



2009 Host Users Group Conference Session Descriptions

PSMS Training Breakout 1

Monday, November 2 - 10:15 am - 11:45 am

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| 111 - New Features:
SMS Host, SMS Work
Order & SMS World XA | This session provides a thorough review of the new functionality in Version 18.0 in SMS Host, SMS Work Order and SMS World XA. This is an overview of the enhancements and new functionality geared toward management or those needing just a general understanding. In-depth training is NOT the focus of this session. |
| 112 - MR&D Part I | The performance and characteristics of ^{SMS} Host may be greatly affected by settings. Learn how to optimize system configuration for your property's environment. |
| 113 - SMS Commander | This training session will focus on usage, troubleshooting and installation of the ^{SMS} Commander solution with a special focus on Alerts. |
| 114 - Basic & Beginning Use
Part I | Combined with sessions 124 and 134, this training session will include Basic ^{SMS} Host Usage and Basic Rate and Package Management. You will learn everything you need to know about the Guest Tile, and the advantages it provides for improving guest service. Other highlights include the Rate Calculator, Availability, the Tape Chart, and Basic Configuration Setup. |

PSMS Training Breakout 2

Monday, November 2 - 12:45 pm - 2:15 pm

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| 121 - SMS Touch New
Features | Introduction and in-depth demonstrations of the new and often revolutionary enhancements, advancements, changes, and features offered in ^{SMS} Touch versions 6 and higher. |
| 122 - Revenue Management;
Preparing for Recovery | Revenue Management in 2010 brings a new set of challenges. This discussion will focus on what the recovery may look like in 2010 and what you should be doing now to prepare. |
| 123 - SMS Diplomat | This training session will focus on the basic operation and support of ^{SMS} Diplomat and the contained ^{SMS} Host, SpaSoft and ^{SMS} World XA interface components. |



- 124 - Basic & Beginning Use Part II Combined with sessions 114 and 134, this training session will include Basic ^{SMS}|Host Usage and Basic Rate and Package Management. You will learn everything you need to know about the Guest Tile, and the advantages it provides for improving guest service. Other highlights include the Rate Calculator, Availability, the Tape Chart, and Basic Configuration Setup.

PSMS Training Breakout 3

Monday, November 2 - 2:45 pm - 4:15 pm

- 131 - New Features: Interfaces & Integration This session provides an overview of the new features in SMS|Diplomat 3.0 and will also highlight new interfaces that have been developed and/or established in 2009.
- 132 - MR&D Part II The performance and characteristics of ^{SMS}|Host may be greatly affected by settings. Together with session 112, this session will teach you how to optimize system configuration for your property's environment.
- 133 - Strategies for Interdepartmental Communications How to utilize the tools and modules within SMS|Host to optimize communication between your departments (work order, housekeeping, front desk.)
- 134 - Basic & Beginning Use Part III Combined with sessions 114 and 124, this training session will include Basic ^{SMS}|Host Usage and Basic Rate and Package Management. You will learn everything you need to know about the Guest Tile, and the advantages it provides for improving guest service. Other highlights include the Rate Calculator, Availability, the Tape Chart, and Basic Configuration Setup.

Breakout Sessions 1

Tuesday, November 3 - 9:00 am - 10:30 am

- 211 - Housekeeping Concepts Part I The purpose of this session is to review how all of the various pieces of Housekeeping management interact and to become familiar with the new Visual Housekeeping Console. We will explore configuration and setup, status and service coding, pattern design and implementation, calculating multipliers, setting up individuals and teams, housekeeper account management, auto-managing and manually mapping zones, setting up zone sheet defaults, entering pricing, posting to guests and/or owners, OOO management, the new suite management process, forecasting, reporting, updating statuses and managing reservations. Our goal will be to understand the benefits of using these tools well and how to incorporate them into your current operations.



