

# NABHOOD 2018 STUDENT SUMMIT AGENDA

\*Subject to Change

Dress Code: Business

## WEDNESDAY, JULY 25

10:00am - 06:00pm	Registration	Watson Island
11:15am -12:00pm	<u>Committee Meetings</u> Supplier/Vendor Committee Meeting Financing, Franchising, Development Committee Meeting Women in NABHOOD (WIN) Committee Meeting Student Education & Career Opportunities Committee Meeting	Hibicus Island Bal Harbor Island Bayview Boardroom Watson Island
01:00pm – 01:45pm	Networking Break Sponsor:	Pre Function
01:45pm - 03:30pm	Introduction to the ABC's of Hotel Ownership New & Prospective Hotel Owners Orientation	Salon A/B/C/D
04:00pm - 05:15pm	NABHOOD Hospitality Students Orientation All students must attend.	Watson Island
05:15pm - 06:15pm	Opening General Session	Grand Ballroom
6:30pm – 7:15pm	Asian American Hotel Owners Assoc.(AAHOA) Town Hall Meeting MC: Nash Patel, Former Chairman, AAHOA Welcome: Bharat Patel, CHO, Florida Regional Director, AAHOA Welcome: Andy Ingraham, Founder/President/CEO, NABHOOD Introduction of AAHOA Officers Remarks: Hitesh "HP" Patel, CHO, Chairman, AAHOA	Grand Ballroom
7:30pm - 8:30pm	Opening Reception	

## THURSDAY, JULY 26

07:00am - 03:00pm	Registration	Pre Function
07:00am - 08:30am	Continental Breakfast Sponsor:	Pre Function
08:00am - 08:05am	OPENING REMARKS	Grand Ballroom
08:05am – 08:45am	INDUSTRY OUTLOOK STATISTICALLY SPEAKING A Comprehensive Review on the Performance of the Lodging Industry....the past, the present and the future.	Grand Ballroom
08:50am – 09:05am	BRAND USA UPDATE – New Administration, New Travel Policy Brand USA was established by the Travel Promotion Act in 2010. It is the destination marketing organization for the United States with the mission of increasing incremental international visitation, spend and market share to fuel the nation's economy & enhance the image of the USA worldwide.	Grand Ballroom
09:05am – 09:20am	AH&LA LEGISLATIVE UPDATE – GOVERNMENT & LEGISLATION HOW IT AFFECTS THE HOSPITALITY BUSINESS	Grand Ballroom

*AH&LA is focused on the needs of every segment of the lodging industry. Whether you are an owner, REIT, chain, franchisee, management company, independent property, supplier, or state association. AH&LA's Government Affairs Department outlines a set of legislative and regulatory priorities to create a favorable framework for the U.S. hospitality industry to prosper.*

- 09:20am – 09:30am**    **MINORITY BUSINESS DEVELOPMENT AGENCY (MBDA)**  
**U.S. DEPARTMENT OF COMMERCE**  
*What impact will the agency have in the continuing development of diversity & Inclusion?*
- 09:30am – 09:40am**    **WORKFORCE DIVERSITY. WHERE THE INDUSTRY NEEDS TO BE**  
*The demographics continue to change and our industry needs to mirror the market if we are going to continue to be successful. Our commitment to workforce diversity has to be a top priority to secure the future of hospitality.*
- 09:45am - 11:00am**    **GENERAL SESSION** **Grand Ballroom**  
**EXECUTIVE FORUM - A VIEW FROM THE TOP**  
*Thoughts & perspectives of experienced lodging leaders on a wide range of timely industry topics and its impact.*
- 11:00am – 04:00pm**    **Corporate Suites: Want to make a connection, meet or learn about new opportunities?**  
*Stop by and meet with company representatives in their Corporate Suite to learn about investment and franchise opportunities and discuss your development and/or acquisition deal.*  
**Marriott International** **Biscayne Island Room**  
**Hilton** **San Marco Island Room**  
**Bahamas Ministry of Tourism/Investments** **Bal Harbor Room**

<b>11:00am – 11:15am</b>	<b>Networking Break</b> Sponsor:	<b>Pre Function</b>
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- 11:15am - 12:15pm**    **Student Workshop** **Watson Island**
- FIRST & SECOND GENERATION HOSPITALITY PROFESSIONALS**  
*A discussion on entering the hotel industry as a student, first or second generation executive, investor, owner or someone with family connection. What sort of commitment, partnership, and vision do you need to be successful. Where are our second & third generation of executive & owners coming from.*

