

| Wednesday, August 20th | | | | | |
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| | Carolina | Poinsette | Colonial | Pinkney | Gold |
| 8:00 AM – 10:00 AM | VRWS Opening Breakfast and Breaking The Hard Rules: Redefining Strength in Women's Leadership with Shelley Brown | | | | |
| 10:15 AM – 11:00 AM | From Broom Closet to Boardroom: The Power of Scaling Without a Playbook- A Fireside Chat with Kimberly White | Direct vs OTA: What Today’s Smart Vacation Rental Website Needs to Compete (and Convert) with Annie Holcombe and Alex Husner | Beyond Service: What It Really Takes to Lead with Hospitality Today with April Burns | Mentorship, Momentum, and the Modern Woman in Hospitality Tech with Corie Fabian | What I Eat in a Day Part Two: Utilizing Nutrition and Exercise in a Chaotic Life with Tiffany Edwards |
| 11:15 AM – 12:00 PM | Everything Is a Phase (Patriarchy, Please Take Note) with Julie Brinkman | Fixing the Funnel: Why Short-Term Rental Marketing is Stuck– And What Comes Next with Amber Knight | Hobbspitality CARE Values with Rachele Hobbs and Bethany Hobbs Smith | Beyond the Bottom Line: Empowering Property Managers Through Protection and Purpose with Cindy Lee and Shannon MacPeck | Google Launched An Entirely New Search Engine With AI at its Core That Will Change So Much in Our Lives with Dr. Marie Haynes |
| 12:00 PM – 1:30 PM | VRWS Lunch, What Feminism Looks Like at 17-Years-Old with Kate Sprengle and When the Wind Changes: Turning Loss into Leadership with Angie Leone | | | | |
| 1:45 PM – 2:30 PM | Thriving with Multi-Generational Teams – Panel Moderated by Deborah Allen and Sue Jones with Kim Balsama, Mazzy Eckel, Heleena Sideris, and Monica Thibodeau | Women Do It Better: Intuition, Emotion & Direct Booking Domination with Vanessa Humes, Kara Kacmarcik, and Jill McGee | Co-Opetition Coalition: Turning Competitors into Collaborators in Hospitality with Kerrie Racicot | Operational Excellence: The Standards Behind the Stays: How Operational Excellence Becomes Brand Power with Ashley Ching | Summer 2025 Vacation Rental Industry Performance with Melanie Brown |
| 2:30 PM – 3:00 PM | VRWS Afternnon Tea Break | | | | |
| 3:00 PM – 3:45 PM | Leading Whole: Breaking Rules, Building Legacy with Shelley Brown | KPIs with Purpose: Connecting Guest Feedback to Operational Excellence, and the Bottom Line with Natalia Holshouser and Kelsey Liversidge | Roundtables: The Proverbial Glass Ceiling: Claiming Your Space moderated by Sue Jones | Scale Smarter, not Harder with Cassie Fields | Bad Stays and Bourbon Chasers: Your Worst Guest Stories with Amanda Martins |
| 3:00 PM – 3:45 PM | Shelf Help: Building Company Culture One Book at a Time with Rachel Alday in Laurens (Meeting Level) | | | | |
| 4:00 PM- 5:00 PM | How to Matter in a Market That Pretends You Don’t with Jenn Barbee | | | | |

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| 8:00 AM – 9:30 AM | Low Country Breakfast, In Deep Shift: How to Turn Life’s Hardest Moments into Your Greatest Breakthroughs with Valerie Gangas; Steadfast Through Storms: Leading with Resilience in the Vacation Rental Industry with Vered Raviv Schwarz | | | | |
| 9:45 AM – 10:30 AM | Shifting Sands: How Beach Erosion Will Reshape Coastal Communities with Amy Hinote and Tony Bartelme | The Hospitality Advantage: The Biggest Marketing Mistake Great Hosts Are Making & How To Fix It with Jodi Bourne | Cool Under Pressure: Midlife, Menopause, and Managing It All with Claiborne Yarbrough | Empathy Is a Power Skill: Leading with Heart in a Results-Driven Industry with Becca Madigan | Hospitality by Design.The Best Tool in Your Toolbox. with Jessica Duce |
| 10:30 AM – 11:00 AM | In-Case-You-Stayed-Out-Too-Late-and-Missed-Breakfast Break | | | | |
| 11:00 AM – 11:45 AM | Finding Joy and Purpose in a World That is Radically Changing Because of AI with Dr. Marie Haynes | Serving Authentically: Vision, Resilience, and the Power of Memorable Stays with Karen Piscitelli | Stop Measuring Performance—Start Driving It: The Right Metrics Don’t Just Reflect Growth; They Fuel It with Kathleen Fitzpatrick and Sasha Lawler | Win Your Time Back: Practical Ways of Implementing AI into Your Daily Workflows | The Power Pivot: Redefining Leadership After a Career Change with Kelly McNeil |
| 11:45 AM – 1:40 PM | VRWS Pioneer Award Lunch and Martha Beck Keynote: Beyond Anxiety | | | | |
| 1:45 PM – 2:30 PM | Martha Beck Fireside Chat with Amy Hinote | The Art of the Ask: Winning Owners Without the Hard Sell with Jodi Cleer, Jeanne Dailey and Heather Van Wie | The Soul of Hospitality: Stories That Shaped Us with Tiffany Edwards , Kirsten King , Koryn Okey and Kerrie Racicot | ROI Accelerator: Understanding Which Metrics Matter For Evaluating & Improving Marketing Performance with Mia Cole | Hot Features, Cold Feet: Tech Romance and the Road to Regret with Dawn Yeskulsy |
| 2:30 PM – 3:00 PM | Ice Cream Break and Book Signing with Martha Beck | | | | |
| 3:00 PM – 3:45 PM | Brand Like a Lady. Close Like a Killer. with Jenn Barbee | Bad News Isn’t the End - It’s the Turning Point with Kathleen Fitzpatrick | Built on Hospitality: How Women Leaders Turned Heart into Brand Power with Jeanne Dailey, Rachele Hobbs | Now Hiring! From Entry to Executive - Building Careers through Revenue Management with Clair Abplanalp and Becca Madigan | Know Yourself, Grow Yourself with Deborah Allen and Sue Jones |
| 4:00 PM – 5:00 PM | Closing Keynote with Monica Lewinsky | | | | |