- 212 - Interfaces
Interfaces are an enormously important subject. This session will describe currently available interfaces, both serial and XML along with the experiences we have had to make them truly successful.
- 213 - SMS|Spa/ Recreation Scheduling Panel Discussion
Discuss with other recreation users the various features and functionality of this versatile module and learn some new tips and tricks.
- 214 - Basic Rates
User-led, this session covers basic rate structures of SMS|Host. Drawing on real-life experiences using Price Plan and Tiers, in this session you will learn various applications of these concepts, as well as Rate Versioning and Rate Filters. After this session you will be able to work much more efficiently with Rates.
- 215 - Industry Trends on the Web
Web 2.0 and 3.0 are buzzwords. Learn how social media such as Twitter, Flickr and Facebook are changing the hospitality industry and get a preview of the possibilities of the semantic web, Web 3.0, and how the technology landscape may change for Gen Y and the millenials.
- 216 - Applied Payments
New with Version 17.0 of SMS|Host, Applied Payment accounting offers a very different approach to managing Guest Accounting, Group Billing, City Ledgers, Aging and Receivables. This session will be of greatest interest to Accounting Managers and Controllers. Our goal will be to understand the new Payment Application feature which introduces the concept of applying payments, partially or in full, against a specific charge or multiple charges. Only the unsettled charges (or portions thereof) will continue to age while the unapplied payments (or portions thereof) will not affect aging totals. When Auto-Closing an account, only those charges and payments that are Fully Settled or Fully Applied, respectively, will be eligible to move to history. Thus, aging amounts are drawn precisely from the unsettled receivables.



Breakout Sessions 2

Tuesday, November 3 - 10:45 am - 12:15 pm

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| 221 - Housekeeping Concepts Part II | (Continuation of Session 211) The purpose of this session is to review how all of the various pieces of Housekeeping management interact and to become familiar with the new Visual Housekeeping Console. We will explore configuration and setup, status and service coding, pattern design and implementation, calculating multipliers, setting up individuals and teams, housekeeper account management, auto-managing and manually mapping zones, setting up zone sheet defaults, entering pricing, posting to guests and/or owners, OOO management, the new suite management process, forecasting, reporting, updating statuses and managing reservations. Our goal will be to understand the benefits of using these tools well and how to incorporate them into your current operations. |
| 222 - Virtualization | Understand virtualization, the benefits of virtual servers to your property, the limitations of running SMS Host in a virtual environment and management best practices. |
| 223 - SMS Golf Tee Times | This session will provide insight into getting pro shops to book and capture guest information. How blocks are managed, who has clearance to override. This group will share insight into getting golf pro shop buy-in for more efficient use of SMS Golf Tee Times. There will also be a review of the new functionality in v18. |
| 224 - Advanced Concepts in Rates | Beyond the basics, this session will go into advanced concepts in rates including strategies for building and optimizing rates in SMS Host. |
| 225 - Booking Rules | Learn how to use Booking Rules to establish business rules to use with the Booking Center. |
| 226 - City Ledger / Membership | Discuss City Ledger and Membership functionality including Best Practices. Learn from the experience of other users at a variety of properties. |



Breakout Sessions 3

Tuesday, November 3 - 1:45 pm - 3:15 pm

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| 231 - SMS Work Order Management | Learn how to configure and use the features of the SMS Work Order Management module to improve guest service, administer your maintenance requests, assign and monitor employees, bill for labor and parts, schedule advance jobs, communicate with automatic Alerts and Bulletins and manage work with vendors and thi rd party contactors. |
| 232 - PCI Security | SMS Host version 17 and above is validated as PCI-Compliant when implemented in a compliant environment. This session will cover what PCI compliancy means for your property and how to effectively implement the PCI Security features. |
| 233 - Visual Correspondence | Discuss and review the tools offered by Visual Correspondence including fonts, custom variables, PDF options and letter types. |
| 234 - Package Breakage | Package Breakage allows your property to define entitlement limits for packages, thus eliminating the need to use coupons to track guest usage. Package limits are checked at the time of posting and the transaction routed accordingly. This user-led session will cover the concept of Package Breakage, as well as the setup and configuration of it in your system. |
| 235 - Managing Onward Distribution with the Channel Manager and your CRS Partner | Learn how SMS Host's Channel Management tool can allow your property to easily control rate and availability information shared with third-party distribution systems, and which third party systems can seamlessly interface with SMS Host for greater efficiency and parity. |
| 236 - Owner Fulfillment - Whole Ownership and Fixed Fractionals | Given the seemingly infinite varieties of ownership management, this session will be structured as a question and answer forum rather than focusing on a few specific functions. We will first be looking at features introduced in v18 and then open the floor for a discussion of common issues or challenges. The greatest number of participants will benefit if we can share solutions of a more general nature. |

