



STR Virtual Summit For Women 2024

SCHEDULE

EMAIL: ITSMELAURYN@STACEYSTJOHN.COM

SUBJECT TO CHANGE



THE SHORT-TERM RENTAL
virtual summit for women

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THE SHORT-TERM RENTAL

virtual summit for women

JANUARY 23, 2024
MORNING

Title	Speakers	Location	Time Start EST	Time End EST
Summit Kick-Off: Embracing the Journey of Growth and Innovation	Stacey St. John	Main Stage	09:00	09:12
Unlocking Airbnb: Q&A and Growth Hacks for Hosts	Nancy Heronemus (Airbnb's North American Director, Field Operations)	Main Stage	09:15	10:35
Love & Business: Insights from STR Power Couples	Avery & Luke Carl, Bill & Brea Faeth, Mike & Krysten Sjogren	Main Stage	10:40	11:20
Finding Your Perfect Match: Choosing the Right Management Option for Your Short-Term Rental	Stacey St. John + Nicole Cavany	Breakout Session	11:25	12:15
Design Rx: Customized Feedback from an Interior Design Expert	Valerie Malone	Networking Lounge	11:25	12:15
From Banks to Hard Money: Navigating the World of Loans for Your Short-Term Rentals	Kris Fleming	Breakout Session	11:25	12:15

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JANUARY 23, 2024 MORNING

Title	Speakers	Location	Time Start EST	Time End EST
Global Getaways: An Insider's Guide to Purchasing & Running STRs in Foreign Countries	Becky Nova	Breakout Session	11:25	12:15
Renting Rich: The Secrets of Apartment Rental Arbitrage	Brandi Jones	Breakout Session	11:25	12:15
Profit or Pass: Mastering Short-Term Rental Deal Analysis	Tracie Fowler	Breakout Session	11:25	12:15
Speed Networking	Speakers + Attendees	1:1 Speed Working	12:15	12:45
Lunch			12:45	01:30

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JANUARY 23, 2024

AFTERNOON

Title	Speakers	Location	Time Start EST	Time End EST
Afternoon Kick-off	Stacey St. John	Main Stage	01:30	01:40
Transformative Tales: Celebrating Growth Stories of Real Women in the Short-Term Rental Industry	Esmeralda Alba + Stacey St. John	Main Stage	01:40	01:50
Direct Booking Domination: Unlocking the Secrets to Direct Bookings Through Effective Marketing	Alex Husner, Emily Lethgo, Jenn Boyles, Brittany Blackman	Main Stage	01:50	02:40
Checking In: Uncovering Strategies for Boutique Hotel Investing	Diya Liu	Breakout Session	02:45	03:20
Investing Outside the Box: Creative Real Estate Acquisition Strategies That Keep Your Cash in the Bank	Maria Reith + Stacey St. John	Breakout Session	02:45	03:20
Listing RX: Customized Feedback from an STR Expert	Tracie Fowler	Networking Lounge	02:45	03:20

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JANUARY 23, 2024

AFTERNOON

Title	Speakers	Location	Time Start EST	Time End EST
InstaHacks: Insider Secrets to Level Up Your Instagram Game	Lace Hernandez	Breakout Session	02:45	03:20
Profit Powerhouse: Unleashing Cash Flow & Tax Optimizations for High-Growth Businesses	Mehak Begemann	Breakout Session	02:45	03:20
Speed Networking	Attendees	1:1 Speed Networking	03:25	04:15
Building A Dream Team: A Fireside Chat About Strategies for Hiring, Firing, & Empowering Success	Julie George + Stacey St. John	Main Stage	04:20	05:00
Daily Wrap-Up	Stacey St. John	Main Stage	05:00	05:10

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MORNING

Title	Speakers	Location	Time Start EST	Time End EST
Day 2 Kickoff: Rise & Shine	Stacey St. John	Main Stage	08:30	08:38
From Good to Great: Elevating Hospitality Standards in the Short-Term Rental Industry	Jodie Stirling & Hospitable Hosts panel (Rose Tipka)	Main Stage	08:40	09:20
PriceLabs Keynote	PriceLabs	Main Stage	09:25	09:50
Unforgettable Spaces: Crafting Unique & Charming STRs that Guests Love	Jenny Yi, Valerie Malone, Tatianna Taylor-Tait, Paige Hayes, Lori Shaw	Breakout Session	10:00	10:40
Discover Minoan	Sage Nathan	Breakout Session	10:45	11:25
Business Credit Blueprint: How To Build Business Credit for Your Short-Term Rentals	Maria Reith	Breakout Session	10:45	11:25

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JANUARY 24, 2024 MORNING

Title	Speakers	Location	Time Start EST	Time End EST
From Dollars to Sense: Mastering Financial Planning & Equity Management for a Brighter Financial Future	Amanda Neely	Breakout Session	10:45	11:25
Pawsitively Profitable: Mastering the Pet-Friendly STR Niche	Sara Sokol	Breakout Session	10:45	11:25
Unlocking Comfort: Crafting Spectrum-Friendly Spaces for Families	Suzanne Hacker	Breakout Session	10:45	11:25
Unlocking Your Financial Freedom: How to Determine How Many Homes You Really Need In Your Portfolio	Liz Sheik	Breakout Session	10:45	11:25
Speed Networking	Attendees	1:1 Speed Networking	11:30	12:30
Lunch			12:30	1:30

