

Thursday, Sept. 28 2017 – travel day, attendees arrive.

4 to 7 PM Welcome reception and mixer at Tomboy Tavern

Friday, Sept. 29 –

7 – 8 AM Registration and Welcome Breakfast – Big Billies Ballroom

7 – 8 AM Vendors Breakfast @ Inn at Lost Creek

8:15 AM to 9 AM

Welcome, conference goals and agenda - Big Billies Ballroom

*15 Minute Break*

9:15 – 10:45 AM Session 1

Hospitality Track: Legends Ballroom

IT Track: Big Billies Ballroom

Data Interoperability-

“Threat Defense, Disaster Recovery,

“Better Decisions, Lower Costs”

and Modern Virtualization”

***Sponsored by Flaik***

*15 Minute Break*

11:00 to 12:30 PM Session 2

Hospitality Track: Legends Ballroom

IT Track: Big Billies Ballroom

Creating passionate, Loyal Guests

Connected Customer Experience

“Influencing guest behavior by utilizing

“A fresh approach to POS,

targeted, data driven loyalty logic”

eCommerce and Guest Engagement”

***Sponsored by SkiData***

***Sponsored by Connect InTouch***

Lunch – 12:30 to 1:30 PM Crystal Room and Deck

*15 Minute Break*

1:45 – 3:00 PM Session 3

Hospitality Track: Legends Ballroom

IT Track: Big Billies Ballroom

Digitizing Hotels & Building the Future of Hospitality-

Access Control –

“Take WiFi beyond guest internet

“RFID Technologies to limit fraud,

Access and learn how you can add Business”

improve guest experience and

Intelligence over your infrastructure”

increase revenue”

***Sponsored by Cisco***

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*15 Minute Break*

3:15 PM – 4:45 PM Session 4 Topic:

Hospitality Track: Legends Ballroom  
Role of Technology in Customer  
Acquisition and Retention-

IT Track: Big Billies Ballroom  
The Digital Transformation Model

“Exploring how technology can be  
used to bring in new customers and  
keep them coming back”

*Sponsored by Aspenware*

“Document Archiving and Electronic Workflow”

*Sponsored by ImageNet*

6 - 7PM Mixer in downtown Telluride (with Vendors) at Oak attendees buy own dinner

### Saturday, Sept. 30

7 to 8AM Breakfast

8:15 AM to 9:00 AM - Big Billies Ballroom

Keynote Speaker – Bill Jensen

“What role does technology play in our industry, what roles does it not play?”

15 Minute Break – Big Billies Ballroom

9:15 AM to 10:45 AM Session 5 Topic: Big Billies Ballroom

ERP bringing it all together

“Cost-efficient strategies to deliver streamlined operations”

*Sponsored by ResortSuite*

11 AM to 2:30 PM

Vendor Fair @ Telluride Conference Center *All Sponsors*

3 to 5:30 PM Golf Scramble

6:30 PM Dinner at Altezza

8 PM – 10:15 PM

Mountain Film screening at Telluride Conference Center.

Sunday, Oct. 1

Farewell Breakfast and 7-8 AM @ Legends

7:45 AM – 10:00 AM

Session 6

“Simplified management, standard build-out, automation and increased agility in network and datacenter architectures”

***Sponsored by Venture Technologies***