



Vacation Rental World Summit



WORKBOOK

WELCOME TO THE 4TH EDITION OF THE VACATION RENTAL WORLD SUMMIT.

THIS YEAR VRWS FEATURED 19 EXPERTS SHARING PRICELESS INSIGHTS, TIPS AND STRATEGIES FOR BOOSTING YOUR SUCCESS NO MATTER HOW BIG YOUR OPERATIONS ARE.

200+ PROPERTY OWNERS, PROPERTY MANAGERS AND INDUSTRY PROFESSIONALS FROM ALL OVER THE WORLD GATHERED FROM 5 CONTINENTS, 24 COUNTRIES FOR A WEEKEND OF LEARNING, NETWORKING AND FUN.

WHILE YOU COULDN'T BE PART OF IT THIS TIME, I WON'T LET YOU FALL BEHIND.

THE INDUSTRY IS CHANGING SO RAPIDLY THAT YOU MUST KEEP UP WITH ALL THE CHANGES IF YOU WANT TO RIDE THE WAVE AND KEEP THRIVING.

OVER THE NEXT DAYS, YOU WILL HAVE A FEW OPPORTUNITIES TO FIND OUT ABOUT THE LATEST TOOLS THAT CAN HELP YOU STREAMLINE YOUR BUSINESS AND LEARN TACTICS THAT WILL ALLOW YOU TO GET MORE BOOKINGS, WIDEN YOUR EXPOSURE AND TURN YOUR GUESTS INTO FANS AND AMBASSADORS OF YOUR PROPERTIES BACK HOME.

I'VE CREATED THIS BLUEPRINT -THE SAME HANDED OUT TO EACH ATTENDEE IN FLORENCE - SO YOU CAN FOLLOW ADRIAN'S EXERCISE AND APPLY IT TO YOUR OPERATIONS, THEN DECIDE WHETHER TO MOVE FORWARD... BUT YOU'LL SEE WHAT I MEAN IN THE COMING DAYS!



A handwritten signature in blue ink, appearing to read 'Antonio Bortolotti'.

ANTONIO BORTOLOTTI
HOST - VACATION RENTAL WORLD SUMMIT

Session 1 - Reconnecting The Dots: How to Get Back On Track When the Business Gets Harder

Adrian Brown - Adrian@2Be2Serve.com



Free download - www.2be2serve.com/VRWS2017

Good Work

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Necessary Work

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Hard Work

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ACTION

Your Perfect Customer

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Customer Experience

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Work You Love

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Work To Delegate

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ADRIAN BROWN IS AN ESTABLISHED TURNAROUND MANAGEMENT CONSULTANT WITH A SOLID TRACK RECORD IN DRAMATICALLY ENHANCING STAFF PERFORMANCE, CLIENT SERVICE AND, IN TURN, COMPANY PROFITS. HE HAS MORE THAN 30 YEARS' EXPERIENCE OF BOTH RUNNING AND PARTNERING WITH SERVICE-LED BUSINESSES, SUCH AS HOTELS, SALONS AND SPAS, RESTAURANTS, CAFES, CUSTOMER SERVICES, RETAIL AND PROFESSIONAL SERVICE BUSINESSES. HIS PROPRIETARY 'TURNAROUND' SYSTEM FOCUSES ON 3 KEY AREAS - VISION, BEHAVIOUR AND PERFORMANCE, CREATING TEAMS OF INSPIRED, MOTIVATED AND ENGAGED STAFF, IMPROVING THEIR PERFORMANCE AND THEREBY INCREASING PROFITABILITY.

Session 2 - Do What You Love, Automate The Rest: A Success Story On How To Get Back On Track, Run Most Of Your Business On Autopilot And Regain Time To Focus On What Matters You Most.

Benjamin Simon, Nicole Homradkova, Mirco Ciraulo *Prague For You*

Good Work

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BENJAMIN, NICOLE, AND MIRCO, TOGETHER WITH CO-FOUNDER ANTHONY CHEVALIER RUN PRAGUEFORYOU, A VERY SUCCESSFUL AND DYNAMIC PROPERTY MANAGEMENT COMPANY BASED IN PRAGUE. THEIR APPROACH TO BUSINESS IS VERY EFFECTIVE, AS THEY USE AN OPTIMAL MIX OF PERSONAL TOUCH AND TECHNOLOGY TO INTEGRATE AND AUTOMATE MOST OF THE COMPANY PROCESSES. HAVING FOUND THE PERFECT BALANCE BETWEEN AUTOMATION AND HUMAN TOUCH GIVES THEM THE ABILITY TO SCALE WHILE MINIMIZING OVERHEADS, GETTING GREAT ROI AND SAVING TIME.

