

VISION 2024

STARTS NOW



CONFERENCE
PROGRAM
2019

CHANGE • DIVERSITY • GROWTH



JUNE 21-23
HYATT REGENCY MIAMI

SCHEDULE OF EVENTS

Friday, June 21st, 2019

6:00pm - 7:30pm OPENING CELEBRATION AND AWARDS PRESENTATION

LOCATION: BRICKELL, REGENCY BALLROOM

Join us as we kick off CHIEF and Taste of the Caribbean, announce the CHIEF awards for best practices and recognize our best ambassadors including Caribbean Association Executive, Caribbean Employee, Caribbean Supervisor and the 2019 CHTA Icon of Hospitality award.

7:30pm - 8:30pm KICKSTART MEETUP

LOCATION: PROMENADE

Start your CHIEF experience at the Exchange Hub where you will make professional connections and learn about the products and services that will enhance your business. Lots of fun with a Caribbean flair!

8:00pm CARIBBEAN ICON AWARD CELEBRATION (BY INVITATION)

LOCATION: JASMINE

Saturday, June 22nd, 2019

8:15am - 9:30am SOCIAL CAFÉ

LOCATION: PROMENADE

SOCIAL NETWORKING AT ITS BEST!

Start your day Saturday with an engaging exchange with CHIEF exhibitors and grab breakfast before heading to your first session!

Exclusive opportunity to connect with vendors and demo their products/services.

9:45am - 11:00am KEYNOTE AND OPENING SESSION - VISION 2024: EMBRACING CHANGE, DIVERSITY AND GROWTH

LOCATION: BRICKELL, REGENCY BALLROOM

Where do you want your business to go? What needs to be the strategy to keep your business competitive and ensure you are getting a piece of the market share? Are you adapting to trends and disruptors that constantly change the way you must do business? What is your current customer blueprint and which markets must be part of your marketing approach? With an overwhelming amount of options to shop and book travel, how does your call to action become the signal in the noise? Join us for a thought-provoking discussion as we take a critical look at our industry today and how you must shape your business to build success today and beyond.

Keynote Speaker: **Doug Lansky**, *Author and Editor, Travel Journalist*

Session Sponsored by:



11:00am - 11:15am COFFEE BREAK @ EXCHANGE HUB

LOCATION: PROMENADE

11:20am - 12:55pm GENERAL SESSION 2: TOMORROW'S TALENT TODAY: THE DYNAMICS OF HUMAN CAPITAL

LOCATION: BRICKELL, REGENCY BALLROOM

Today's workforce dynamics are more diverse than ever, representing many generations, cultures, genders and ways of life, which can present challenges in creating a cohesive, engaged and productive team. The workplace must continuously evolve to meet the needs of both employees and employers. But also, how are we translating that knowledge of diversity and inclusion into your team so they can better cater to your diverse clientele. Learn from the insights of industry experts on how they cultivate a healthy work environment that encourages teamwork, inclusion and unity. Their guests are happier for it!

Moderator: **Paul Collymore**, *General Manager, The Landings Resort & Spa*

Panelists: **Maggie Fiorentino**, *Product Manager, Lodging, National Restaurant Association and American Hotel & Lodging Educational Institute*

Ryan Matthew, *Director, Human Resources, Sandals Resorts International*

Sheba Wilson, *Group Director of Human Resources, Grace Bay Resorts*



Score Big - Create a Winning Team

Presented by: **Chris Sheppardson**, *Founder of EP and Chess Partnership*

Join us as Chris shares innovative concepts on how to develop and motivate a cohesive team in an environment rich with diversity.

Session Sponsored by:



1:00pm - 2:30pm "FOOD FOR THOUGHT" MEETUP - LUNCH

LOCATION: JASMINE

An interactive lunch session where Exchange Hub exhibitors and hoteliers come together to share current needs and offer solutions. Exhibitors will lead the conversation at their table and present insights and solutions to topics that will be crowdsourced by hoteliers and which need creative solutions that exhibitors can provide!



SCHEDULE OF EVENTS



2:45pm - 4:00pm

CONCURRENT BREAKOUT SESSIONS - BLOCK 1

SESSION 1 - ARE POOR PURCHASING DECISIONS EATING AWAY YOUR PROFITS?