<b>12:30pm - 01:45pm</b>	<b>NABHOOD SCHOLARSHIP &amp; AWARDS LUNCHEON</b> Sponsor: <b>Marriott International</b>	<b>Grand Ballroom</b>
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- 02:00 pm - 03:00pm**    **WORKSHOP**  
*Workshop 6A* **Salon A/B/C/D**
- WOMEN EXECUTIVES IN THE HOSPITALITY INDUSTRY. WOMEN SHAPING AND INFLUENCING THE HOSPITALITY INDUSTRY**  
*"Learn about the roles women are playing in changing the hotel industry."*

<b>03:00pm - 03:15pm</b>	<b>Networking Break</b> Sponsor:	<b>Pre Function</b>
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- 03:15pm - 04:15pm**    **STUDENT PLENARY SESSION**

**Workshop 7****Watson Island****THE HUMAN RESOURCES PANEL**

*This workshop will provide the participants with opportunities to learn what HR professionals are looking for in new hires and how they can gain insight on preparing for employment opportunities.*

**04:30pm - 05:30pm**
**GENERAL SESSION - STUDENTS PROGRAM  
 PANEL OF HOSPITALITY & INDUSTRY LEADERS**
**Watson Island**

*Industry professionals will talk about how Education, Graduate Studies, Internship & work experience can help you move up the corporate ladder and lead to success in the industry.*

**FRIDAY, JULY 27****06:30am – 07:30am****STUDENTS BACK OF THE HOUSE TOUR****Lobby****07:00am – 08:30am**
**Continental Breakfast  
 Sponsor:**
**Pre Function****08:30am - 08:55am**
**GENERAL SESSION  
 FEDROOMS PROGRAM – HOW THE U.S. GOVERNMENT CAN FILL YOUR  
 HOTEL ROOMS THROUGH ITS NEGOTIATED HOTEL PROGRAM.**
**Grand Ballroom**

*FedRooms is the US Government Negotiated Hotel program available to all federal and military travelers on official business with additional opportunities to fulfill leisure, government groups and meetings, government contractors and state/local government lodging needs. Join us to learn about FedRooms requirements and how your properties may be considered for 2018 participation.*

**09:00am - 10:00am**
**PLENARY SESSION  
 STEPS TO BECOMING A FIRST TIME HOTEL OWNER**
**Grand Ballroom**

*Going into the business! - What you need to know to become a successful hotel owner.*

**09:00am – 04:00pm**
**Corporate Suites: Want to make a connection, meet or learn about new opportunities?  
 Stop by and meet with company representatives in their Corporate Suite to learn about  
 investment and franchise opportunities and discuss your development and/or acquisition deal.**
**Marriott International****Biscayne Island Room****Hilton****San Marco Island Room****Bahamas Ministry of Tourism/Investments****Bal Harbor Room****10:00am – 11:30 am**
**Networking Break  
 Sponsor:**
**Pre Function****10:00am – 04:00pm****NABHOOD Trade Show Open****Pre Function****11:30am – 12:30pm**
**STUDENT WORKSHOP  
 Internship & Work Experience Panel Discussion**
**Watson Island**

*Students, Faculty, and Industry talk about the importance of internships and relevant work experience. Learn what is expected, what it takes to land an opportunity and how to take full advantage of the opportunities given.*

**12:45pm – 02:00pm**
**Luncheon  
 Sponsor: Hilton**
**Grand Ballroom****02:15pm – 05:00pm**
**Miami’s Multicultural & Heritage Tour (Must be pre-registered)**
**Front of Hotel**

**Sponsor:** Greater Miami CVB Multicultural Tourism Dept.

**Hosted by:**

Greater Miami CVB Multicultural Tourism Dept. will host the Heritage Tour to showcase the rich cultural tapestry of Miami's ethnic communities including The Historic Overtown, Little Haiti & Liberty City/Brownsville with a stop at the historic Hampton House where Martin Luther King Jr., Muhammad Ali & many notable others stayed when they came to Miami.  
*(Pick up at the front entrance of the Miami Marriott Biscayne Bay Hotel)*

04:00pm - 05:00pm	<b>GENERAL SESSION A</b> <b>EXECUTIVE ROUNDTABLE - A VIEW FROM THE TOP</b> Thoughts & perspectives from industry leaders on why they want to explore Multicultural & Heritage Tourism markets & its Impact	<b>Grand Ballroom</b>
05:15pm - 06:00pm	<b>Opening General Session</b>	<b>Grand Ballroom</b>
06:30pm - 08:30pm	<b>Welcome Reception - "Tropical Caribbean Night on the Water"</b> <b>Sponsor:</b> South Beach Lady / Heineken	<b>South Beach Lady</b> <b>(Dock Behind Hotel)</b>

