

ALBERTA HOTEL & LODGING ASSOCIATION

STRONGER TOGETHER

April 17-19 – The Fairmont Chateau Lake Louise



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April 17-19, 2016 – The Fairmont Chateau Lake Louise

Alberta's tumultuous economy is challenging hoteliers in all four corners of the province. **Stronger Together**, the theme of this year's convention, underscores the need for AHLA members to combine their efforts to build a strong and vibrant tourism industry, which benefits all Albertans.

This year, convention delegates will:

- ▶ Network & connect with some of Alberta's savviest hospitality professionals.
- ▶ See the industry's leading products & technology, meet new suppliers, and keep up with trends in today's fast-paced world.
- ▶ Enjoy thought-provoking speakers and sessions that will give you the practical skills & knowledge you need to increase your bottom line.
- ▶ Discover, create, and inspire in the historic ambiance of the iconic Fairmont Chateau Lake Louise.
- ▶ See how the AHLA is working to address their biggest concerns & find solutions in a turbulent economy.

By working collectively to build Alberta's tourism industry, we are **Stronger Together!**

Follow the AHLA's 2016 Convention & Trade Show:

▶ @ABHotelAssoc

▶ Facebook.com/Alberta.Hotel.Lodging.Association



SUNDAY, APRIL 17

▶ **2:00 p.m. – 9:00 p.m.**
DELEGATE REGISTRATION

▶ **4:00 p.m. – 5:00 p.m.**

ALBERTA HOTEL & LODGING ASSOCIATION
ANNUAL GENERAL MEETING

A new NDP government, attempts by cities and towns to tax hotels, and helping our members withstand another economic downturn – 2015 was a busy year for the AHLA. Join your Board and CEO Dave Kaiser for a full accounting of what the AHLA is doing for you.

** Membership dues must be paid in full to attend.*

▶ **5:00 p.m. – 5:30 p.m.**

ALBERTA HOSPITALITY SAFETY ASSOCIATION
ANNUAL GENERAL MEETING

Did you know that all hotels, motels and resorts that pay WCB premiums are members of the Alberta Hospitality Safety Association? Attend AHSA's Annual General Meeting for a full report on its 2015 activities, get an update on future initiatives, and elect AHSA's 2016 – 2017 Board of Directors.

▶ **6:00 p.m. – 9:00 p.m.**

OPENING RECEPTION & TRADE SHOW

Sponsored by Fairmont Chateau Lake Louise

The current economy is a great opportunity for you to secure attractive pricing on furniture, fixtures and equipment. The AHLA's trade show attracts a wide range of exhibitors with the products and services that you need.

The trade show will include two speed sessions:

- ▶ Using Consumer Feedback with TrustYou, and
- ▶ Climate Change Policy Impacts for Hotels, with ENMAX Energy and LivClean.



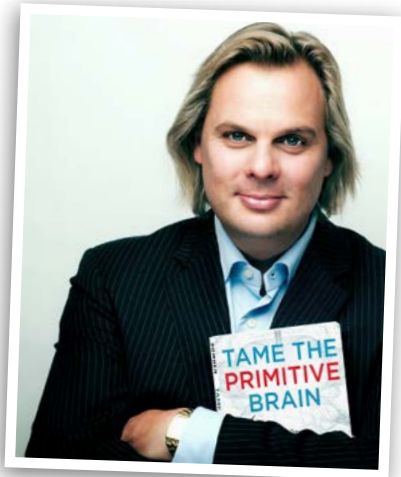


MONDAY, APRIL 18

▶ **7:30 a.m. – 7:00 p.m.**
DELEGATE REGISTRATION

▶ **8:00 a.m. – 10:00 a.m.**
OPENING BREAKFAST

Sponsored by Connect Logistics Services



KEYNOTE ADDRESS – Mark Bowden
Build Stronger Teams and Delighted Guests with Winning Body Language

Sponsored by Western Financial Group Insurance Solutions

Today's executives need to do more than simply succeed: they need to stand out. Communications expert Mark Bowden explains how to use persuasive communication skills to set yourself apart, win trust, and generate profit. His trademark techniques are used by top leaders and political players around the world who want to gain an advantage—beyond words—when they speak.

