

# REVENUE MANAGEMENT WORKSHOP AGENDA

TIME	SESSION/ACTIVITY	SPEAKERS/LOCATION	MODERATOR
THURSDAY, APRIL 30, 2015			
12 pm - 7 pm	Workshop attendees arrive	Shuttle service from PHL Airport	
7 pm - 9 pm	Reception	Courtyard Marriott Lobby	
FRIDAY, MAY 1, 2015			
7 am - 8 am	Breakfast	Courtyard Marriott	
8 am - 8:30 am	Shuttle to Trabant University Center (or walk)	Trabant University Center, Room 209-211	
8:30 am	Welcome/Opening Remarks	Bruce Weber, Dean, Alfred Lerner College of Business & Economics	
		Sheryl Kline, Chair, Department of Hotel, Restaurant & Institutional Management	
		Ronisha Goodwin, Hyatt	
8:45 am	Session 1: Introduction to Revenue Management Education; topics, trends	Zvi Schwartz	
9:45 am	Break		
10 am	Session 2: Revenue Management skills the industry expect our students to acquire	Panel: Ronisha Goodwin and Timothy Heling (Hyatt), Calvin Anderson (Hilton), John Anderson (Starwood), Jeff Borman (Marriott)	Li Miao
11 am	Session 3: Providers in the classroom PART A (STR, RainMaker)	Steve Hood (STR), Sheila Cosgrove (RainMaker)	Sheryl Kline
12 pm	Lunch	Supported by STR	
1:30 pm	Session 4: How to teach "forecasting"	Zvi Schwartz, Breffni Noone	Chih-Chien Chen
2:45 pm	Break		
3 pm	Session 5: Revenue Management textbooks and syllabi	Bonnie Canziani, Gabor Forgacs, Jean-Pierre van der Rest, Lorna Xuan Wang	Jean-Pierre van der Rest
4 pm	Session 6: How to teach "monitoring"	Larissa Koupriouchina, Miguel Baltazar, Zvi Schwartz	Larissa Koupriouchina
5 pm	Break		
6 pm	Dinner in Vita Nova		
SATURDAY, MAY 2, 2015			
7:30 am – 8:30 am	Breakfast	Courtyard Marriott	
	All sessions in the University Courtyard Marriott Center for Hospitality and Tourism		
8:30 am	Session 7: How to teach "setting controls"	Timothy Webb, Gabor Forgacs (Displacement Analysis), Katerina Berezina (Distribution Channels, RevSIM, Excel Solver)	Scott Smith
9:30 am	Session 8: Revenue Management at Hyatt	Timothy Heling (Hyatt)	Zvi Schwartz
10:30 am	Break		
10:45 am	Session 9: Providers in the classroom PART B (IDeaS, M3, TravelClick)	Linda Hatfield (IDeaS), Katerina Berezina (M3), Amy Filer (TravelClick)	H.G. Parsa
11:45 am	Closing remarks/participants feedback		Zvi Schwartz
12 pm	Lunch		