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JANUARY 24, 2024

AFTERNOON

Title	Speakers	Location	Time Start EST	Time End EST
Afternoon Kick-off	Stacey St. John	Main Stage	01:30	01:40
Transformative Tales: Celebrating Growth Stories of Real Women in the Short-Term Rental Industry	Stacey St. John + Jessica Fischer	Main Stage	01:40	01:50
Profit Powerhouse: Maximizing ROI Through Amenities + Strategic Revenue Management	Kathleen Walsh + Pricelabs + Stacey St. John	Main Stage	01:50	02:30
Breaking Barriers: Integrating the Professional Vacation Rental & STR Worlds	Alex Husner, Annie Holcome, Elaine Stitcher, Lauren Madewell	Main Stage	02:30	03:20
Design Rx: Customized Feedback from an Interior Design Expert	Paige Hayes	Networking Lounge	03:25	04:10
Listing RX: Customized Feedback from an Airbnb Superhost	Alicia Wright	Networking Lounge	03:25	04:10

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JANUARY 24, 2024

AFTERNOON

Title	Speakers	Location	Time Start EST	Time End EST
From 5-Star Hotels to 5-Star Rentals: Mastering Branding & Marketing Strategies from Luxury Hotel Brands	Katie Cline	Breakout Session	03:25	04:10
Investing with Partners: Unlocking the Secrets of Finding Great Partners & Avoiding the Horror Stories	Stacey St. John	Breakout Session	03:25	04:10
Marketing Magic: Crafting A 90-Day Marketing Plan for Your STR	Jodi Bourne	Breakout Session	03:25	04:10
Remote Control: Mastering the Art of Managing Your STR from Anywhere	Stephanie Figueros	Breakout Session	03:25	04:10
Occupancy SOS: Remedies for Identifying & Resolving Low Booking Issues	Kate Stoermer	Breakout Session	03:25	04:10
Raising the Bar: Mastering the Art of 5-Star Reviews and Delighted Guests	Sarah Karakaian, Annette Grant, + Natalie Palmer	Main Stage	04:15	05:05

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JANUARY 24, 2024

AFTERNOON

Title	Speakers	Location	Time Start EST	Time End EST
Daily Wrap-Up	Stacey St. John	Main Stage	05:05	05:15
Speed Networking	Attendees	1:1 Speed Networking	05:20	06:00

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JANUARY 25, 2024
MORNING

Title	Speakers	Location	Time Start EST	Time End EST
Day 3 Kick-Off	Stacey St. John	Main Stage	09:00	09:08
Communication Delight: The Art (and Science) of a 5-Star Guest Communications, Whether You Have 1 or 100 Properties	Tracey Northcott	Main Stage	09:10	09:50
Beyond the Weekend: Unleashing the Power of Mid-Term Rentals in the Sharing Economy	Rachel Gainsbrugh, Zeona McIntyre, Sarah Weaver, Mel Volland, Vivian Yip	Main Stage	09:55	10:45
Insuring Your MTR Success: Unleashing the Power of A Mid-Term Rental Insurance Strategy	Rachel Gainsbrugh	Breakout Session	10:50	11:35
Virtually Empowered: Finding & Building Strong Relationships with Virtual Assistants	Stacey St. John	Breakout Session	10:50	11:35
Knowing Your Numbers: Revenue is Vanity, Profit is Sanity, Cashflow is Reality	Rebecca Cribbin	Breakout Session	10:50	11:35

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JANUARY 25, 2024

MORNING

Title	Speakers	Location	Time Start EST	Time End EST
From Sheraton to Short-Term: A Hotel Veteran's Guide to Ensuring 5-Star Cleaning Reviews	Valarie Sparks	Breakout Session	10:50	11:35
Design Rx: Customized Feedback from an Interior Design Expert	Lori Shaw	Networking Lounge	10:50	11:35
The 15-Minute Social Media Superstar: How to Supercharge Your Social Media Influence With Minimal Time Investment	Sarah Orchard	Breakout Session	10:50	11:35
The Enneagram Edge: Harnessing Self-Awareness for Business Success	Linda Frazee	Breakout Session	10:50	11:35
Embracing Sustainability: Easy Modifications to Align Your STRs with the Rising Trend of Eco-Friendly Travel	Vanessa de Souza Lage + Pam Holt	Breakout Session	10:50	11:35
Discovering PriceLabs	PriceLabs	Breakout Session	10:50	11:35

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JANUARY 25, 2024

MORNING

Title	Speakers	Location	Time Start EST	Time End EST
Discovering The Short-Term Shop	The Short-Term Shop	Breakout Session	10:50	11:35
Speed Networking	Attendees	1:1 Speed Networking	11:40	12:30
Lunch			12:30	01:30

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JANUARY 25, 2024

AFTERNOON

Title	Speakers	Location	Time Start EST	Time End EST
Afternoon Kick-off	Stacey St. John	Main Stage	01:30	01:40
Transformative Tales: Celebrating Growth Stories of Real Women in the Short-Term Rental Industry	Stacey St. John + Tonya Rooney	Main Stage	01:40	01:50
Building Your Dream Life: Harnessing Real Estate for Unlimited Potential	Vivian Yip	Main Stage	01:50	02:10
Hosting with Heart: Giving Back Hosting to Others Through Your STR	Debbie Todd + Stacey Rase	Breakout Session	02:15	03:00
From Doubt to Delight: Strategies to Gain Your Spouse's Support for Your STR Goals & Dreams	Stacey St. John	Breakout Session	02:15	03:00
Busy Bee Blueprint: Mastering STR Management when You're Juggling a Hectic Schedule	Ashley Coen-Guy	Breakout Session	02:15	03:00

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JANUARY 25, 2024 AFTERNOON

Title	Speakers	Location	Time Start EST	Time End EST
Listing RX: Customized Feedback from an Airbnb Superhost	Alicia Wright	Networking Lounge	02:15	03:00
Power Surge: Crafting Your Action Plan To Make 2024 Your Best Year Yet	Stacey St. John	Main Stage	03:05	04:05
Memories & Milestones: Summit Wrap Party	Stacey St. John	Breakout Session	04:05	05:00

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