**SATURDAY, JULY 29**

08:00am - 09:00am	<b>Continental Breakfast</b> <b>Sponsor:</b>	<b>Grand Ballroom</b>
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09:00am - 09:05am	<b>OPENING REMARKS</b> <b>Welcome:</b> <i>Goals for the International Multicultural &amp; Heritage Tourism Summit</i>	<b>Grand Ballroom</b>
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09:05am - 09:50am	<b>MULTICULTURAL &amp; HERITAGE TOURISM INDUSTRY UPDATE</b> A comprehensive review on the performance & growth of the multicultural & heritage tourism industry looking at all the data & why we need to have a new study done.	<b>Grand Ballroom</b>
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9:50am - 10:15am	<b>VISIT FLORIDA UPDATE</b> Visit Florida is a marketing agency for the State of Florida and is responsible for promoting the destination worldwide. This presentation will update attendees on how Visit Florida is viewing the African American and multicultural markets and what they are doing to attract more of this segment to the State of Florida.	<b>Grand Ballroom</b>
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10:15am - 10:40am	<b>BRAND USA UPDATE</b> <i>Brand USA was established by the Travel Promotion Act in 2010 to spearhead the nation's first global marketing effort to promote the United States as a premier travel destination and communicate U.S. entry/exit policies and procedures</i>	<b>Grand Ballroom</b>
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10:45am - 11:00am	<b>Networking Break</b> <b>Sponsor:</b>	<b>Pre Function</b>
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11:00am - 12:00pm	<b>GENERAL SESSION</b> <b>Workshop B</b> <b>HOW TO DEVELOP AN EFFECTIVE MULTICULTURAL TOURISM PROGRAM THAT EMPOWERS &amp; EMBRACES ALL FACETS OF</b>	<b>Grand Ballroom</b>
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## MINORITY COMMUNITY

Thoughts & perspectives from industry leaders on the benefits of multicultural Tourism and how cities can explore best practices and implement them.

12:05pm - 1:05pm

### PLENARY SESSION

#### Workshop C

Salon A/B/C

#### NICHE MARKETING - AFRICAN AMERICAN, MULTICULTURAL & HERITAGE TOURISM MARKETS. WHAT IS THE ECONOMIC IMPACT TO COMMUNITIES?

Destinations who are currently focused on this growing segment of the tourism industry will discuss the practices and economic benefits how local minority entrepreneurs can benefit.

1:10pm - 02:35pm

### MULTICULTURAL TOURISM LUNCHEON

Grand Ballroom

### AN ARM CHAIR DISCUSSION THE ESSENTIAL GREEN BOOK, THEN & NOW

*Gloria Herbert, Associate Publisher/ Black Meetings & Tourism Magazine*

02:40pm - 03:30pm

#### Workshop C

Salon A/B

#### MEETING PLANNERS AND THE IMPACT THEY CAN HAVE ON BRINGING BUSINESS TO A CITY

*This panel will explore the impact of relationships by working with planners both locally and nationally and the payoff in securing meetings & conventions for the host city.*

03:35pm - 04:25pm

#### Workshop D

Salon A/B/C

#### MARKETING TO & BOOKING MULTICULTURAL TOURISM BUSINESS – TRADITIONAL MEDIA, SOCIAL MEDIA, OTA, WHAT WORKS, HOW TO DO IT AND WHERE TO FIND THE LEADS.

*With all the media including Social media, Snap Chat, Relationships, whats is the key?*

04:30pm – 05:15pm

#### Workshop E

Salon A/B/C

#### STUDENT LOAN DEFAULT PREVENTION (All students must attend)

*Our primary mission is to reduce the rate of defaulted student loans through strong and effective preventive measures, by providing intervention programs to minimize loan defaults and ensure regular compliance with government guidelines, so the institution doesn't default and put its loan program in jeopardy. This session will show you how to protect your credit.*

06:30pm – 07:30pm

### Reception

Pre Function

07:30pm – 10:00pm

### MULTICULTURAL TOURISM APEX AWARDS DINNER

Grand Ballroom

Sponsor: Black Meetings & Tourism Magazine & NABHOOD

### Presentation: APEX Awards for Distinguished Service

*"A Tribute and celebration of individuals who have made significant Contributions in their particular fields of endeavor & have positively impacted travel & tourism; thereby, making a difference"*

**SUNDAY, JULY 29**

**09:00am – 11:00am Continental Breakfast  
Sponsor:**

**Hibiscus Island**

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