Session 3 - New Generation Vacation Rental Marketing

Alan Egan



Good Work

Necessary Work

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ALAN EGAN IS A LEADING VACATION RENTAL MARKETING EXPERT AND HAS BEEN WORKING IN THE VACATION RENTAL BUSINESS FOR OVER 13 YEARS. HE SPECIALISES IN TEACHING OWNERS AND MANAGERS TO MARKET OUTSIDE OF THE BIG LISTING PORTALS. HE HAS BEEN A SPEAKER AT THE VACATION RENTAL WORLD SUMMIT 2014, 2015, AND 2016, AS WELL AS PRESENTING SESSIONS FOR THE VRMA. HE HAS WRITTEN BOOKS ON VR PHOTOGRAPHY AND CUSTOMER EXPERIENCE ALONG WITH 100'S OF VR MARKETING ARTICLES AND PRODUCED MANY VIDEO COURSES ON SUBJECTS INCLUDING BUILDING WEBSITES, SOCIAL MARKETING, BRANDING AND HOUSEKEEPING. CURRENT PROJECTS INCLUDE DEVELOPING AND CREATING NEW GENERATION WEBSITES AND THE BIRTH OF VACATION SOUP, AN ALTERNATIVE TO PROPERTY LISTING SITES.

VrTech Competition - 3 Start Ups on stage to Innovate our industry Led by Vanessa de Souza Lage - Rentals United



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VRTECH IS A MEET-UP WHERE PROFESSIONALS AND TECHNOLOGY COMPANIES GET TOGETHER TO ACCELERATE INNOVATION IN THE VACATION RENTAL INDUSTRY.

Session 4: Jumpstart Your Mailing List & Increase Bookings With Behaviour-Based Marketing Automation

Kirk Biglione -  Oxford
Media Works

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KIRK HAS SPENT THE PAST DECADE HELPING ENTREPRENEURS AND BUSINESS PROFESSIONALS TO MASTER THE DIGITAL TOOLS CRITICAL TO THEIR ONLINE SUCCESS. AS A CONSULTANT AT OXFORD MEDIA WORKS, KIRK HELPS BUSINESSES OPTIMIZE THEIR WEBSITES TO MAKE MORE SALES, GENERATE MORE LEADS, AND CREATE A MORE FRIENDLY CUSTOMER EXPERIENCE. A SKILLED COACH AND TRAINER, KIRK IS FOUNDER OF WPAPPRENTICE.COM, THE PREMIER WORDPRESS TRAINING RESOURCE FOR BUSINESS PROFESSIONALS. HIS WORDPRESS QUICK START COURSE HAS HELPED OVER 10,000 INDIVIDUALS TO BUILD THEIR FIRST WORDPRESS WEBSITE.

Session 5: Branding & Marketing towards non dependence - Making sure your brand thrives in a rapidly changing and challenging landscape

Richard Vaughton, **Rentivo** - Mark Ribail,



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RICHARD HAS BEEN WORKING FOR THE LAST DECADE IN THE HOLIDAY RENTAL MARKETING AND MANAGEMENT BUSINESS, PREVIOUS TO THAT AS AN OWNER OF RENTAL PROPERTIES, THE LATTER WHILST BEING CEO OF A FINNISH SCIENTIFIC SUPPLY COMPANY. MARC IS A SEASONED ENTREPRENEUR WITH EXTENSIVE EXPERIENCE IN SEVERAL BRANCHES OF THE VR INDUSTRY, A HANDS ON APPROACH TO BUSINESS AND A GREAT MIND AS WELL AS WORK ETHICS. HE FOUNDED AND MANAGES KLIK.VILLAS, A PMS AND CHANNEL MANAGER, AS WELL AS EATS & RETREATS, AN ONLINE TRAVEL MAGAZINE

Session 6: The Path to Success - 7 Stages of a Thriving VR Business and a Road Map to Get There

