

# The Watersport & Boat Tour Operator Forum

## Schedule of events

*\*\*\*Please note that this event schedule is subject to change.\*\*\**

### Day 1 - Sunday, October 17th

|          |          |  |     |
|----------|----------|--|-----|
| 09:00 AM | 05:00 PM | Hotel Check-in                         | N/A |
| 05:00 PM | 08:00 PM | Dine on your own in Orlando            | N/A |
| 08:00 PM | 10:00 PM | Kick Off Party - Welcome to the forum! | TBD |

### Day 2 - Monday, October 18th

|          |          |  |                 |
|----------|----------|--|-----------------|
| 07:30 AM | 08:30 AM | Get Breakfast on your own  | N/A             |
| 08:30 AM | 09:00 AM | Registration, Coffee, Networking   | Conference Room |
| 09:00 AM | 09:20 AM | <b>Opening session presented by Douglas Quinby, CEO of Arival</b>  | Conference Room |
| 09:25 AM | 10:05 AM | <b>Pricing strategies presented by Jason Crotto, Horizon Revenue Mgmt.</b>   | Conference Room |
| 10:10 AM | 10:55 AM | <b>Social media branding strategies with Justin Buzzi, Get Up &amp; Go Kayaking</b>  | Conference Room |
| 10:55 AM | 11:20 AM | Break  | Conference Room |
| 11:20 AM | 11:45 AM | <b>Operator stories - Streamlining ops with online chat and digital photo service with Kevin Nobis, Bonita Jet Ski &amp; Parasail.</b> | Conference Room |
| 11:45 AM | 12:00 PM | Setup for Lunch  | Conference Room |
| 12:00 PM | 12:45 PM | <b>Lunch + Presentation by Greg Fisher and Kevin O'neil with Awkward Watersport Guys</b>   | Conference Room |
| 12:45 PM | 01:00 PM | Setup for Roundtables  | Conference Room |

|          |          |  |                 |
|----------|----------|--|-----------------|
| 01:00 PM | 1:45 PM  | <p align="center"><b><u>Roundtables #1</u></b></p> <p><b>A. Kevin O'neil - <i>Relation between customer service &amp; company culture</i></b></p> <p><b>B. Greg Fisher - <i>Navigating watersport regulations</i></b></p> <p><b>C. Jason Crotto - <i>Product positioning and distribution management</i></b></p> <p><b>D. Rachel Dickey - <i>Employment legal issues and general law challenges by operators</i></b></p> <p><b>E. Kevin Nobis - <i>Best waverunner maintenance practices</i></b></p> | Conference Room |
| 01:45 PM | 02:00 PM | <b>Presentation of round tables from each group</b>  | Conference Room |
| 02:00 PM | 02:15 PM | Break  | Conference Room |
| 02:15 PM | 03:00 PM | <p align="center"><b><u>Roundtables #2</u></b></p> <p><b>F. Justin Buzzi - <i>Franchising or different growth methods</i></b></p> <p><b>G. Chris Woodruff - <i>Managing multiple locations</i></b></p> <p><b>H. Steven Edwards - <i>Why and how to track everything</i></b></p> <p><b>I. Marica Brewster - <i>Cultivating reviews and using them to increase sales</i></b></p> <p><b>J. Kai Kaapro - <i>Prospecting new locations and analyzing a new market</i></b></p>                             | Conference Room |
| 03:00 PM | 03:15 PM | <b>Presentation of round tables from each group</b>  | Conference Room |
| 03:15 PM | 03:50 PM | <b>Operator "Hot Seat" moderated by Douglas Quinby, Arival</b>   | Conference Room |
| 03:50 PM | 04:00 PM | <b>Conference Recap and Send Off presented by Greg Fisher, TripShock</b>   | Conference Room |
| 04:00 PM | 05:30 PM | <b>Brews and bites - Cocktail reception</b>  | TBD             |
| 05:30 PM | 08:00 PM | Dine on your own in Orlando  | N/A             |
| 08:00 PM | 10:00 PM | Industry party!  | TBD             |