Bowden has a reputation for being one of the world's expert performance trainers. His client list includes leading business people, teams, and politicians—from presidents and CEOs of Fortune 500 companies to prime ministers of G8 powers.

▶ **10:00 a.m. – 1:30 p.m.**
TRADE SHOW & LUNCHEON

Grand Prize sponsored by Fusion Woodworks

Don't miss this chance to find out about all of the newest industry products & services on the market! Passport prize draws start at 12:30 p.m. sharp.

BUSINESS SESSIONS

▶ **2:00 p.m. – 3:00 p.m.**
Check In Canada: A Progress Report

Sponsored by Check In Canada

Through Check In Canada, consumers are now booking directly with hotels and motels on TravelAlberta.com and HelloBC.com.

Attend this session to see the results, what's coming next, and to learn how your property can compete economically on sites like TripAdvisor, Trivago, and Google Hotels through Check In Canada.

▶ **2:00 p.m. – 3:00 p.m.**
Cyber Security - Protecting Your Property

The hotel industry is a real target for cyber criminals. In the past year, no less than four major hotel companies have had their systems hacked. It's up to you to protect your guests, your reputation, and your business.

This session will show you how cyber criminals are targeting hotels and motels, including an introduction on ransomware, attacks on point of sale terminals, hotel WiFi, and socially engineered schemes to gain access to your databases.

▶ **2:00 p.m. – 3:00 p.m.**
Hotel WiFi Myths Exposed

Sponsored by Telus

Robust and reliable WiFi is as much an expectation in today's hotel as running water. This session will help you separate WiFi facts from fiction to ensure that you have the capacity you need to meet your guests' expectations.

▶ **3:15 p.m. – 4:15 p.m.**
Hotel Association of Canada's Travel Intentions Survey

Join Hotel Association of Canada for a look at potential business volumes for 2016, what opportunities and challenges you can expect, and some conclusions on how to book more business at your property.

▶ **3:15 p.m. – 4:15 p.m.**
Growing Alberta's Tourism Economy

Sponsored by Travel Alberta

The Government of Alberta wants tourism to grow to over \$10 billion by 2020. Find out what Travel Alberta is doing to help make this goal a reality.

▶ **3:15 p.m. – 4:15 p.m.**
Q&A with Bill Robinson

Sponsored by the Alberta Gaming & Liquor Commission

Wondering what the future of liquor & gaming holds? Join AGLC's President & CEO, Bill Robinson, for an in depth question & answer session.

▶ **4:30 p.m.**
HOUSEKEEPING AWARD PRESENTATIONS

Sponsored by Travel Alberta

Hotels, motels, inns and resorts that have achieved the 2015 - 2016 Housekeeping Award will receive their award at this presentation ceremony in advance of the Housekeeping Awards Gala.

▶ **6:00 p.m. – 7:00 p.m.**
STAR QUALITY COCKTAIL RECEPTION

Sponsored by Star Quality

▶ **7:00 p.m.**
HOUSEKEEPING AWARDS GALA

Sponsored by Travel Alberta

Join your industry colleagues to celebrate the hard working people who deliver the highest level of cleanliness to visitors. Front line staff from all over Alberta will come together to honour the hard work and attention to detail that goes into achieving the coveted Housekeeping Award at this legendary industry event.

TUESDAY, APRIL 19

▶ 8:00 a.m.

SUNSHINE BREAKFAST

Sponsored by the Alberta Hospitality Safety Association

This year's Sunshine Breakfast celebrates the first ever Hospitality Safety Leadership Certificate recipients! Be a part of AHSA history and help us recognize our industry safety leaders, all while enjoying a hearty breakfast on the shores of magnificent Lake Louise.

BUSINESS SESSIONS

▶ 9:30 a.m. – 10:30 a.m.

Alberta Accommodation Outlook

Sponsored by Alberta Culture and Tourism, Business Development & Investment Attraction Unit

This conference staple will give owners and general managers a comprehensive outlook on Alberta's accommodation industry. You will receive critical information about the state of Alberta's lodging sector, recognizing current existing economic and market conditions, and projected supply and demand. This session covers the information you need if you are in charge of marketing, product development or financing for hotels and fixed-roof accommodation in 2016.