Breakout Sessions 4

Tuesday, November 3 - 3:30 pm - 5:00 pm

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| 241 - Casino Concepts | A user discussion forum to discuss issues unique to casino properties. |
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- 242 - Security Op's Requirements System security is of peak importance in today's world of PCI audits and compliance. Learn the requirements to secure your system.
- 243 - Alerts & Bulletins Notify people about changes in the status of guests, reservations, activities and more with Alerts and Bulletins. This session will share, from a user's perspective, how to use and implement this functionality at your property.
- 244 - Troubleshooting Rates & Packages Run as a workgroup, the session leader will tackle your real-life rates and packages scenarios. Participants will have the opportunity to submit their questions in advance of the session and will be reviewed live.
- 245 - Increasing the Power of Your Data - Smart Codes Our goal in this session is to explore the possibilities for increasing the marketing power of your data by creating smart codes that allow you to use the reporting tools and features of SMS|Host in a more productive manner. [Note: this is a reprise of the 2008 HUG session.]
- 246 - Finance & Accounting An open forum with users in the area of Accounting and Finance.

Breakout Sessions 5

Wednesday, November 4 - 9:30 am - 11:00 am

- 311 - Guest Services Join this discussion group for key steps and new ideas to improve and maximize your guest service across your property.
- 312 - One-Person IT; Department Learn and share tradecraft when managing an IT department as a one-person team.
- 313 - Dining Module Learn how to implement the Dining Module in SMS|Host as well as new features and integration with SMS|Touch.
- 314 - Group Management in 5 Easy Steps Learn the five steps of managing a group in SMS|Host. New functionality in versions 17 and 18 will also be covered.
- 315 - Increasing the Power of Your Data - New Life in Old Codes Reconsider the structure of various codes to take advantage of reporting tools and features in SMS|Host that have been introduced since your original installation. Such fields as Media, Source, Market, Sub-Market, VIP, Season, Amenity, Service, Specials, Accommodation Types, Categories and Rental Programs can all be used in much more robust and productive ways than envisioned in years past. [Note: this is a reprise of the 2008 HUG session.]



316 - Folio Management

New folio, new features. This class will take you through the ins and outs of the new folio screen, as well as review existing functionality.

Breakout Sessions 6

Wednesday, November 4 – 11:15 am – 12:45 pm

321 - Guest History Management

This user-led session will review the deduper in SMS|Host and will discuss how and when your guest data should be deduped.

322 - IT Round Table

Exchange knowledge and experience related to the use of PSMS solutions with other IT professionals.

323 - Profiles - How to Collect and Use Key Guest Info

SMS|Host contains rich guest profile functionality. Learn from experienced users how to implement processes to collect data for guest profiles and how to use that data to enhance the overall guest experience.

324 - Booking Center

For an integrated reservations office, the Booking Center is a tool for making all of your room reservations, tee times, spa bookings and dining reservations from one screen! The Universal Lookup is growing into being a single screen for searching for all bookings the guest is asking about for increased call center efficiencies and decreased call time.

