



Hotel Revenue Management Theater Presentations by IDEaS

Join us following each theater presentation for a live demonstration of IDEaS' leading Hotel Revenue Management Solutions.

JUNE
22

Tuesday

11:00 am **Social Media Analysis for Hotels: Understand, Predict & Act on Your Social Media Data**

to
11:30 am **Presenter:** Kelly McGuire, Ph.D., Profit Optimization Global Practice at SAS

1:00 pm **Rate Optimization: Setting Optimal Rates for Your Hotel**

to
1:30 pm **Presenters:** Klaus Kohlmayr, Senior Director – IDEaS Advantage Consulting & Vivek Bhogaraju, Senior Manager Corporate Business Development

3:00 pm **7 Things a Hotel Revenue Manager Can Do to Prepare for the Recovery**

to
3:30 pm **Presenter:** Klaus Kohlmayr, Senior Director – IDEaS Advantage Consulting

JUNE
23

Wednesday

11:00 am **Establishing a Revenue Management Culture at Your Hotel**

to
11:30 am **Presenter:** Klaus Kohlmayr, Senior Director – IDEaS Advantage Consulting

1:00 pm **Technology + Hotel Revenue Management: How Technology is Increasing ROI**

to
1:30 pm **Presenter:** Andrew Plackner, Product Manager - IDEaS Revenue Optimization

JUNE
24

Thursday

11:00 am **Advanced Customer Analytics: How to Calculate Customer Lifetime Value & Improve Retention**

to
11:30 am **Presenter:** Jeri Roche, Solutions Architect at SAS