Daniilo Beltrante



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DANILO RUNS SUCCESSFUL TRAINING AND COACHING PROGRAMS IN ITALY, AS FOUNDER OF VIVERE DI TURISMO® AND CO-FOUNDED PROPERTY MANAGERS ITALIA, A PM ASSOCIATION WHOSE AIM IS TO LOBBY AND INFLUENCE INDUSTRY REGULATIONS AT GOVERNMENT LEVEL, IN AN ATTEMPT TO LIMIT RESTRICTIONS TO VACATION RENTALS. SPEAKER AT BTO (BUYING TOURISM ONLINE), ONE OF ITALY'S LARGEST TOURISM FAIRS, DANILO HAS AN ONLINE FOLLOWING OF 1800+ RENTALPRENEURS ON VIVERE DI TURISMO® ALONE, AND IS ONE OF ITALY'S MOST FOLLOWED AND RESPECTED PROFESSIONALS IN THE NON-HOTEL ACCOMMODATION INDUSTRY

Session 7: The Vacation Rentals of the Future

Vanessa De Souza Lage



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IN THE VACATION RENTAL INDUSTRY SINCE 2004, VANESSA STARTED OFF AS A VACATION RENTAL AGENT WITH HER OWN GLOBAL WEBSITE THAT AT ONE POINT HAD 8000 ONLINE BOOKABLE RENTALS. IN 2012, SHE CO-FOUNDED RENTALS UNITED, A CHANNEL MANAGER FOR VACATION RENTALS. HER EXPERIENCE IN UX AND MARKETING HELPED TAKE THE COMPANY TO BECOME A SUCCESSFUL AND LATEST GENERATION CHANNEL MANAGEMENT SOFTWARE. TODAY VANESSA ACTS AS THE CMO OF RENTALS UNITED AND ALSO MANAGES RENTALS IN BARCELONA AND SITGES. SHE'S PASSIONATE ABOUT TECHNOLOGY AND INNOVATION AND IN 2015 FOUNDED THE VRTECH EVENTS WHERE TECH COMPANIES MEET PROPERTY MANAGERS.

Session 8: Property management 2.0 - Adding value for your guests and owners

Martin Picard



Offer More Than Just a Place to Stay

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IN 1987, MARTIN ESTABLISHED ORACLE'S NETWORKING PRODUCTS DIVISION WORKING TO PRODUCTIZE AND MARKET THE NASCENT CLIENT-SERVER AND DISTRIBUTED DATABASE TECHNOLOGY. HE WAS RESPONSIBLE FOR THE TECHNICAL EVOLUTION OF THE PRODUCT, THE PORTING TO DOZENS OF NEW PLATFORMS AND FOR THE PRODUCT SALES. HE WAS ABLE TO EXPAND PRODUCT SALES FROM ZERO TO OVER 20M IN 1989. SQL*NET AND RELATED PRODUCTS SELL IN EXCESS OF SEVERAL HUNDRED MILLION DOLLARS A YEAR TODAY. A VETERAN TECHNICAL SOFTWARE INNOVATOR, EX-DEVELOPER, PRODUCT MANAGER AND CEO, MARTIN WAS RESPONSIBLE FOR, OR DIRECTLY INVOLVED IN, A NUMBER OF THE BUILDING BLOCKS OF TODAY'S GLOBAL DISTRIBUTED COMPUTING INFRASTRUCTURE. MARTIN HAS FOUNDED AND BUILT COMPANIES FROM SCRATCH, EXPANDED EXISTING MARKETING ORGANIZATIONS AND CARRIED OUT SUCCESSFUL EXIT STRATEGIES. HE ACTIVELY ADVISES AND SITS ON THE BOARD OF A NUMBER OF START UPS AND IS AN OCCASIONAL ANGEL INVESTOR WITH A SMALL EXISTING PORTFOLIO. LOVING ADVENTURE, WHETHER IT IS SAILING ALONE ACROSS THE OCEANS, FLYING A SMALL SEAPLANE ACROSS THE ATLANTIC AND TO A FEW HUNDRED MILES SHORT OF THE NORTH POLE, OR AS A SERIAL ENTREPRENEUR, HIS PHILOSOPHY IS THAT RISK CARRIES GREAT REWARD AND ONE SHOULD ALWAYS CHOOSE THE OPTION THAT PUTS YOU MOST TO THE TEST. HE CURRENTLY HEADS UP VREASY CORPORATION, A GROWING FORCE IN THE TOURISM AND TRAVEL MARKET.

