success in Your Business: Strategic Planning and Time Management	Pat Gruber, Pat Gruber & Associates	Meeting Room 102
3:30 PM	4:45 PM	Using Your Inn's Assets to Market Your B&B	Karen Stoeckley, Eagle's Nest Winery, Inn & Bistro	Meeting Room 103
6:00 PM	7:00 PM	Reception (Cash Bar/Appetizers)		Junior Ballroom CD
7:00 PM	9:00 PM	Dinner/Entertainment	Entertainment by The T(h)oms - Thom Howard and Tom Verdot will perform a fascinating and highly entertaining range of traditional and popular music.	Junior Ballroom CD
WEDNESDAY, MARCH 5				
8:00 AM	8:45 AM	Morning Coffee		Junior Ballroom CD
9:00 AM	10:15 AM	Internet Bootcamp Part 1: Protecting your Domain Name, Online Availability, Mailing Lists and Newsletters, Search Engine Optimization, Statistics & Registration Tracking, Packages - Know what you're paying for.	Acorn Internet Services	Junior Ballroom CD
9:00 AM	10:15 AM	Inns and Outs: Tips from a top St. Louis area designer on industry trends to consider when designing your inns and guest rooms.	Debbie Donnelly, Donnelly Interiors	Meeting Room 101
10:15 AM	10:30 AM	Break		Foyer
10:30 AM	12:00 PM	Internet Bootcamp Part 2: Elements of a good website - Once a customer has found you on the internet - how do you keep them coming back until they make a reservation? (Website Design, Navigation, Content, Photography, Blogging and more!) Innkeepers Q & A - anything you want to ask.	Acorn Internet Services	Junior Ballroom CD
10:30 AM	12:00 PM	Floral Design: Tips on making simple and inexpensive arrangements and centerpieces.	Michael Schrader, Floral Director, Schnucks Supermarkets	Meeting Room 101