



Seminar Agenda



-
- Day 1** **Arrival at Inn**
3:00 **Registration & Check-in**
3:30 **Session I Innkeeping 101 – Industry Overview**
Seminar welcome, introductions
Lingo, Industry trends
Setting your financial and lifestyle goals
7:00 **Casual Dinner and Networking**
-

- Day 2** **Breakfast at Inn**
8:30 **Session II Building the Profile of your Inn – Make it RIGHT for you**
Life Cycle of an Inn
To start up, convert, or to buy... THAT is the question!
Net Operating Income: Do you need to make money?
Important decisions: Size, location, food service, style
10:15 **Coffee Break**
10:30 **Session III Due Diligence - The Acquisition Process**
How do I find the inn I want? And who can help me?
How do I know if the price is fair? Valuation techniques
12:30 **Lunch**
1:30 **Session IV Inn Financing – What you need to know**
Where is the money coming from? And how much will I need?
How do I get a loan and who will give me one?
Business plans...the meat of the loan application process
3:00 **Afternoon Break**
3:15 **Session V A Case Study for Practice**
6:15 **Wine and Cheese Gathering**
Dinner
-

- Day 3** **Breakfast at the Inn**
8:30 **Session VI Inn Operations and Marketing – Beyond the basics**
Processes routine to inn operations
Staffing the inn
Policies and procedures
Marketing your inn
10:15 **Morning Break**
10:30 Open discussion, questions and answers
12:00 **Adjourn** (lunch on your own and departure)