LOCATION: HIBISCUS B

Knowing where, when, and how much to buy at the best price can make or break your bottom line. Join us as several hoteliers dive into the 'shark tank' to present their procurement strategies which will be vetted by a procurement expert. See how your procurement strategies measure up to best practices. Do they lead to greater operational efficiencies? What processes do you use to manage inventory? Are you effectively shopping your vendor options? How do you reconcile getting the best deals without compromising quality and the customer experience?

Moderator: **Frank Comito**, CEO & Director General, Caribbean Hotel and Tourism Association

Panelists: **Vince Avalos**, Director, AVENDRA
Christopher Duncombe, Director, Purchasing & Logistics, Baker's Bay Golf & Ocean Club
David Rietveld, General Manager, Delfins Beach Resort

Session Sponsored by:



SESSION 2 - EXPERIENCE DESIGN AND CREATIVE PROBLEM SOLVING - SALES & MARKETING

LOCATION: ORCHID B

When it comes to tough tourism issues, there's no need to reinvent the wheel. Hotels, restaurants, attractions, tours... entire destinations are typically experiencing many of the very same problems around the world. In this interactive session, led by CHIEF's Keynote Speaker, Doug Lansky, we will tap into the best resource: your fellow stakeholders. Everyone will get a chance to share issues and offer solutions; Doug will help steer the conversation to cover a wide range of issues and offer useful takeaways that are most relevant to your stakeholders. Once the program is over, you will be in an ideal position to continue to use each other as a resource going forward. Session is limited to 40 participants!

Speaker: **Doug Lansky**, Travel Journalist, Author and Editor

Session Sponsored by:



4:15pm - 5:50pm

GENERAL SESSION 3: TURNING IMAGINATION INTO REALITY - WHAT GUESTS WILL BE SEEKING IN A CARIBBEAN VACATION

LOCATION: BRICKELL, REGENCY BALLROOM

The guest experience begins in their imagination, and so does their expectation. As travelers seek enhanced on-property features and amenities they're also looking for more cultural immersion. How is the travel industry addressing the ever-shifting paradigm of guest expectation? Integrating local goods and customs on-property, and likewise offering experiences outside the walls of their property are key practices that many hotels have put in place, but as you look forward, what else can you do to shift your product offerings from hotel centric to experiential? Industry professionals share their insights so you can transform your customer's experience to a higher level.

Moderator: **Karen Whitt**, Vice-President, Marketing and Brand Development, Hartling Group

Panelists: **Hon. Joseph Boschulte**, Commissioner, USVI Dept. of Tourism
David Eskander, Regional Vice President, Hotel Development, WorldHotels Collection

Lourdes Hainlin, Vice President Partner Services, Forbes Travel Guide



Growing Outside The Box... Of The Hotel Room

Presented by: **Gabriella Ribeiro-Truman**, Chief Exploration Officer, Explorateur Journeys and Owner, TruMarketing

Gabriella will enlighten us with new concepts that go beyond the hotel room to provide 360 degree experiences that will set your business apart by exceeding guest expectations.

Session Sponsored by:

8:00pm CARIBBEAN305

LOCATION: MANA WYNWOOD

Transportation available from Hyatt Regency Miami

VIP ticket holders: 6:30pm (for 7:00pm access)
GA ticket holders: 7:15pm

SCHEDULE OF EVENTS

Featuring the Contemporary Caribbean Individual Street Pork Competition Provided by the U.S. Meat Export Federation



Sunday, June 23rd, 2019

7:30am - 8:45am YOUNG LEADERS FORUM
BREAKFAST (BY INVITATION ONLY)

LOCATION: JASMINE

9:00am - 10:35am GENERAL SESSION 4: WHO'S GOT
UMAMI AND HOW CAN I GET SOME?

LOCATION: BRICKELL, REGENCY BALLROOM

Does your food and beverage concept create positive sense memory for your guests? How can you satisfy their taste buds outside of the common dining experience at a restaurant? Travelers spend almost as much on their food and beverage experiences as they do on airfare and accommodations, and they seek something memorable that they can't get at home. The most successful concepts generate revenue that far outpaces any other revenue source on property. The best and brightest food and beverage professionals share their recipe on how they keep their guests coming back for more.

