

Conference Agenda



Sunday, March 18, 2007

- 7:30am - 9:00pm Registration Open
- 7:30am - 8:15am Breakfast
- 8:30am - Noon Delphi IT Professional Certification Course
- Noon - 1:00pm Lunch
- 1:00pm - 5:00pm Delphi IT Professional Certification Course
- 7:00pm - 9:00pm Welcome Reception

Monday, March 19, 2007

- 7:30am - 5:00pm Registration Open
- 7:30am - 8:15am Breakfast
- 8:30am - 9:30am General Session Opening Keynote - Realize What's Possible
- 9:45am - 10:45am Concurrent Educational Sessions
 - + Keep the Sales Pipeline Moving Without Leaving Your Desk
 - + Taking Your Game to the Next Level: The Five Essentials of an Effective Director of Catering
 - + NSA Secrets to Success: Mastering Your Delphi Responsibilities
 - + Introduction to Delphi Diagrams
 - + Gaining the Worldwide Sales Advantage with Delphi 9.5
 - + Newmarket Solutions Architectural Review
 - + Report Scheduling: Spend Less Time Running Reports and More Time Selling
 - + Unlock Sales and Catering Opportunities with Key Documents
 - + MeetingBroker: Gain the First Response Advantage
- 11:00am - 12:00pm Concurrent Educational Sessions
 - + Improving Your Sales Advantage through Integrations
 - + Beat the Beverage Blues: Bar Menus Made Easy
 - + Market Vision Survival Kit
 - + The Numbers Don't Lie: Using Delphi Performance Reports to Tell the Whole Sales Story
 - + Introduction to SQL Server 2005
 - + Marketing Campaigns that Reach Your Clients Faster, Easier, and Cheaper
 - + Streamline Your Sales and Catering Correspondence with Key Documents
 - + Top 5 How Do I's in MeetingBroker for Current Users
- 12:00pm - 1:00pm Lunch
- 1:00pm - 1:45pm General Session Keynote
- 1:45pm - 2:30pm General Session Customer Panel - Competing for the Future of Hospitality
- 2:45pm - 3:45pm Concurrent Educational Sessions
 - + Develop Pathways to Success with Delphi Sales Goals
 - + Things Every Catering Office Should Know about Delphi Reports
 - + Best Practices for Maintaining a Clean Delphi Database
 - + 5 Tips for Upselling Your Conference Services Using Delphi Diagrams
 - + 2007 Newmarket International Technology Preview
 - + Creating and Maintaining a Secure Network
 - + Time for a Tune-up: Gain Control of Your Daylight Data
 - + Daylight "Sudoku": Putting Your Sales Numbers In Order
 - + Push Ahead of the Competition with Simple MeetingBroker Administration

Conference Agenda



Monday, March 19, 2007

- 4:00pm - 5:00pm Concurrent Educational Sessions
- + Using Market Vision to Create Direct Marketing Campaigns with ROI Metrics
 - + BEO Breakthroughs: Key Strategies for Food, Beverage, and Resource Usage
 - + Go "Green" by Identifying Efficiencies in the Business Lifecycle
 - + Getting the Most Out of the Delphi to Delphi Diagrams Integration
 - + Gaining the Worldwide Sales Advantage with Delphi 9.5
 - + Securing Your Delphi Environment
 - + Multi-Event Management Made Simple
 - + Tips for Taking Your Merge Documents to the Next Level
 - + Can Group Yield co-exist inside your Overall Yield Management Strategy?
- 5:00pm - 7:00pm Hands-on Product Kiosks and Sponsor Exhibits
- 7:00pm - 9:00pm Customer Appreciation Event

