

## HEDNA Education Day Agenda

### Welcome and Introductions

- Review Code of Conduct
- Housekeeping
- Set Expectations

### History and Background

- History of Electronic Distribution
  - In the beginning...
  - Evolution of travel planning through technology
  - Introduction of brand.com sites
  - Birth and evolution of HEDNA

### Connectivity

- How did Connectivity Evolve?
  - Type A, Type B, Seamless
  - “Push” vs. “Pull”

### BREAK

### “Content” Overview

- An explanation of Content
- How content is managed by hotels
- Types of Content
- The importance of Rich Media
- User Generated Content
- Current industry initiatives regarding content

### System Functionality Overview

- How data is stored and distributed
- How roomtypes and rateplans are loaded
- How is inventory and availability managed

### LUNCH

### Multi Channel Marketing

- GDS and TMC
- Online Brand.com
- Online Intermediary
- Offline/Traditional
- Emerging

### Mobile Technology

- New emerging channel segment
- Impact on content
- Impact on media
- Impact on marketing efforts and social media

### BREAK

**Social Media**

- Correlation of social media and the hospitality industry
- High level overview of a social media strategy
- Examples of some important current media channels
- Differences between a social media strategy and media engagement
- Brief discussion of ROI factors and measurements of success

**People Network for Electronic Distribution**

- How are hotel companies staffed and organized
- How are distribution companies staffed and organized
- How much of a role do hotel properties play?
- Overview of Associations and Trade Shows

**Questions and Wrap-up**

- Where do you go from here?