



2021 Summer Conference

Fairmont Copley Plaza Hotel
138 St. James Avenue
Boston, MA 02116
1-617-267-5300

Monday, June 28, 2021

9:00 am – 12:00 pm

ISHA Board Meeting

Open to CEO's. Please RSVP to Chris Pappas at cpappas@ishz.biz in advance.

12:30 pm

Registration

1:00 pm – 1:30 pm

Welcome

All Attendees

1:30 pm – 2:45 pm

Beyond the Pandemic: Why Associations Still Matter & How to Compete In The Future

CEOs & Marketing

Speaker: Kiki L'Italien, Amplified Growth

1:30 pm – 2:45 pm

Membership Best Practices I

Membership

2:45 pm – 3:00 pm

Break

3:00 pm – 3:45 pm

Advocacy Updates – Successes & Failures & how you can leverage these issues with membership

All Attendees

Panel: Chris Hardman, Georgia Hotel & Lodging Association

Sarah Bratko, Rhode Island Hospitality Association

Additional speakers TBD

This session will offer not only advocacy updates across the country, but also how you can use your wins (and losses) to leverage gaining new members for your association.

3:45 pm – 4:30 pm

How to use supplemental tech tools to be more productive

All Attendees

Speaker: Dahlia ElGazzar, Dahlia+

There is so much technology out there and more becomes available every day! How can we be more productive? In this session you'll learn a few ways to use online tools such as online auctions, surveys, grassroots tools, webinar & tradeshow platforms and more to become more effective!

4:30 pm – 5:00 pm

AAHOA Update

All Attendees

In this session, we'll hear from Dr. Cecil P. Stanton, President & CEO of AAHOA. We'll learn about what AAHOA is working on and their priorities.

6:00 pm – 7:15 pm

Opening Reception at the Fairmont Copley Plaza

All Attendees

Join your colleagues and peers at the ISHA Summer Conference Opening Reception.

Tuesday, June 29, 2021

7:30 am – 8:30 am

Breakfast – Network with the Partners

8:30 am – 9:00 am

All Attendees

AHL EI Update

In this session, we'll hear from AHL EI on their latest updates and things ISHA members need to know.

9:00 am – 9:45 am

All Attendees

Redefining Your Associations Value Proposition & Why They Choose You

Speaker: Kiki L'Italien, Amplified Growth

Post-pandemic, it's vitally important to understand your associations value proposition and deliver to your members what they need in order to survive. In this session, understand why members choose to join your association and learn ways to redefine your value proposition to deliver to them what they need.

9:45 am – 10:30 am

All Attendees

Work Smarter, Not Harder: Powerful Time Management Strategies to Boost Your Productivity

Speaker: Steve Turner, CEO & Founder, Turner Time Management

What tools and best practices are available to use your time well and get the results that you need to increase productivity and efficiency? In this session, Steve will share real-world, easy to apply tips and tricks on time management and how you can change your habits to improve your efficiency.

10:30 am – 10:45 am

Break

10:45 am – 11:30 am

Lodging Association CEOs only

CEO Session

10:45 am – 11:30 am

Membership & Marketing

Telling Your Authentic Story

Speaker: Ryan Williams

Do you want to reach more people? This session will help you to deconstruct your own association and brand narratives that are holding back your recruitment, marketing campaigns, and community building. With interactive discussions, group exercises, and real-time feedback from Ryan, participants will develop their own brand association narrative, learn from real-world storytelling case studies, and discover the value in developing their own authentic voice.

In this session:

- Learn an adaptive authentic storytelling framework for your association
- Discover the secrets of copywriting success from the leaders in the modern economy
- Create word of mouth marketing and own your authentic story on social media
- Analyze key social media examples from Facebook, Twitter, YouTube, and LinkedIn
- Define your key member audience profiles, review your association brand, analyze/critique your current methods for reaching members
- Write social media and web copy that we will critique as a group - together during this workshop
- Understand the difference between branding, writing, copywriting, and how they work together in marketing

This is an interactive workshop - bring your notepad, planner, or writing device!

11:30 am – 12:00 noon
All Attendees

AHLA Update

In this session, we'll hear from Chip Rogers, President & CEO of AHLA. We'll learn about what AHLA is working on and their priorities.

12:15 pm – 1:30 pm
All attendees

Lunch

1:45 pm – 2:30 pm
CEOs/Marketing

Getting Your Message Heard

Speaker: Lynn Mohrfeld, California Hotel & Lodging Association

In our ever changing virtual world, there is more and more competition to get your message heard by your stakeholders – members, media, legislature and more. In this session, learn how California has been successful in breaking through the clutter to get their message heard.

