

Full Schedule

(Subject to change without notice;
check TheRomanceTravelUniversity.com for the very latest schedules)
All room assignments shown are at the Embassy Suites Las Vegas Convention Center (3600
Paradise Road) unless noted otherwise.

MONDAY, APRIL 30, 2018

(The day before the conference starts officially)

Pre-Conference Fam: “Luxury Romance Travel Options in Las Vegas”

Sponsors: Las Vegas Convention & Visitors Authority

8.30 am—3 pm (Departs from and returns to the Embassy Suites)

Learn firsthand what your upscale couples can experience in the city’s luxury spas, restaurants, and hotels in Las Vegas! This fam will leave the Embassy Suites at 8.30 am sharp, lunch will be included, and it will return to the Embassy Suites around 3 pm.

Pre-Conference Fam: “LGBT Romance Travel Options in Las Vegas”

Sponsors: Las Vegas Convention & Visitors Authority

12.30 pm—6.30 pm (Departs from and returns to the Embassy Suites)

See for yourself the many services in Las Vegas eager to cater to your lesbian, gay, bisexual, and transgender clients—from hotels and attractions to excursions and restaurants! This fam will leave the Embassy Suites at 12.30 pm, it includes dinner, and it will return to the Embassy Suites around 6.30 pm.

Host Agency Owners Summit

3 pm—7 pm (Envoy)

In this very interactive, hands-on session, you’ll learn best practices for recruiting, onboarding, and managing independent contractors (ICs) for your romance travel business! It will be led by Geoff Millar and John Hawks. You must have at least one outside agent/IC to attend.

TUESDAY, MAY 1, 2018

(The first full day of the conference)

Opening General Session

9 am—11.45 am (Chancellor)

DWHSAs Executive Director Lisa Sheldon will welcome you to the conference and lead panels focusing on 2018-2019 romance travel trends and on success tips offered by top-producing DWHSAs members. Plus, we’ll have a full update on DWHSAs current member services and benefits, with a sneak peek at what’s coming soon!

"Ask Anything" Lunch

12 noon—1.30 pm (Ambassador)

Ever wanted to sit down with other romance travel agents and ask those questions you might be afraid to say out loud? Now, you can - at this lunch with round-the-table discussions led by experienced DWHSAs members who sell romance travel every day just as you do!

TUESDAY, MAY 1, 2018 (cont'd.)

"Ask the Experts" Afternoon

2 pm—5 pm (Chancellor)

In five 25-minute sessions (plus an afternoon break), you can rotate among different tables for discussions with real-life experts in key topic areas that affect your romance travel business. These speakers will lead the roundtables, and you may pick and choose the speakers and topics you want every 25 minutes:

- **Cherie Ronning** (Wedding Network USA): Branding Your Business (3 sessions) and Creating Your Social Media/Blogging Calendar (2 sessions)
- **Geoff Millar** (Ultimate All-Inclusive Vacations): Qualifying and Teaching New Clients (3 sessions) and Managing Your Business by the Numbers (2 sessions)
- **Cheryl Bailey** (Yellow Umbrella Travel and Wedding Industry Rescue): Facebook Ads (3 sessions) and Focusing on High-End Brides (2 sessions)
- **Shea Bailey** (Yellow Umbrella Travel and Wedding Industry Rescue): The Best Ways to Improve Your Web Site (3 sessions) and SEO Basics (2 sessions)
- **Lisa Sheldon** (DWHSA): Out-of-the-Box Marketing Ideas (5 sessions)
- **John Hawks** (DWHSA): Best Practices for New ICs (2 sessions), Best Practices for New Hosts (2 sessions), and Legal Issues for Romance Travel Specialists (1 session)

"Let's Flamingle" Dinner

Sponsors: Travel Impressions

7 pm—9 pm (Ambassador)

Wind down your first day at this fun agents-only evening function. You can even dress up for the occasion (we'll give you more details as the conference approaches).

WEDNESDAY, MAY 2, 2018

(The second full day of the conference)

Host Agencies and Consortia Chats

7 am—7.45 am (Consul)

Visit North America's leading travel agent networks after breakfast and before the first sessions! Participants include Liz Scull (Ensemble), Stacey Ray (Groupit Travel), Will Medina (KHM Travel Group/LoveShack Vacations), Caroline Belgrave (Nexion), and Carrie Brandt (Travel Leaders)!

Mastery Seminars

8 am—11.40 am (Ambassador, Consul, and Envoy)

Take your pick this morning of 11 different breakout sessions, with topics for all types of travel agents and planners (from first-year beginners to longtime romance travel agency owners)!

WEDNESDAY, MAY 2, 2018 (cont'd.)

Round 1 (8 am—8.45 am)

- "The Nuts and Bolts of Group Travel" (Stacey Ray—Groupit Travel)
- "Planning Romance Travel in Places That Aren't All Inclusive (Ann Petronio—Annie's Escapes Inc.)
- "Everything You've Always Wanted to Ask About Service Fees" (Leah Dugan—Elite Escapes Travel and Cheryl Stewart—From This Day Forward Travel)

Round 2 (8.55 am—9.40 am)

- "Marketing With Videos" (Michele Botnick—Lucky n Love Travel)
- "New to Romance Travel? Here's Your 90-Day Jump-Start Plan" (John Hawks—DWHSA)
- "Working With Wedding Planners" (Cherie Ronning—Wedding Network USA)

Morning Break (9.40 am—10 am)

Round 3 (10 am—10.45 am)

- "Personalizing Your Consultations"
- "Pinterest—How to Create Pins and Promote Your Boards (Part 1)" (Lisa Sheldon—DWHSA)
- "Storytelling: The New Way to Engage Your Clients and Attract More Prospects" (Caroline Belgrave—Nexion)

Round 4 (10.55 am—11.40 am)

- "Communicating With Clients and Managing Their Expectations" (Teri Hurley—Endless Love Travel)
- "Pinterest—How to Create Pins and Promote Your Boards (Part 2)" (Lisa Sheldon—DWHSA)

Almost every seminar will be led by DWHSA agents who are top-producing romance travel specialists. They deal in the trenches every day with couples (just as you do), so you can count on their advice! And, we'll record EVERY session - so, you can catch up after the conference on any seminars you miss!