▶ 9:30 a.m. – 10:30 a.m.

Cutting Waste – Cutting Costs

Sponsored by the Recycling Council of Alberta

Reducing waste isn't just good for the environment - it's good for your bottom line. Communities all over Alberta are implementing recycling and composting programs – in some places they are even making them law. This session will help you cut the cost of waste at your property.

▶ 9:30 a.m. – 10:30 a.m.

Workforce Solutions for the Current Economy

Sponsored by Alberta Labour

Regardless of the economy, employers will always need an educated, skilled and productive workforce. This session will highlight how your business can leverage government programs and resources to develop and retain employees and provide an overview of tools and pathways to finding local labour while taking the most current Labour Market Information into account.

▶ 10:45 a.m. – 11:45 a.m.

Welcoming Chinese Travellers

Sponsored by Alberta Culture & Tourism

In the past 5 years, Chinese travellers have spent over \$600 million in Canada. Starting June 30, non-stop flights from Beijing to Calgary will be bringing Chinese visitors to Alberta three days a week. What do Chinese guests expect when they travel? Is your hotel or motel ready to accommodate them? Learn more about what it takes to become a property preferred by Chinese travelers.

▶ 10:45 a.m. – 11:45 a.m.

An Active Shooter – Assessing your Risk

Sponsored by the Alberta Hospitality Safety Association

The very nature of the hospitality business can put your staff and guests at risk of serious injury or worse at the hands of criminals, extremists or terrorists. Current events show that no business is immune to violence against its patrons and workers, whether it is terrorist inspired or otherwise. Attackers consider hotels and restaurants "soft targets" where they can carry out their attacks with virtually no resistance. This session will explore the "duty-in-law" in Canada as it relates to the security of your workers and guests, as well as some of the warning signs that may indicate your property is a higher risk.

▶ 10:45 a.m. – 11:45 a.m.

Drive More Business with Remarkable Service

Presented by Mike Mack, X5 Management

What is *Remarkable Service*? What are your customers remarking about? Is your business doing all it can to be remarkable? Do you have what it takes to deliver *Remarkable Service*?

In good economic times and in bad, customer service is the one thing that any business can control and improve upon. Little things can make a big difference. This session will lead you through five elements that can help your sales and service.

▶ 11:30 a.m.

GOLD KEY AWARD RECIPIENTS' CHECK-IN

Gold Key recipients are asked to check in prior to attending the Gold Key Awards Luncheon.

▶ 12:00 p.m.

GOLD KEY AWARDS LUNCHEON

The dedication and enthusiasm of front and back of house staff assures guest satisfaction and inspires their colleagues.

The AHLA's Gold Key Award recognizes long term front line staff and supervisors from hotels and motels across Alberta. Celebrate the employees who have committed themselves to making Alberta's tourism & hospitality industry the best that it can be!

▶ 2:00 p.m. – 4:00 p.m.

Welcome to The Experience Economy

Sponsored by Bennett Jones

The only unique competitive advantage is the exceptional experience a property can create for its guests. Guests want experiences – memorable events that engage them in an inherently personal way. Individual hotels and the tourism industry as a whole must embrace the principles of the Experience Economy to stage ever more engaging experiences.



Closing speaker Dennis Moseley-Williams will take AHLA members through these principles in a way that enables you to create greater value for your guests.

▶ 5:00 p.m. – 6:00 p.m.

Employer of Choice Award Presentations

Properties that have achieved the Employer of Choice Award will receive their award at a ceremony prior to the evening gala.

▶ 6:00 p.m. – 7:00 p.m.

CHAIRMAN'S RECEPTION

▶ 7:00 p.m.

CHAIRMAN'S DINNER AND EMPLOYER OF CHOICE CELEBRATION

Sponsored by ENMAX Energy

Join Steven Watters, Chair of the AHLA's Board of Directors, in honouring the hotels and motels that earned the 2016 Employer of Choice designation. The evening will wrap up with Steve Patterson, host of CBC's *The Debaters*.

There's no debating it – this year's Chairman's Dinner is not to be missed!

* Program subject to change

THIS EVENT MADE POSSIBLE BY OUR SPONSORS

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Register online at
www.ahla.ca