325 - Increasing the Power of Your Data-Trend Analysis and Reporting

In this session, we will be focusing on the use of various reporting tools within SMS|Host for identifying product and guest trends. We will also be looking at some of the under-utilized reports on offer in the system and suggesting ways to use them to your advantage. [Note: this is a reprise of the 2008 HUG session.]

326 - SMS|Touch 5x5

Over the years, “5 by 5” has been the most dynamic of all SMS|Touch HUG sessions due to the immediacy of the topics covered - as the direction of this discussion is determined by input from the SMS|Touch R&D Department and the SMS|Touch Support Department, based upon the percentage of support referral case types that are called in over the course of the six months prior to the HUG Conference. The first half covers five points of advice regarding troublesome or challenging configuration issues, while part two of the session offers five points of advice regarding pro-active troubleshooting – what to do before calling the PSMS Support Department.



Breakout Sessions 7

Wednesday, November 4 - 2:00 pm - 3:30 pm

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| 331 - Super Users | Open discussion of system procedures, operational challenges and workarounds, best practices, configuration, and SMS Host enhancements. |
| 332 - Strategies for Successful System Upgrades | System upgrades bring unique challenges. This session will cover how to plan, prepare and test for an upgrade to SMS Host and will include real-life examples from other users. |
| 333 - Beginning R&R | Entry-level/beginner training in R&R Report Writer. |
| 334 - Special Billing | Are you using all the capabilities of Special Billing? There are a lot of features and functionality that are often overlooked, learn all about Special Billing in this session including services and amenities, scheduling rates, charges, routing, packages-on-the-fly, travel agencies and more. |
| 335 - Configuring SMS Host for SMS World XA | This session will review the configuration needed within SMS Host to take advantage of online booking via SMS World XA. |
| 336 - SMS Touch Manager Training | (Due to the nature of some of the subject matter, restricted to authorized property F&B managers or their representatives) A "closed-door" session designed exclusively for SMS Touch Management, focusing upon discussions and illustrations of the most important Management functions, special R&R Report Writer reporting, present and upcoming security features. |

Breakout Sessions 8

Wednesday, November 4 - 3:45 pm - 5:15 pm

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| 341 - System Management and Night Audit | A user-led discussion group on topics specific to Night Audit Operations including system maintenance, backup procedures and more. |
| 342 - User Clearances | This session will review user clearances, optimal settings, and suggestions to better manage user clearances. |
| 343 - Intermediate R&R | Intermediate-level training in R&R; designed for users with basic-level experience. |
| 344 - SMS World XA Configuration and Customization | This session will cover the configuration within SMS World XA as well as options for customizing the look and feel of the web booking engine. |



- 345 - SMS|Host Future Roadmap
Want to know about enhancements and features in upcoming versions of SMS|Host? This session will review the product roadmap for functionality currently under development.
- 346 - SMS|Retail POS
Together with other SMS|Retail POS users, this discussion will focus on optimizing your use of the system.

Breakout Sessions 9

Thursday, November 5 - 9:30 am - 11:00 am

- 411 - Disaster Recovery
Be prepared. This session will help you develop a plan to backup and restore your SMS|Host system in case of disaster.
- 412 - Working with Support
Helpful hints from PSMS on maintaining your system. Learn the most common problems and how to prevent them, direct from Client Services.
- 413 - Training with High Turnover
Join in a discussion of techniques for effective training in operational areas during high-turnover periods.
- 414 - Travel Agent Management
This session will provide an overview of Travel Agency Management in SMS|Host. Configuration, reports, printing checks, and the Travel Agent Move to History will be covered.
- 415 - SMS|Enterprise
Discuss amongst other users from Enterprise environments best practices and other enterprise specific system approaches.
- 416 - SMS|Owner Fulfillment - Floating Ownership
The goals of this session will be to 1) review new features and changes to SMS|Host Owner Fulfillment in general and 2) to open the floor to questions and offer an opportunity for users to exchange solutions for common issues. Attendance is limited to those from properties that offer ownership or rental programs with floating units and/or time.