



## Topics

### CHIEF Talks

<b>Flavors with Intent: Elevating Caribbean Cuisine</b>	Caribbean cuisine can do more than satisfy—it can tell stories, shape experiences, and celebrate identity. Explore how thoughtful culinary approaches can strengthen your business, increase revenue opportunities, and contribute meaningfully to local community development.
<b>From Greeting to Goodbye: Moments That Make or Break a Stay</b>	Exceptional guest experiences are rarely accidental. Learn how innovative touchpoints—from pre-arrival to post-stay—can drive return business, increase revenue potential, and help position your property for long-term success in a competitive market.
<b>Why I Stayed: A Love Letter to Caribbean Hospitality</b>	A personal narrative of purpose, belonging, and the deep roots of a career in Caribbean hospitality. An inspiring reflection on leadership, culture, and what keeps great people in the industry.
<b>Clicks That Count: Turning Social Media Into Direct Bookings</b>	Unlock strategies to convert scrolls into sales. Discover how to optimize platforms like Instagram, Facebook, and TikTok to drive traffic to your booking engine and boost your bottom line.
<b>The Real Cost of Doing Nothing</b>	Sustainability isn't just about saving the planet—it's about saving costs and future-proofing your business. Walk through an actionable roadmap tailored to Caribbean operations, from energy to waste and beyond.
<b>Cyber Alert: Defending Your Business in the Digital Age</b>	Cyber threats are no longer a possibility—they're a certainty. Understand the most common vulnerabilities in hospitality and business operations and the steps you must take to protect your data, guests, and reputation.



## Breakout Sessions

<b>The Business of Flavor: Leveraging Cuisine to Drive F&amp;B Demand</b>	Your cuisine is more than culture—it's a competitive edge. This session explores how hotels and restaurants can package their culinary identity to drive revenue, increase guest loyalty, and stand out in crowded markets. From designing experiences to scaling local flavor, discover how to turn your food and beverage program into one of your most powerful business assets.
<b>Smart Upgrades, Stronger Stays: Planning CapEx That Pays Off</b>	You don't always need a full renovation to stay relevant. Learn how to prioritize improvements that matter most to guests, align with shifting expectations, and make the case for funding. This session offers practical guidance on planning, budgeting, and delivering long-term value through smarter capital decisions.
<b>Wellness 360: Building a Healthier Business, Team, and Planet</b>	Wellness isn't just about spas—it's a business model. Discover how Caribbean hotels and businesses are integrating wellness across staff care, guest experiences, sustainability practices, and community engagement.
<b>Workforce in Flux: Winning the Talent Game in a Global Market</b>	The competition for talent is global—and so are your employees' expectations. This session tackles how to attract and retain top performers by enhancing flexibility, investing in training, and modernizing HR practices.
<b>Rethinking Retention from the Inside Out</b>	Keeping great people starts with the right environment. Explore how culture, communication, and leadership shape loyalty—and how intentional practices, from early conversations to everyday actions, can turn your team into your biggest asset.
<b>Ground Up Leadership: Developing the Caribbean's Next Generation of Hospitality Leaders</b>	Leadership in today's hospitality world demands more than technical skill—it requires empathy, adaptability, and purpose. This session explores how Caribbean organizations can cultivate confident, capable leaders from within. From mentoring emerging talent to redefining what effective leadership looks like in a modern workplace, learn how to build a pipeline of people ready to grow with your business.
<b>The Direct Booking Playbook: Turning Browsers Into Buyers</b>	Learn practical tactics to boost direct bookings, from conversion-optimized websites to pricing transparency and CRM strategies. Walk away with tools to diversify your distribution channels and own your guest relationship.

2025

CHIEF



NOV 16–18, 2025

Caribbean Hospitality Industry

EXCHANGE FORUM

WYNDHAM GRAND BARBADOS

SAM LORD'S CASTLE RESORT

***Innovating Caribbean Tourism for a Disrupted World:***  
*Adapting with Purpose, Leading with People, Planning for Permanence.*

<b>Certiably Sustainable? Measuring the ROI of Certification</b>	Sustainability certifications can be powerful—but are they worth the investment? Unpack the marketing value, operational impact, and guest perception of eco-labels, and get guidance on choosing the right certification path for your property.
<b>Tourism for Us: Reclaiming the Caribbean Experience from the Inside Out</b>	Explore how community-first design can enhance guest satisfaction and long-term regional resilience. This session connects economic impact, dignity, and design thinking to reframe the role of tourism in everyday life.
<b>Sourcing Smarter: Partnering Locally for Profit and Purpose</b>	Local sourcing isn't just ethical—it can be strategic. Learn how Caribbean hotels and hospitality businesses are building relationships with local suppliers to reduce costs, shorten delivery chains, and tell better sustainability stories.
<b>Personalization at Scale: Using Tech to Surprise and Delight</b>	Whether it's pre-arrival preferences or real-time guest service, personalization drives loyalty. This session explores practical tech tools and systems that let you tailor service at scale—without losing the human touch.
<b>Cybersecurity in Action: Practical Protections for Hotel Operations</b>	Cyber threats are real—and growing. This session moves beyond awareness to action, helping hoteliers understand the most common vulnerabilities in hospitality and what to do about them. From securing Wi-Fi to training staff and backing up guest data, learn practical steps to safeguard your property without needing a tech team.
<b>Wired for Success: Building Smart Tech Infrastructure in Caribbean Hospitality</b>	From broadband reliability to energy efficiency, infrastructure shapes both the guest experience and operational performance. Learn how to assess your property's evolving tech needs and advocate for smarter, future-ready investments that work in the Caribbean context.