



Austin, TX
May 15 - 17

2012 Passkey Housing Forum

Tuesday, May 15, 2012: Optional Hands-on Workshops

TIME	SESSION TITLE	SESSION DESCRIPTION	LOCATION
7:00am – 5:00pm	Registration		Fourth Floor Pre-Function
9:00am - 5:00pm	GroupMAX ME Intermediate	<p>Designed especially for users that are relatively new to GroupMAX ME and are ready to refine their understanding of system capabilities and advance their skills.</p> <p>Prerequisite:</p> <ul style="list-style-type: none"> Attendee can log into GroupMAX ME Attendee is familiar with GroupMAX ME libraries and bundles Attendee can build a basic event in GroupMAX ME <p>In this session users will:</p> <ul style="list-style-type: none"> Master inventory management including waitlist and earned comp tracking Gain website customization skills for welcome page modification & basic HTML Understand creation of effective group campaigns including new format ideas Identify all available functionality of the event/planner dashboards Learn solutions for using RegLink- Getting started and managing shared data 	Meeting Room: 416A
9:00am - 5:00pm	GroupMAX ME Advanced Sub-Block Management:	<p>Learn all the ins and outs of sub-block management. This workshop focuses on workflow options and advanced techniques related to various event types such as trade shows, team events and co-sponsored conferences.</p> <p>Prerequisite:</p> <ul style="list-style-type: none"> Attendee can log into GroupMAX ME Attendee is familiar with GroupMAX ME libraries and bundles Attendee can build an event with complex inventory Attendee can create an event campaign <p>In this session users will:</p> <ul style="list-style-type: none"> Learn how to add sub-block groups and contacts 	Meeting Room: 416B

		<ul style="list-style-type: none"> • Learn how to design online sub-block request forms to support various scenarios • Master the sub-block request process • Get an in-depth look into configuring sub-block dashboards and websites • Use the Multiple Room Booking tool to maximize reservations • Discover the benefits of delegate profiles 	
9:00am - 5:00pm	GroupMAX Intermediate	<p>Maximizing the use of GroupMAX’s advanced tools could mean the difference between achieved or missed revenue goals. In this workshop you will get an in-depth look at the various revenue and communication opportunities that GroupMAX offers.</p> <p>Prerequisite:</p> <ul style="list-style-type: none"> • Attendee can log into GroupMAX • Attendee is familiar with GroupMAX libraries and bundles • Attendee can build a basic event in GroupMAX • Attendee can create an event campaign <p>In this session users will:</p> <ul style="list-style-type: none"> • Adopt best practices for building effective email campaigns • Gain insight into practical upselling strategies • Master advanced inventory management techniques • Automate the room list management process • Embrace the Multiple Room Booking tool feature • Leverage attendee enrollment forms • Understand the benefits of planner dashboards 	Meeting Room: 400
10:30am – 10:45am	Break		Fourth Floor Pre-Function
12:00pm - 1:00pm	Lunch		Salon E
3:15pm – 3:30pm	Break		Fourth Floor Pre-Function
6:30pm - 8:00pm	Welcome Reception	<p>Open to all attendees:</p> <p>Join us as we celebrate the opening night of PHF '12 full of cocktails, networking, live local music and a taste of Austin.</p>	The Liberty Tavern - Hilton Austin

Wednesday, May 16, 2012

TIME	SESSION TITLE	SESSION DESCRIPTION	LOCATION
7:00am - 5:00pm	Registration		Sixth Floor Pre-Function
7:30am - 8:30am	Breakfast		Salon K
8:30am - 10:45am	Opening General Session	Welcome from Greg Pesik, President & CEO, Passkey Passkey Strategic Vision & Product Road Map	Salon H
10:45am – 11:00am	Break		Sixth Floor Pre-Function
11:00am – 12:00pm	Keynote	Micah Solomon, Customer Service Strategist, Entrepreneur, Business Leader and Author	Salon H
12:00pm - 1:45pm	Lunch Learning Lounge	Here’s your chance to get answers straight from the experts at Passkey. Bring all your questions and learn valuable tips and tricks that will help you optimize your group housing and overcome your greatest obstacles.	Salon K
In the tracks below, attendees will choose one session per time slot to attend			
	GroupMAX ME Track	GroupMAX Track	
2:00pm - 3:15pm	Housing – Beyond Heads in Beds Work in creative teams to define the true meaning of “housing”. Compare and contrast service offerings and discuss the value your service brings to existing and potential customers. Prepare a checklist you can immediately implement once you return home.	GroupMAX Hidden Gems Highlights the best kept secrets of Passkey. Learn practical applications to bring back to the office to “Wow!” your hotel management, planners and guests. Did you know you can: <ul style="list-style-type: none"> • Internationalize your attendee website with Google Translate and multiple currency options • Specify email acknowledgements by attendee type • Tailor the attendee booking experience with driving directions 	Salon A / Salon E
2:00pm - 3:15pm	Integrating Event Registration and Hotel Booking with RegLink Busy event-goers demand a one-stop shop registration and reservation experience. Forum sponsor, CDS, will showcase our latest partner innovation – the joint registration and housing email confirmation. Plus, collaborate with other users to create a RegLink project plan that is sure to increase room block pickup.		Salon B