Moderator: **Nicola Madden-Greig**, *Group Director of Marketing & Sales, Holiday Inn Resort, Jamaica and The Courtleigh Hotel & Suites*

Panelists: **Patricia Affonso-Dass**, *Group General Manager, Ocean Hotels, Barbados and President, Caribbean Hotel and Tourism Association*

Jeroen J. Hanlo, *Vice President of Food & Beverage Operations, Karisma Hotels & Resorts*

Jason Neff, *Culinary Programs Associate American Culinary Federation*

Richard Williams, *Chief Executive Officer, Richard Williams & Associates representing Belle Mont Farm at Kittitian Hill*



Changing Your Recipe, Building Flavors for Success – Elevating the Guest Experience Through Traditional Cooking, Concoctions and Rum

Presented by: **Chef Sean Kuylen**, *Belizean Chef*

Food and beverage can be a driver for tourism in creating authentic experiences while promoting sustainable tourism beyond the basic restaurant and dining experience. Join Chef

Sean as he shares some of the ingredients for a successful recipe.

Session Sponsored by:



10:45am - 12:00pm CONCURRENT BREAKOUT SESSIONS
- BLOCK 2

**SESSION 1 - HOTEL IMPOSSIBLE:
CARRIBEAN EDITION**

LOCATION: HIBISCUS B

Join industry leaders who will take on the role of consultants in this dynamic and fun session that looks to mirror the popular TV show! Together we will look at a case study of a fictional Caribbean hotel challenged with specific issues that potentially affect hotels throughout the region. From marketing to staff training, from cosmetic to procedural changes, together with our 'hosts', we will identify the properties' most urgent issues and make actionable suggestions for quick improvements that will lead to higher guest satisfaction and increased revenue.

Moderator: **Richard Williams**, *Chief Executive Officer, Richard Williams & Associates*

Panelists: **Shirlene Nibbs**, *Managing Director, Nibbs & Associates*

Melanie Ross, *Owner, Gather & Grow*

Chef Allen Susser, *Chef & Owner, Chef Allen Susser Consulting*

Session Sponsored by:



**SESSION 2 - TRAVEL STARTUP
PITCH COMPETITION**

LOCATION: ORCHID B

At the Travel Pitch Session, five innovative startups at the forefront of travel, tourism and hospitality disruption have the opportunity to pitch to a panel of industry leaders including the Branson Centre for Entrepreneurship, Caribbean hoteliers and tourism professionals, as well as an audience of travel startups, investors, and corporate partners. Audience and panelists alike vote for the winner according to business model, presentation, product-market fit, fundability, and its implications as a game changer for the hospitality and tourism sectors.

SCHEDULE OF EVENTS



Session Sponsored by:



12:15pm - 1:45pm COMPETITION LUNCH - SUPPORT YOUR CULINARY AMBASSADORS

LOCATION: FLAGLER, REGENCY BALLROOM

Your culinary trip to the Caribbean awaits you! Purchase your ticket at registration to experience a three-course meal prepared by the following Caribbean national teams: Bahamas, Barbados, Bonaire, British Virgin Islands, Cayman Islands, Suriname and Turks & Caicos.

Due to the nature of the competition, ticketed delegates must check-in at the dining room area 15 minutes before the start time.

2:00pm - 3:15pm CONCURRENT BREAKOUT SESSIONS - BLOCK 3

SESSION 1 - MAXIMIZING BOOKING CONVERSIONS: KEEPING IN STEP WITH BIG GAME CHANGERS

LOCATION: ORCHID B

Technological innovations and disruptions in metasearch and online booking options are profoundly transforming the way consumer interests are tracked, how they shop, and when and where they buy. Caribbean hoteliers need to understand these changes and how best to adapt and respond to increase conversions. Learn about Google Travel's new focus on the industry and how it's changing the way consumers are reached and bookings are facilitated. Hear how Expedia continues to step up efforts to innovate and integrate with its partners, with enhanced products and services for its customers. Engage with TravelClick's representative, an influential company whose understanding and reach across the online spectrum provides valuable insights on these and other trends and hospitality products.

