SHR is a leading provider of advanced tools and services that help hotels execute their best distribution strategy while delighting guests and optimizing profitability. For technology driven distribution, operational efficiencies, and client management, the technical maturity of SHR is second to none.

Our proprietary Windsurfer® CRS offers advanced features that allow hoteliers to more easily manage rates and inventory across all distribution channels, providing not only one of the best booking engines on the market, but also some of the strongest integrations and connections to wherever hotels sell their rooms. Year after year, Windsurfer continues to be a preferred distribution platform for a wide variety of hotel properties.

Our responsive and flexible Internet Booking Engine, TopSail™, allows hoteliers to easily merchandise and sell rooms, packages, and add-ons in virtually any way they choose. Offering a shopping cart-style booking process, persuasive messaging, and other unique features, TopSail is fully optimized for single property independents, multi-property groups, and large hotels.

In addition to its innovative technology, SHR also provides an outsourced Revenue Management for Hire service for properties of any size and brand affiliation. Dedicated to finding revenue solutions that address each hotel's specific situation, SHR matches hoteliers with experienced revenue managers who work to provide unique insights as they build and maintain winning revenue management strategies.

SHR brings hoteliers the best in nimble technology, intelligently supported by tested industry experts—keeping hotels competitive.

SHR 2017 Innovation Summit

SHAPING the FUTURE of HOSPITALITY

May 11-12, 2017
Royal Sonesta Houston Galleria
Houston, Texas

SHR

SHR

DAY 1 - Thursday

8:00 AM Breakfast

8:30 AM Opening Remarks - Summit Objectives
  ‣ Rod Jimenez, CEO

8:50 AM Introductions - SHR Executive Team

9:15 AM The summit collaboration process
  ‣ Bob Mruz, Facilitator

9:45 AM Visual Explorer -
(current > future state of hoteling)
  ‣ Bob Mruz, Facilitator

10:15 AM **BREAK**

10:30 AM **Revenue Performance (RP)**
Framing - Prezi Latest Research
  ‣ Adam Roark, COO

11:00 AM RP - Potential Topics

11:10 AM RP - 1-2-4 - Trends identified

11:20 AM RP - Implications - Café Conversation

11:50 AM RP - Implications - Guided discussion/exercise

12:10 PM **LUNCH**

1:10 PM **Guest Experience (GE)**
Framing - Prezi Latest Research
  ‣ Angelo Directo, VP of Design

1:40 PM GE - Potential Topics

1:50 PM GE - 1-2-4 - Trends identified

2:00 PM GE - Implications - Café Conversation

2:30 PM GE - Implications - Guided discussion/exercise

2:50 PM **BREAK**

3:05 PM **Data - Analytics (DA)**
Framing - Prezi Latest Research
  ‣ Paul Maszy, Vice President
    Development Operations

3:35 PM DA - Potential Topics

3:45 PM DA - 1-2-4 - Trends identified

3:55 PM DA - Implications - Café Conversation

4:25 PM DA - Implications - Guided discussion/exercise

5:25 PM Happy Hour

DAY 2 - Friday

9:00 AM Breakfast

9:45 AM Current State of SHR
  ‣ Rod Jimenez, CEO

10:15 AM **BREAK**

10:30 AM What, So What, Now What

12:00 PM Grab-n-Go Lunch

Overview

Visual Explorer
Visual Explorer is an innovative tool developed by the Center for Creative Leadership that supports collaboration and creative conversations in a wide variety of business situations. It consists of a card deck of evocative images and a facilitator's guide that explains how to use the tool. Visual Explorer is based on a sizable body of research and practice that shows the power of images and objects to enable effective dialogue about complex issues. It produces insights via random combinations of images from the card deck and one or more framing questions.

As ideas and situations become more complex, words alone are not sufficient to convey our meaning and intent in any given situation. The images contained in Visual Explorer help by providing a visual vocabulary that helps us to express ourselves via metaphor, intuition, and emotion. This process can help teams or groups to build consensus and agreement.

1-2-4 Trends
1-2-4-All is an example of what is called a Liberating Structure. Liberating structures are a growing collection of group processes and methods that make it easy and quick for any size group to radically change how they interact and work together. Their purpose is to liberate energy, tap into collective intelligence, stimulate creativity, and get surprisingly better results by engaging people and unleashing the power of self-organization. 1-2-4-All is a simple and elegant process that engages everyone simultaneously in generating questions, ideas, and suggestions. Using this approach, individual ideas are generated and then, through a series of cycles moving from pairs to foursomes to the entire group, ideas and solutions are sifted in rapid fashion. Open, generative conversation unfolds.

Café Conversations
Café Conversations is where the group will take sub-topics of our primary topics of Revenue Performance, Guest Experience, and Data-Analytics, and flesh them out uncovering new ideas, questions, questions answered, themes, and even opportunities.