Tuesday, March 20, 2007

- 7:30am - 5:00pm Registration Open
- 7:30am - 8:15am Breakfast
- 8:30am - 9:30am General Session Keynote - Groups and Meetings: Market Opportunity Redefined
- 9:45am - 10:45am Concurrent Educational Sessions
- + Strategies for Configuration and Use of Delphi's Package Feature
 - + Transform Networking Opportunities into Revenue using DelphiSync
 - + Manage and Maintain Your Integration Points with the I-Server Admin Panel
 - + Introduction to Delphi Diagrams
 - + Daylight: Extending the Core
 - + Utilizing Windows Server 2003 Active Directory
 - + Delphi.Net: Preview of Future Enhancements
 - + Operating in a Multi-National Environment with Delphi 9.5
 - + MeetingBroker: Gain the First Response Advantage
- 11:00am - 12:00pm Concurrent Educational Sessions
- + Using Market Vision to Create Direct Marketing Campaigns with ROI Metrics
 - + Taking Your Game to the Next Level: The Five Essentials of an Effective Director of Catering
 - + Market Vision Survival Kit
 - + The Numbers Don't Lie: Using Delphi Performance Reports to Tell the Whole Sales Story
 - + Maximize Your Terminal Server Environment
 - + Exceed Your Catering Goals with Great Upsell Strategies
 - + Tips for Taking Your Merge Documents to the Next Level
 - + Glimpse the Future of Events and BEOs
- 12:00pm - 1:00pm Lunch
- 1:00pm - 1:45pm General Session Keynote
- 1:45pm - 2:30pm General Session Customer Panel - Connecting for Results
- 1:45pm - 2:30pm General Session Customer Panel - Connecting to Opportunity with Daylight

Conference Agenda



Tuesday, March 20, 2007

- 2:45pm - 3:45pm Concurrent Educational Sessions
- + Keep the Sales Pipeline Moving Without Leaving Your Desk
 - + BEO Breakthroughs: Key Strategies for Food, Beverage, and Resource Usage
 - + Go "Green" by Identifying Efficiencies in the Business Lifecycle
 - + 5 Tips for Upselling Your Conference Services Using Delphi Diagrams
 - + Introduction to SQL Server 2005
 - + Multi-Event Management Made Simple
 - + Real Data, Real Fast: Using Business Analysis to Extract the Information You Need
 - + Push Ahead of the Competition with Simple MeetingBroker Administration
- 4:00pm - 5:00pm Concurrent Educational Sessions
- + Develop Pathways to Success with Delphi Sales Goals
 - + Things Every Catering Office Should Know about Delphi Reports
 - + NSA Secrets to Success: Mastering Your Delphi Responsibilities
 - + Applied Techniques for Creating Advanced Floorplans
 - + Managing Small Meetings On-Line
 - + Securing Your Delphi Environment
 - + The Catering Crystal Ball: Tools for Creating an Effective Forecast
 - + Unlock Sales and Catering Opportunities with Key Documents
- 5:00pm - 6:00pm Customer Feedback Open Forum Session

Wednesday, March 21, 2007

- 7:30am - 5:00pm Registration Open
- 7:30am - 8:15am Breakfast
- 8:30am - 9:30am General Session Keynote - The Top Technology Trends Transforming the Events Industry
- 9:45am - 10:45am Concurrent Educational Sessions
- + Strategies for Configuration and Use of Delphi's Package Feature
 - + Beat the Beverage Blues: Bar Menus Made Easy
 - + Market Vision Survival Kit
 - + Getting the Most Out of the Delphi to Delphi Diagrams Integration
 - + Certified Delphi IT Professional Exam
 - + Report Scheduling: Spend Less Time Running Reports and More Time Selling
 - + Streamline Your Sales and Catering Correspondence with Key Documents
 - + Top 5 How Do I's in MeetingBroker for Current Users
- 11:00am - 12:00pm Concurrent Educational Sessions
- + Transform Networking Opportunities into Revenue using DelphiSync
 - + Best Practices for Maintaining a Clean Delphi Database
 - + Applied Techniques for Creating Advanced Floorplans
 - + Certified Delphi IT Professional Exam
 - + Time for a Tune-up: Gain Control of Your Daylight Data
 - + Crunching the Numbers: Real Life Scenarios for Pace and Production Reporting
 - + Integrations: Going Beyond the Property Management System
- 12:15pm - 12:45pm General Session - Closing Remarks

* Please note, session times and topics are subject to change.