Moderator: **Sanovnik Destang**, Executive Director, Bay Gardens Resorts

Panelists: **Nuno Sales da Ponte**, Director Market Management, Expedia

Bram van Berkel, Director of Field Marketing, Digital Media International Division, TravelClick, an Amadeus company

Session Sponsored by:  

SESSION 2 - EXPERIENCE DESIGN AND CREATIVE PROBLEM SOLVING: ENVIRONMENTAL SUSTAINABILITY

LOCATION: HIBISCUS B

When it comes to tough tourism issues, there's no need to reinvent the wheel. Hotels, restaurants, attractions, tours... entire destinations are typically experiencing many of the very same problems around the world. In this interactive session, led by CHIEF's Keynote Speaker, Doug Lansky, we will tap into the best resource: your fellow stakeholders. Everyone will get a chance to share issues and offer solutions; Doug will help steer the conversation to cover a wide range of issues and offer useful takeaways that are most relevant to your stakeholders. Once the program is over, you will be in an ideal position to continue to use each other as a resource going forward. Session is limited to 40 participants!

Speaker: **Doug Lansky**, Travel Journalist, Author and Editor

Session Sponsored by:  

3:30pm - 4:15pm SOCIAL CAFÉ

LOCATION: PROMENADE

SOCIAL NETWORKING AT ITS BEST!

Take an afternoon break and connect with exhibitors who have solutions waiting for you! Exclusive opportunity to connect with vendors and demo their products/services.

4:30pm - 6:05pm GENERAL SESSION 5: CANNABIS TO CRYPTO - ARE YOU READY FOR WHAT'S NEXT?

LOCATION: BRICKELL, REGENCY BALLROOM

If the last five years are anything to go by, there is no denying the next five years will see monumental changes and challenges for the hospitality industry in the Caribbean. Are your businesses prepared to take on the new trends, challenges and opportunities that we can already see around the corner? Join us as we look to the immediate future and CHIEF's theme, "Vision 2024" and present topics that should be on your radar. Cannabis tourism began as a buzz word and now has international recognition. As your destinations look to profit from this cultural development, listen to the business case of adapting to this trend and the benefits it can reap for a business, for a destination and for the region. Cryptocurrencies and blockchain have been causing quiet revolutions around the region. Learn about the basics of these new technologies and how they are affecting your business landscape—as disruptors and as solutions.

Panelists: **Ashwin Kamlani**, Executive Vice President, Hospitality, Kognitiv Corporation

Carmen Portela, Co-Founder, Local Guest

Mark Robert Swainbank, Owner,



SCHEDULE OF EVENTS



Zimbali Culinary Retreat, Jamaica

Trends, Opportunities and Challenges - Are You Ready for What's Next?

Presented by: **Doug Lansky**, Author & Editor,
Travel Journalist

Our keynote speaker will bookend our event and walk us through some of the worldwide shifts that are being seen on the horizon beyond Cannabis and Crypto and how you must start shaping your business to succeed.

Session Sponsored by:



6:15pm - 6:45pm WINE TASTING SESSION

LOCATION: BRICKELL FOYER, REGENCY BALLROOM

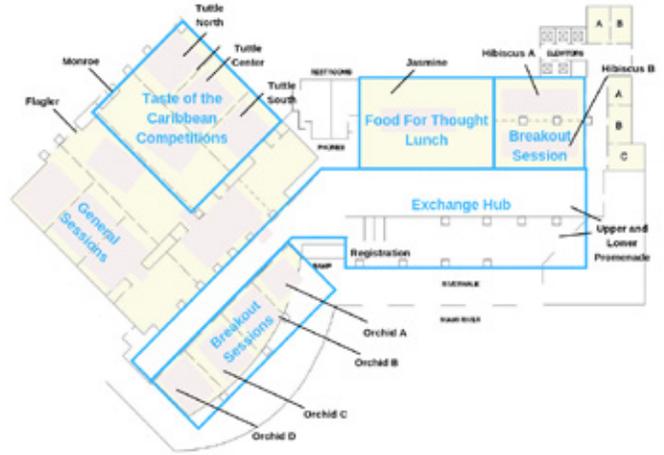
Session Sponsored by: **WINESCHOOL 3**
LIQUID. LEVELY. FUN.