Session 9: Are the portals friend or foe? Building a competitive advantage for property managers and owners from local strength, focusing on guest experience and operations.

Alex Nigg & Tammi Sims - **properly** 

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ALEX IS THE FOUNDER OF PROPERLY, A MOBILE-FIRST TOOL USED TO MANAGE THE OPERATIONS AT THOUSANDS OF LISTINGS AROUND THE WORLD. WORK WITH PROPERLY HAS ALLOWED ALEX TO MEET PMS AND OWNERS AROUND THE WORLD, AND LEARN FROM THEIR BEST PRACTICES, IN PARTICULAR AROUND MANAGING OPERATIONS WITH CHECKLISTS. ALEX AND HIS PARTNER TAMMI SIMS ARE FREQUENT SPEAKERS AND PANELISTS AT INDUSTRY EVENTS, INCLUDING AIRBNB OPEN IN PARIS AND LOS ANGELES, THE HOMEAWAY SUMMITS IN THE US, THE VACATION RENTAL SUCCESS SUMMIT, AND THE VACATION RENTAL WORLD SUMMIT IN BARCELONA. PREVIOUSLY, ALEX WAS A MANAGEMENT CONSULTANT AT BAIN & COMPANY IN SAN FRANCISCO, AND A VENTURE CAPITAL INVESTOR IN SILICON VALLEY. WHEN NOT TRAVELING, TAMMI AND ALEX SPEND THEIR TIME IN SAN FRANCISCO, SEATTLE, AND WELLINGTON AND RUBY BAY, NEW ZEALAND, WHERE THEY MANAGE VACATION RENTALS AND STRIVE TO PERFECT HOSPITALITY, DELIVERED.

Session 10: Increase bookings, Guest & Host satisfaction by conducting fun and actionable market research

Thibault Masson
Booking.com

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THIBAUT MASSON IS A VACATION RENTAL OWNER WITH PROPERTIES IN BALI AND IN ST. BARTHS. HE WORKS AT BOOKING.COM TO CREATE AND PROMOTE BETTER TOOLS AND SERVICES FOR SHORT-TERM RENTAL OWNERS AND MANAGERS AND HAS SPOKEN AT CONFERENCES SUCH AS VRMA AND VRWS ON EFFECTIVE TECHNIQUES TO USE SOCIAL MEDIA. WHEN NOT BUSY MAKING BOOKING.COM USER EXPERIENCE BETTER HE SHARES VACATION RENTAL MARKETING TIPS ON HIS BLOG AT RENTALPRENEURS.COM.

Session 11: Millennials and how to make travel magical

Robin Clifford



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ROBIN HAS BEEN WORKING IN START & SCALE UPS IN THE ONLINE TRAVEL INDUSTRY FOR OVER 17 YEARS. TRAVELING TO AUSTRALIA, INDIA, CHINA & BEYOND HE HAS WORKED WITH SOME OF THE WORLD'S COOLEST BRANDS THAT HAVE HELPED SHAPE THE WAY PEOPLE TRAVEL. ROBIN JOINED AIRBNB OVER TWO YEARS AGO AS HE BELIEVES IN A WORLD WHERE PEOPLE CAN BELONG ANYWHERE & IS PASSIONATE THAT THE AIRBNB COMMUNITY CAN BOOK AMAZING HOMES ACROSS THE GLOBE AND HAVE MAGICAL TRAVEL EXPERIENCES POWERED BY LOCAL PEOPLE. FROM KERRY IN THE SOUTH OF IRELAND HIS FIRST PASSION IS A LOVE FOR TRAVEL; SOUTH AMERICA & NZ ARE AMONGST HIS FAVOURITE PLACES TO VISIT AND HE CAN OFTEN BE FOUND FLY FISHING FOR WILD SALMON IN FAR OFF LANDS. HE HAS RECENTLY JUST RETURNED FROM HUNTING FOR THE LOCH NESS MONSTER IN THE SCOTTISH HIGHLANDS & THIS WILL BE HIS THIRD TIME IN FLORENCE WHICH HE DESCRIBES AS 'A FEAST FOR THE EYES'.

Your Takeaways!

WRITE DOWN YOUR 'A-HA' MOMENTS HERE

A series of horizontal dotted lines for writing.



Vacation Rental World Summit



Florence - Sept. 23rd-24th, 2017