

# **Seminar Agenda**

## **FRIDAY**

**3:00 pm Welcome and Registration**

**4:00 pm Opening Session: “Getting to Know You and Us”  
“Innkeeping 101”**

**6:30 pm Dinner together**

## **SATURDAY**

**7:30-8:30 am Breakfast**

**8:30 am Session Two: “Creating Your Inn’s Profile”**

**10:00 am Break**

**10:30 am Session Three: “Acquiring Your Inn: The Process”**

**12:00 pm Lunch**

**1:00 pm Session Four: “Defining and Finding the Right Property”  
“Lifestyle and You – The Personal Side of Innkeeping”**

**3:00 pm Break**

**3:15 pm Session Five: “Property Assessments and Valuations”**

**5:15 pm Afternoon session ends**

**6:15 pm Reception with Host Innkeepers**

**7:30 pm Dinner together**

## **SUNDAY**

**7:30-8:30 am Breakfast**

**8:30 am Session Six: “Marketing 101”**

**10:00 am Break and Check-out**

**10:30 am Final Session: “Operations-A Day in the Life of an Innkeeper”  
“Final Questions and Answers”**

**12:00 noon Finish**

**Tours of Local B&B’s, Optional**