The Very Special Lunch

12 noon—1.30 pm (Chancellor)

Enjoy a leisurely lunch with tables hosted by the world's most agent-friendly tourism offices and suppliers in the romance travel niche! These exhibitor hosts will decorate their tables and bring giveaways to share with you.

Romance Travel Business Appointments

2 pm—4 pm (Exhibitors' suites on the hotel's upper floors)

Build stronger connections with DWHSA's exhibitors in small-group appointments this afternoon! You'll rotate among suppliers' suites with five to seven agents in your small group—and, by the end of the conference, you'll have met with every single exhibitor!

WEDNESDAY, MAY 2, 2018 (cont'd.)

Las Vegas Showcase

4 pm—6.30 pm (Chancellor and Ambassador)

We've invited the top romance travel suppliers in Vegas—from chapels and Strip hotels to wedding planners, excursion operators, and more—to set up tabletop displays to meet with you (with an afternoon refreshment break thrown in!).

The "Love Goes Round" Reception

7 pm—10 pm

Relax after a long day of training and appointment sharing at this special off-site event sponsored by LVCVA. We won't give away the details yet, but you'll enjoy great food and drinks in a very unique place—plus, the chance to see the late version of a very popular Vegas show with free tickets! (Busses will begin departing the host hotel at 7 pm.)

THURSDAY, MAY 3, 2018

(The third and final full day of the conference)

Open "Drop In" Exhibitor Time

7 am—8 am (Exhibitors' suites on the hotel's upper floors)

Grab time with those suppliers and tourism offices not on your official appointment schedule! You're free to visit any exhibitor's suite during this hour.

Romance Travel Business Appointments

8 am—12 noon (Exhibitors' suites on the hotel's upper floors)

Continue building those exhibitor connections in small-group appointments (plus a half-hour break)!

Lunch

12 noon—1.30 pm (Chancellor)

Refresh yourself with this informal meal break, sitting on your own or at exhibitor-hosted tables.

Mastery Workshops

2 pm—6 pm

Choose the afternoon "boot camp" that fits your needs better:

Option 1: "The Anatomy of Destination Weddings" (Ambassador A&B)

Led by Lisa Sheldon and her team of instructors, this workshop will give you a comprehensive introduction to the ins and outs of destination wedding (DW) planning and management! You'll learn the nuts and bolts of DWs - including Lisa's recommended 12-month DW timeline and the best practices DWHSA members follow to work with DW guests, help couples plan the ceremony (or not), and many more secrets.

THURSDAY, MAY 3, 2018 (cont'd.)

Option 2: "The DWHSA Hands-On Online Marketing Academy" (Envoy)

Get ready to learn firsthand how to use the most effective tech-savvy marketing tools to promote your business and build relationships with your clients:

- 2 pm—3 pm: The basics of Instagram
- 3 pm—4 pm: The basics of Facebook Live
- 4 pm—4.30 pm: Break
- 4.30 pm—5.15 pm: The basics of marketing emails
- 5.15 pm—6 pm: The basics of text marketing

Prize Drawings and Goodbyes

6 pm—6.15 pm (Ambassador)

Test your luck as we wrap up the conference with a long list of randomly drawn prizes and final wishes from DWHSA!

Romance Dine Around

7 pm onward

Experience a wonderful night on the town courtesy of LVCVA! After you register for the conference, you'll have the chance to sign up for a complimentary dinner in small groups at some of the leading restaurants in Las Vegas. LVCVA will provide transportation to the participating restaurants (then, you'll be free to make your own arrangements after dinner).

Post-Conference Fam: "Bachelor/Bachelorette Parties in Las Vegas"

Sponsors: Las Vegas Convention & Visitors Authority

7 pm—12 midnight (Departs from and returns to the Embassy Suites)

Experience firsthand what it's like to plan lucrative bachelor and bachelorette party trips to Vegas with the help of the Las Vegas Convention & Visitors Authority!

FRIDAY, MAY 4, 2018

(The day after the conference ends officially)

Post-Conference Fam: "The LV Wedding Connection City Tour"

Sponsors: LV Wedding Connection

9 am—5 pm (Departs from and returns to the Embassy Suites)

Joni Moss-Graham will personally escort this overview trip through Las Vegas—a great exposure to the city if you've never ventured out of your hotel when you've done travel agent shows in the past! In the morning, you'll visit a boutique tux and gown shop and several chapels that offer unique themes for your clients. After the included lunch, you'll tour a popular spa for brides and couples, visit the world-famous Vegas Sign, stop by a private ranch for your clients who want off-Strip options, and see a mid-Strip rooftop location for ceremonies before returning to our host hotel.

Questions about the conference? Please contact us at support@dwhsa.com or **615.730.9977!**