



PTRA 49th Annual Conference VIRTUAL Schedule Thursday, April 29 – Sunday, May 1

PTRA is thrilled to offer a virtual option for our members that are unable to join us in Orlando, Florida this year. Each session offered below is available for livestreaming and will be recorded, so you can view the sessions at any time from the comfort of your home!

Registration for our virtual option is live! [Click here to register.](#)

THURSDAY, APRIL 29

Thursday, April 29, 8:00 a.m. EST / 7:00 a.m. CST / 5:00 a.m. PST (15 minute)

Opening Remarks

Adam Cooler, PTRA President

Kick off the 49th Annual PTRA Conference with some brief announcements from our PTRA 2020-2021 President, Adam Cooler. This session will lead directly into the keynote session with Harris Rosen.

Thursday, April 29, 8:15 a.m. EST / 7:15 a.m. CST / 5:15 a.m. PST (45 minute)

Keynote: Harris Rosen

Harris Rosen, President & COO – Rosen Shingle Creek

The Rosen philosophy of providing guests with unsurpassed quality and service has resulted in an unprecedented longevity among the company's associates. While the hospitality industry typically experiences a 60-70 percent annual employee turnover rate, Rosen Hotels maintains a rate in the low teens. Associates, many of whom have been with the company twenty-plus years, cite the company's exemplary RosenCare low-cost healthcare plan, free college educations for staff and their children (after specified years of service) and numerous free events for associates and their families as well-regarded benefits. The opportunity for growth and entrepreneurial spirit championed from the top down are qualities that set Rosen Hotels & Resorts apart and why associates tend to remain with the company, proudly serving guests the Rosen brand of hospitality. Come with questions for Mr. Rosen on employee retention and take with you some examples to build with your team and into your business.

Thursday, April 29, 9:00 a.m. EST / 8:00 a.m. CST / 6:00 a.m. PST (90 minute)

Keynote: Keeping Employees Engaged Amid Crisis

Lisa Ryan, lisaryanspeaks.com

The impact of COVID-19 has profoundly changed business as we know it. Not only did companies have to change many of their work practices, but employees have found they have lots more options when it comes to how, when, and where they can get their work done.

Even the term "workplace" has potentially become obsolete. Companies that never thought they could (or should) offer telecommuting opportunities have been forced to do so. Now, the place that employees work has merged with the places that they eat, sleep, exercise, play and raise their kids and pets.

Organizations that come out of this pandemic successfully are the ones that integrate and master digital work, community and collaboration. And yes, this does go for manufacturing plants. Workers may still have to show up to run production, but their mindset has probably expanded to adjust and adapt to new ways of using technology and communicating with each other and with leadership. It's essential for you to have strategies to help employees deal with the fear, frustration, and uncertainty of the new work environment.

It's going to be awhile before we figure out what the "next" normal is going to be, but whatever those changes are – there is no more "business as usual." In the case of COVID-19, the only thing we know for certain is that things are going to change.

In this online training program, you'll learn what it takes to connect with and KEEP your employees from becoming someone else's.

Session times are subject to change.



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Thursday, April 29, 10:45 a.m. EST / 9:45 a.m. CST / 7:45 a.m. PST (60 minutes)

Keynote: To Sell Is Not To Sell

Greta Schultz, President & CEO – Schulz Business SELLutions

In this one-hour session you will discover...

- What are the 6 biggest challenges today in sales and how to overcome them
- How to stop prospecting the 'old' way and actually enjoy it more!
- Realize that there IS a way to shorten your sales cycle and close sooner
- How to build your strategic alliance network at this conference and beyond

All of the above is done with humor and stories to engage the audience. GOAL – Get tips, have fun and get motivated!

FRIDAY, APRIL 30

Breakout Sessions

We are offering the same four breakouts at three different times to allow you the opportunity to attend the sessions of your liking. All four breakouts will be presented concurrently and at the following times:

Breakout #1: 9:00 a.m. EST / 8:00 a.m. CST / 6:00 a.m. PST (60 minutes)

- The breakouts we will be streaming during this hour are:

- *Selling Today In An Upside Down World*
- *Driving Engagement: Deep Diving for Ideas*

Breakout #2: 10:10 a.m. EST / 9:10 a.m. CST / 7:10 a.m. PST (60 minutes)

- The breakouts we will be streaming during this hour are:

- *Leveraging Technology for Your Team's Success*
- *The Keys to Prospecting, Territory & Relationship Management – A Roadmap to Growing Your Business*

Breakout #3: 11:20 a.m. EST / 10:20 a.m. CST / 8:20 a.m. PST (60 minutes)

- The breakouts streamed during this session are TBD based on attendee preference – you can list your preference when you register for the virtual conference online. The majority will be chosen and promoted in April.

