



2018 CONFERENCE

Action
Changes
Things

Pestana Chelsea Bridge Hotel & Spa
12th & 13th September

PROGRAMME OF EVENTS

Wednesday 12th September

- 10.00 – 12.00 ARDA-ROC Europe Home Owners' Association Meeting*
- 11.30 – 12.00 Delegate Registration
- 12.10 – 13.10 RDO Annual General Members Meeting
- 13.10 – 14.10 Lunch & Networking
- 14.15 – 15.00 Breakout Session: Resort Management
- 15.05 – 15.50 Breakout Session: Legislative & Enforcement
- 15.50 – 16.10 Coffee Break & Networking
- 16.10 – 16.55 Breakout Session: On-line Reviews
- 17.00 – 17.45 Breakout Session: GDPR
- 19.00 – 19.30 Delegate Registration
- 19.00 – 21.00 Welcome Drinks & Finger Buffet Reception

Thursday 13th September

- 08.30 – 09.00 Delegate Registration & Welcome Coffee
- 09.00 – 11.00 Conference Sessions
- 11.00 – 11.30 Coffee Break & Networking
- 11.30 – 13.00 Conference Sessions
- 13.00 – 14.00 Lunch & Networking
- 14.00 – 17.15 Conference Sessions
- 18.00 – 22.15 Interval International, RCI & RDO Theatre Evening
- 22.45 ... Evening Feast & Wrap Party

Friday 14th September

Departure

*ARDA-ROC Europe HOA Meeting is by invitation only

RDO9 Breakout Sessions

Wednesday 12th September

14.15 – 15.00 (45 mins) Resort management in a world of diversity

Taking a historical and futuristic look at the ever-changing needs of resort properties influenced and impacted by diverse and dynamic demands by guests and the business. Whether evolving vacation ownership members or those visiting the resorts for the first time there is an expectation of quality and a myriad of services to support the experience - not only of the time but ahead of the times.

Speaker: José Luis Mella - Resorts Operations Director, VRI Europe

15.05 – 15.50 (45 mins) “We never sleep” – an update on RDO’s legal and enforcement activity

The legal panel will give an update on a range of issues, including the latest developments in the Spanish Supreme Court rulings and the on-going lobbying programme. The session will cover work with the UK authorities to take fraudulent individuals/companies to court and what new legislation is coming into force that is set to curb the activities of claims companies. Find out how ARDA is tackling similar issues in the US and whether there are lessons for RDO and its members.

Panellists: Eugene Miskelly - General Counsel, CLC World Resorts & Hotels
Chris Emmins – Co-Founder, KwikChex
José Miguel Echenagusia - Vice President Legal Services EMEAA, Interval International
Paul Gardner Bougaard - Chief Executive, RDO Ltd
Rob Webb - Partner, BakerHostetler

15.50 – 16.10 (20 mins) Coffee break & networking

16.10 – 16.55 (45 mins) The secret to winning awesome guest reviews

By leveraging Guest Intelligence effectively, brands can improve the experience they offer, increase positive online reviews and encourage direct bookings. Join us to discover the key trends impacting reputation and how to use the latest technological innovations to interact with guests before, during and after their stay to outperform competitors.

Speaker: Danica Davis - Product Specialist, ReviewPro

17.00 – 17.45 (45 mins) GDPR - four months in.....

The much-anticipated GDPR came into force on 25 May 2018 and transformed data protection law in Europe. This session will consider what impacts the GDPR has had in its first few months and look at the key points that businesses should bear in mind going forward, together with any other data protection developments on the horizon.

Speaker: Elizabeth Morley - Senior Associate, Howard Kennedy LLP

RDO9 BUSINESS SESSIONS

Thursday 13th September

09.00 – 09.15 (15 mins)

RDO Chairperson Susan Crook and Chief Executive Paul Gardner Bougaard open this year's conference RDO9 ACT: Action Changes Things.

09.15 – 10.15 (60 mins) Do it or Die Trying

Ellis has been at the centre of remarkable business transformations, all of which started with people, *perhaps like you*, thinking they didn't need to change.....only to be delighted that they were pushed out of their comfort zones. Sometimes, talking to people outside our industry helps us see how others do, and this session will make you think dramatically differently about how you lead your business.

Speaker: Ellis Watson - Executive Chairman & former CEO, DC Thomson

10.15 – 10.35 (20 mins) The way we were

Twenty to thirty years ago we as an industry offered a certain experience to our customers in the way we sold and the product that we delivered. Generally clients were "cold line" generated and sold a product, almost no one bought, which offered a reasonable level of quality, consistency and a home away from home feeling. As we have transgressed the years are we that different, apart from a few "tweaks" many would argue maybe not and heading forward should we now be radically looking at changing both our marketing methods as well as product?