3:15am – 3:30pm	Break		Sixth Floor Pre-Function
3:30pm– 4:45pm	Survey Says – Most Common Questions Answered This session will cover the top 10 “How Do I?” questions that result managing events with GroupMAX.		Salon E
3:30pm– 4:45pm	Business Intelligence (BI) Reporting - Build and Share Your Own Reports and Dashboards Participants are exposed to the capabilities of the advance reporting feature and learn how to build simple ad hoc reports and dashboards on their own. Participants also will learn how to modify the reports and dashboards that are accessible to them and save the report and dashboard with their own customization. How to share the reports and dashboards to others are also explained in detail in this session. Passkey’s new approach to sharing beta versions of reports and templates to early adopters will also be explained.		Salon H
	In the tracks below, attendees will choose one session per time slot to attend		
	GroupMAX ME Track	GroupMAX Track	
3:30pm– 4:45pm	Managing Team Sporting Events Gain insight on the Team Sports Market by participating in a group discussion identifying Sports Organizers, trends in opportunity, discussing the unique housing needs of this market and how to meet the demands. Hear from session guests with direct experience and learn from Passkey staff about the GroupMAX ME tools available today and in the future.	Best Practices Boot Camp This fast-paced session will offer the opportunity to participate in 5 round table discussions led by Passkey super-users from across the hospitality industry. Join this session and master: <ul style="list-style-type: none"> • Creative campaigns to create loyal brand ambassadors • Upselling strategies that yield instant results • Promoting online reservations to drive group pickup • Engaging with planners to heighten service levels 	Salon A / Salon B
6:30pm – 10:00pm	Networking Reception	There's only one way to hear live music in Austin and that's at The Stage On Sixth. The Stage is a little bit of Nashville and a whole lotta TEXAS with live music. Pull on your cowboy boots (and casual attire) and experience live music, cocktails and delicious food.	The Stage on 6th

Thursday, May 17, 2012

TIME	SESSION TITLE	SESSION DESCRIPTION	LOCATION
8:00am - 9:00am	Breakfast		Salon C
	In the tracks below, attendees will choose one session per time slot to attend		
	GroupMAX ME Track	GroupMAX Track	
9:15am – 10:30am	<p>GroupMAX ME Hidden Gems</p> <p>Highlights the best kept secrets of Passkey. Learn practical applications to bring back to the office to “Wow!” your hotel management, planners and guests.</p> <p>Did you know you can:</p> <ul style="list-style-type: none"> • Internationalize your attendee website with Google Translate and multiple currency options • Specify email acknowledgements by attendee type • Tailor the attendee booking experience with driving directions • Plus, many more hidden gems! 	<p>Fund Your Favorites</p> <p>Actively engage with the Passkey team to explore new advancements and innovations custom-made to propel your group business to the next level.</p>	Salon B / Salon E
10:30am – 10:45am	Break		Fourth Floor Pre-Function
10:45am – 12:00pm	<p>Hotel Reservation Integrations for City-Wide Events</p> <p>Are you on pace with the latest and greatest of GroupLink and RezHub technology? Guest speakers from major hotel brands discuss the inside scoop on how they use GroupMAX for CW events.</p> <p>Topics include: How they use the room type library, why they do or do not allow reservation management past cut off, how they utilize primary inventory and vital preferences for concession management.</p>		Salon A
	GroupMAX ME Track	GroupMAX Track	
10:45am – 12:00pm	<p>Fund Your Favorites</p> <p>Actively engage with the Passkey team to explore new advancements and innovations custom-made to propel your group business to</p>	<p>The Next Iron Event</p> <p>Broken into groups, attendees will be given a hotel profile and upcoming event.</p>	Salon B / Salon E

	the next level.	<i>The Challenge:</i> Create a marketing strategy for the entire life of the event. Careful, roadblocks will come up periodically so think creatively and resourcefully.	
12:00pm – 1:15pm	Lunch & Closing Session	The “Best in Show” Awards Submit your story to PHF ‘12’s Facebook event page and enter to win an iPad3 plus various AMEX gift cards.	Salon C