1:45 pm – 2:30 pm
Membership

Increasing Sales with Tech Tools

Speaker: Steve Turner, CEO & Founder, Turner Time Management

What are the technology tools that can help you boost sales and leads? Outlook? Google Calendar? Other programs? Steve Turner, CEO & Founder of Turner Time Management will share with you some of the tools and strategies he uses to generate more sales and leads, including your calendar and tools like Microsoft Bookings and LinkedIn.

2:30 pm – 3:15 pm
CEOs

Where We Are Today: COVID-19 Sticking Points, Vaccinations, Managing Sick and Fearful Employees, Litigation Trends, and Other Developing Issues

Speaker: Andria Ryan, Fisher Phillips

Hear from ISHA Partner, Andria Ryan of Fisher Phillips, as she discusses these important Human Resource and Legal issues.

2:30 pm – 3:15 pm
Membership/Marketing

Engaging Social Media Strategies

Speaker: Dahlia ElGazzar, Dahlia+

Facebook, Instagram, Twitter, SnapChat, ClubHousewe're all on them in one form or another, but how can you use them more effectively to promote your association, your members and your events? In this session, learn how to use stories, podcasts and other tools to increase your brand visibility and bridge the gap between your digital engagement and consumer expectations.

3:15 pm – 3:30 pm

Break

3:30 pm – 4:15 pm
CEOs

Business Model Canvas: Generating Non-Dues Revenue

Speaker: Kiki L'Italien, Amplified Growth

Now more than ever, non-dues revenue is vitally important. In this session, learn ways to look at your business model and develop ideas to generate non-dues revenue for your association.

3:30 pm – 4:15 pm
Membership/Marketing

Grow Your Membership: Lessons from Silicon Valley & Hollywood

Speaker: Ryan Williams

Substack, Slack, Clubhouse, Minecraft. What do they have in common? Outside of becoming billion dollar companies, they all worked tirelessly to empower their community to help tell their stories. The most innovative organizations of the 21st Century solve problems for others, build dedicated communities, and find the right messengers to make their organizations take off like rocket ships.

In this session learn the top five tools that top Silicon Valley tech companies, Hollywood studios and video game creators use to develop thriving and local communities. Key takeaways will include:

- How to find new members and grow a dedicated email list via tech enabled solutions
- Host virtual expert industry events to attract and retain members
- Create attractive invite only private communities to add value to your existing members
- Learn actionable tips and advice from leading marketing experts, and templates to help make digital marketing easier
- Craft a big vision to grow your influence on social media
- Turbocharge your brand and recruit new members
- Learn how world-class story tellers and entrepreneurs find their authentic voice for their companies and brands

5:30 pm

Meet in Lobby to depart for Dinner

Enjoy a special tour of Boston on the way to dinner.

6:30 pm - 8:30 pm

All Attendees

Dinner

Boston Harbor Hotel

70 Rowes Wharf, Boston, MA. 02210

Phone: 1-617-439-7000

Join us for an evening on Boston Harbor with special musical performance presented by BMI

Musical Artist: Steve Dorff

Honored as a 2018 Inductee to the prestigious Songwriter's Hall of Fame in NYC, three-time Grammy and six-time Emmy nominated Steve Dorff has written songs sung by the likes of Barbra Streisand, Kenny Rogers, Celine Dion, Whitney Houston, Anne Murray, George Strait, Garth Brooks and countless others, while also establishing himself as a gifted film and television composer. He's tallied over 40 BMI awards. Key songs in the Dorff catalog include: Through the Years, I Just Fall In Love Again, Heartland, Every Which Way But Loose, Hypnotize The Moon, I Cross My Heart and countless others recorded by over 250 Artists from all genres of music.

Wednesday, June 30, 2021

7:30 am – 8:30 am

Breakfast with Partners

7:30 am – 8:30 am

Breakfast with Weblink/Atlas

Join Laura Alin for breakfast and ask her all of your Weblink/Atlas questions!

8:30 am – 9:30 am

CEOs

Is this a Crisis for our industry?

Panel: Dannette Lynch, Florida Restaurant & Lodging Association
Additional Speakers TBD

In this session, learn more about what ISHA members are doing to address the Workforce Issue. Share resources, generate roundtable ideas like how to attract workers back to a sustainable industry, how to attract students back to the industry, and more.

9:30 am – 10:15 am

CEOs

Wage & Salary Data for Hotels

9:30 am – 10:15 am

Membership & Marketing

Membership & Marketing Best Practices

10:15 am – 11:45 am

All attendees

Understanding Travel Demand & Future Forecast

In this session, STR will present the latest statistics on the hotel industry. Additional speakers will discuss leisure, group and business travel trends and future forecasts.

11:45 am

ISHA Summer Meeting Concludes

Save the Date!

**ISHA Winter Conference
December 6 – 8, 2021
Mountain Shadows Resort, Scottsdale, AZ**