Your Breakout Session Options:

Breakout – Selling Today In An Upside/Down World

Greta Schulz, President & CEO – Schulz Business SELLutions

- How to overcome our biggest challenges with specific samples
- Building Relationships Networking - without selling
- Asking the right questions and why
- Closing the sale properly, no pushing!

GOAL – Create true takeaways they can use when they leave the session

Breakout – Driving Engagement: Deep Diving for Ideas

Lisa Ryan, lisaryanspeaks.com

In this hands-on session, you will have the opportunity to get your specific questions answered from the morning session, as well as network with, and learn from your colleagues. We'll explore all aspects of employee engagement - what's working – and what's not – when it comes to creating an engaged workplace culture. You'll walk out with real-world ideas, strategies, and innovations that you can implement immediately when you return to work.

Breakout – Leveraging Technology for Your Team’s Success

Steve Turner, Turner Time Management

With all the new technology available, what do you need to stay productive and leverage your smartphone, laptop and/or tablet to your advantage? What equipment, apps and services can improve your organizations effectiveness and maximize productivity? Topics that will be covered include:

- Top tips and secrets for laptops, smartphones, tablets
- How to use Office 365 or G-Suite to enable you and your team to be more productive
- Apps that can help you save more time and effort
- How and why to become ‘indistractable’ to supercharge the success of your business
- How to Manage E-mail in Less Time with Less Effort
- To lead into the break-out session discussions, Steve will also touch base on:
- Prioritize & Complete Action Items Quicker (Microsoft To-Do/Outlook /OneNote, Planner Tasks)
- Don’t Type - Speak & Use Templates/Shortcuts Instead (Windows Dictation, Siri, etc.)
- Improve/Optimize Note Taking & Organization (OneNote)
- Reduce Internal Email up to 90% & Increase Productivity (Teams)
- Time Saving Best Practices for Meetings, Conference Calls and Webinars
- Realize Sales & Better Forecasting Through CRM Adoption/Training/ Coaching
- Executive/Management Coaching: Manage, Lead, Grow Your Team

Breakout – The Keys to Prospecting, Territory & Relationship Management – A Roadmap for Growing Your Business

Kate Rhoten, Executive Director – MRERF

During good and challenging times, prospecting and effective territory management are keys to growing your business. Understanding the relationships and decision makers will further your ability to deepen and widen the existing clients and begin new ones with a better roadmap for future success. During this breakout, we will walk through the steps of the funnel to generate solid leads. Components of successful territory and relationship management will be highlighted. As we move forward to getting back out in the world, now is the time to get intentional in how we spend time prospecting and managing our relationships within the territory.

SATURDAY, MAY 1

Saturday, May 1, 8:00 a.m. EST / 7:00 a.m. CST / 5:00 a.m. PST (30 minutes)

Daily Announcements & Introduction of New Officers and Directors

Adam Cooler, PTRA President

Join us as we welcome and introduce the 2021-2022 PTRA Board of Directors!

Saturday, May 1, 10:00 a.m. EST / 9:00 a.m. CST / 7:00 a.m. PST (2 hours)

Keynote: Moving Forward

Alan Beaulieu, ITR Economics

2020 was quite a year. We will explore all the changes that have occurred in the economy and what they mean to our future. The pandemic, government responses, consumer trends, burgeoning opportunities, and lagging sectors will be examined. These forces will shape the trends ahead and drive our tactics and strategies. US and Global economies and the industries most important to attendees will be examined. We will also:

1. Assess business demand in 2021 and into 2022.
2. Look at a system of key leading indicators that are proven to signal cyclical turns in the economy and markets.
3. Present market outlooks and discuss issues that have an impact on your profitability via resource allocation, budgets, expectations and strategic planning.
4. Discuss any potential changes caused by the November elections.
5. Present the unintended consequences of the massive stimulus programs that will impact businesses in the years ahead.



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6. Assess interest rate and other financial market trends, including the latest information on stock market performance.
7. Present clear, actionable Management Objectives™ that are right for the coming years as we adapt to the 'new normal'. One thing will not change, successful businesses will have to constantly adapt to a sea of changing circumstances.

Saturday, May 1, 11:30 a.m. EST / 10:30 a.m. CST / 8:30 a.m. PST (30 minutes)

Closing Remarks

Adam Cooler, PTRA President

Join us as we wrap-up on this year's 49th Annual Conference and have a sneak peek at what to expect for next year's 50th Annual Conference in Nashville, TN!