Speaker: Robin Mills - Vice President Business Development, RCI EMEA

10.35 – 11.00 (25 mins) Myth busters

Attacks on the industry's reputation and attempts by fraudsters looking to make a quick profit without concern for the damage done to those who use their products and pay their fees must be stopped. The issue of owners being falsely persuaded to part unnecessarily with money to relinquish their timeshare interests is not unique to Europe. In the USA, ARDA is facing similar issues and is adopting robust strategies to address this cancer. ARDA's Howard Nusbaum will update delegates on the programmes being put in place that could provide the European industry with relevant ideas and solutions.

Speaker: Howard Nusbaum - President & CEO, ARDA

11.00 – 11.30 (30 mins) Coffee break & networking

11.30 – 12.20 (50 mins) The top travel trends and what it means for timeshare!

Two travel experts will share recent research reports indicating what the public is beginning to expect and demand from their holiday experiences - looking at destinations, value, things-to-do or technology. Jackie Murphy will then lead a discussion with the experts and a panel of top developers about the predictions and how our industry can respond and give our holidaymakers what they want.

Moderator: Jackie Murphy - Managing Director, Flagship Consulting

Speakers: Richard Aston - Director Deal Advisory KPMG LLP

Victoria Bacon - Director Brand & Business Development, ABTA

Panellists: Hassan Kadbi - CEO Hapimag

Stefan Mende - Sales Director, Anfi Group

12.20 – 13.00 (40 mins) Personal fulfilment is the new ultimate luxury

John will talk to us first about how he sees this trend being both nurtured and developed within the Karma Group. Secondly, he will present a brief fictional case study on a somewhat “tired legacy resort” and explain how he would reinvigorate it to deliver a new beneficial value proposition, without necessarily adding substantial financial investment which often is not available within these scenarios.

Speaker: John Spence - Chairman & Founder, Karma Group

13.00 – 14.00 (60 mins) Lunch & networking

14.00 – 15.00 (60 mins) The Art & Science of WOW!

The customer landscape has changed forever. The key to survival in today’s world is the importance of evolving your brand and client/guest experience. Understanding that the winners will be those who forget the transaction and focus on the relationship, and that the key to success is understanding the emotional connection guests have with brands. Brand consistency across all customer touch points creates a unified experience and removes potential “weakest links” in customer experience. You have a community you just might not call it that. And they are hugely powerful.

Speaker: Alex Hunter - Online Brand & Customer Loyalty Expert, Attaché

15.00 – 15.45 (45 mins) Standing on the Shoulders of a Giant

In this session you will hear what hospitality giant Wyndham Hotels & Resorts exactly delivers with their generous loyalty programme. From their experience you’ll see further and discover how to make travel possible for all. Along with key takeaways from the top, you will also be tooled with solutions from 80 Days, a luxury travel marketing company, who support smaller independent, non-branded properties to compete for customers without the power of a mega brand.

Speakers: Steven Dow - Vice President of Revenue Management Europe, Diamond Resorts
Dimitris Manikis - President & Managing Director EMEA, Wyndham Hotels & Resorts
Mark. Forrester - Chairman and Founder, 80 DAYS

15.45 – 16.15 (30 mins) Adventure travel done differently - GAdventures a global success

In 1990 Bruce Poon-Tip launched G Adventures in the belief that other travellers would share his desire to experience authentic adventures in a responsible and sustainable manner. The tour operator has grown from a one-man show to a company of more than 2,200 worldwide in 28 offices, and more than 700 adventures spanning the globe! Brian will share why its passion for making sure over 200,000 travellers get behind the scenes to experience the real world in an authentic and sustainable manner has led to this success. And why it is important to recognise that life-altering experiences come in a variety of flavours.

Speaker: Brian Young – Managing Director, G Adventures

16.15 – 16.55 (40 mins) You are only as good as your last ACT!

The objective of the final session is for the panel to share their experiences of change, reflect back on previous sessions and debate what actions could be made to the product and sales approach to bring about positive fundamental change. This dynamic session will also provide the opportunity for delegates to share their own opinions on what they have heard and seen during the conference.

Panellists: Darren Ettridge - SVP Resort Sales and Business Development
 (EMEA), Interval International
 Gordon Gurnik – President, RCI Exchanges
 Patrick Ingram - Managing Director, CLC World Resorts & Hotels
 Justine Banister Day - Sales Manager, Pearly Grey Ocean Club
 Kevin Wash – Partner VOS (Vacation Ownership Services)

16.55 – 17.05 (10 mins) Christel House Presentation

17.05 – 17.15 (10 mins)

Robin Mills Chairman RDO Conference Working Group & Communications Council will bring to a close this year's conference RDO9 ACT: Action Changes Things.