7:30pm - 9:00pm COMPETITION DINNER - SUPPORT YOUR CULINARY AMBASSADORS

LOCATION: FLAGLER, REGENCY BALLROOM

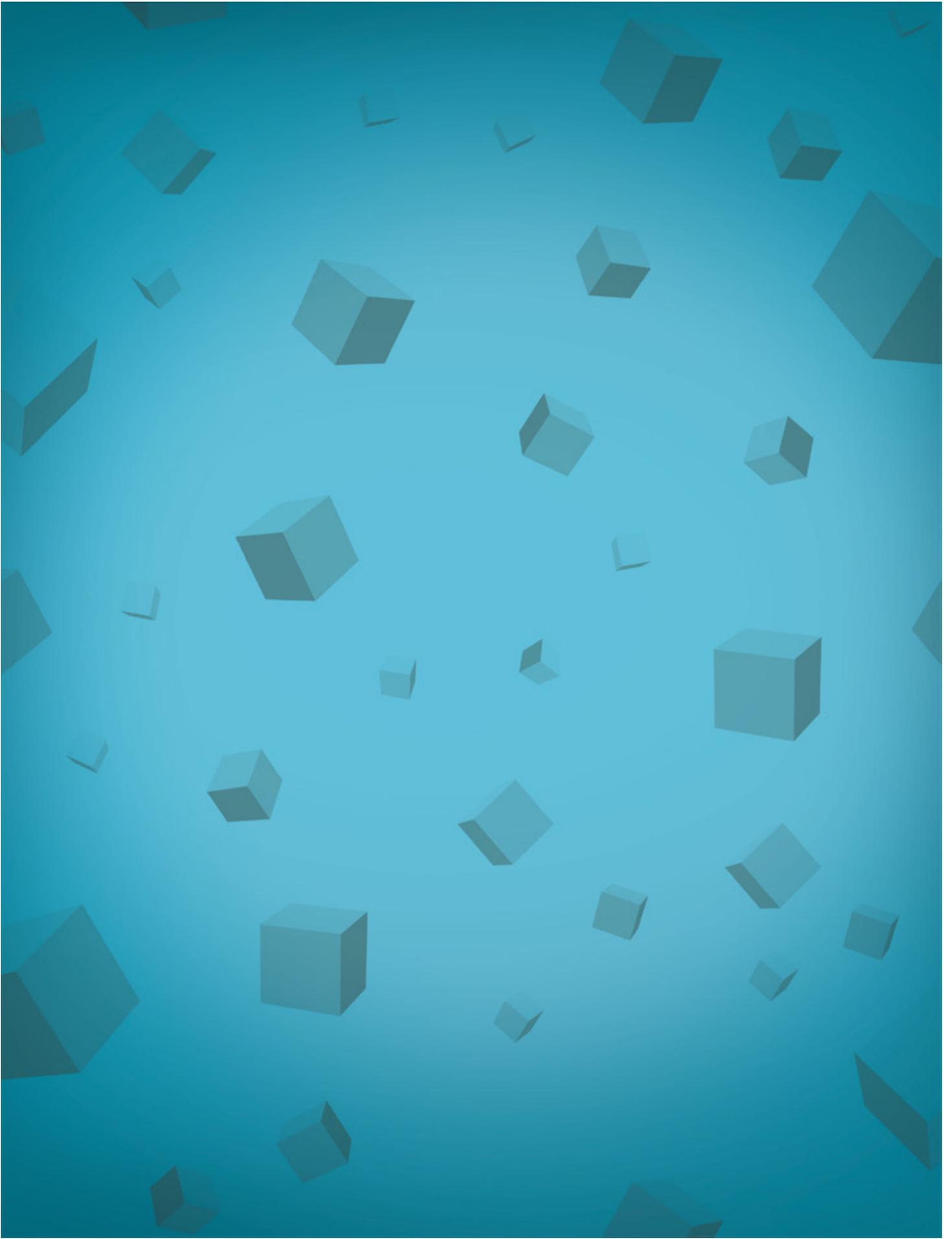
Your culinary trip to the Caribbean awaits you! Purchase your ticket at registration to experience a three-course meal prepared by the following Caribbean national teams: Belize, Curacao, Grenada, Jamaica, Puerto Rico, St. Lucia, Trinidad & Tobago.

Due to the nature of the competition, ticketed delegates must check-in at the dining room area 15 minutes before the start time.



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