



2018 Innkeepers Workshop
with Vendor Marketplace
January 14-16, 2018
Old Capitol Inn, Jackson

Sunday, January 14

- 9:00am – 3:30pm** Aspiring Innkeeper Workshop
Old Capitol Inn
(Separate Fee/Registration Form)
- 4:00pm – 5:00pm** Registration/Exhibitor Set Up
Old Capitol Inn – Ballroom
- 5:30pm – 6:30pm** Greet & Meet Reception
Old Capitol Inn
Ticket sales begin for Dining
Gift Certificates & 50/50 Giveaway

Monday, January 15

- 9:00am – Noon** Registration Open - Ballroom
- 9:00am – 11:00am** Vendors & Silent Auction Set-up
- 9:00am** BBAM Board - BBAM Marketing Plan
Lead by Lisa Kolb
- 10:00am** E. Scot Fuller Beatty, ThinkReservations
“How to use Available Tools to Increase Your Revenue”
- 11:00am** Exhibits Open & Silent Auction Begins
- 12 Noon** Welcome/Luncheon with Speaker
D. Craig Ray, Visit Mississippi Director
- 1:00pm – 2:00pm** Opening Session 1
Rob Fulton-AIHP
State of the B&B Industry
- 2:00pm – 3:00pm** Session 2
Innkeeper Panel on
Important Issues (ask the veterans)
- 3:00pm – 3:30pm** Break - Visit Exhibits
- 3:30pm – 4:30pm** Session 3
Kaye Sellers & Sara Carr
- Interior Designer/B&B Décor
“Making Your Spaces Refreshing and Relaxing”
- 4:30pm – 5:30pm** Visit Exhibits/Silent Auction
- 5:30pm – 6:30pm** Reception at Vendor Marketplace
Dining Certificate Drawing &
Dine Around Jackson

Tuesday, January 16

- 7:30am – 8:45am** Continental Breakfast with Exhibitors
- 8:45am – 10:00am** General Session
Lisa Kolb/Acorn Internet Services
- 10:00am – 10:30am** Coffee with Exhibitors - Silent Auction
- 10:30am – 11:30am** Session 4 – Lauren-Colby Nickels
Social Media Marketing...
“What We ALL Need to Know”
- 12 Noon** Lunch with Exhibitors
- 12:45pm** Silent Auction Closes
- 1:00pm – 2:00pm** Session 5 – Food Component/Chef
Speaker Dr. Amy Vickery
Special Food for Special Guests
- 2:00pm – 2:30pm** Session 6 – Rusty Hanna, Chief of
Enforcement, Mississippi Alcoholic
Beverage Control
- 2:30pm – 3:30pm** Session 7 – Larry Strayer, Warren County
Master Gardener Program on Renovating
Old Landscapes
- 3:30pm – 4:00pm** BBAM General Membership Meeting
- 4:00pm – 4:30pm** Final Visit with Vendors
Silent Auction wrap up
50/50 Cash Prize Drawing
(Must be present to win)
- Conclusion

