

## TUESDAY | DAY ONE

**8:30 AM | KEYNOTE: GROWTH THROUGH DETERMINATION**

**MST** Presented by CEO JAMES MAYFIELD

*Hear from ResNexus CEO setting the tone for the rest of ResNexus Academy with invaluable advice and perspectives.*

**9:45 AM | WHAT'S NEW WITH RESNEXUS BACK OFFICE AND BOOKING ENGINE**

**MST** Presented by AMBER COPE

*Looking to optimize your business for 2026? This presentation is a must-see—with essential updates to the ResNexus back office that you won't want to miss, including enhancements to ResNexus Payments, time-based rentals, and more!*

**10:30 AM | WHAT'S NEW WITH RESNEXUS INTEGRATIONS**

**MST** Presented by KAYCEE CLEGG

*We're always looking for more great integration partners to bring added functionality to your business through ResNexus. Hear all about our latest software integrations, as well as improvements to the integrations marketplace!*

**11:00 AM | HOW TO GET THE MOST OUT OF RESNEXUS**

**MST** Presented by AMY MAYFIELD

*Learn how to optimize your ResNexus account for booking success rate! This comprehensive guide covers how to identify and address booking hurdles to reduce friction, as well as many other underused tools at your disposal.*

**1:00 PM | HOW TO GET THE MOST FROM YOUR OTA CONNECTION**

**MST** Presented by AMBER COPE

*Hear Learn how to maximize the value of your OTA connection by optimizing listings, syncing availability and rates accurately, and leveraging built-in tools to drive more visibility and properly manage your OTA reservations.*

**2:00 PM | GROW THROUGH RATE MANAGEMENT**

**MST** Presented by JENNI SYME

*Learn about the process of setting and adjusting room prices to maximize revenue by analyzing demand, market conditions, and guest booking habits.*

**3:00 PM | EXPERIENCE SHARING—**

**MST** "HOW ARE YOU USING AI"

## WEDNESDAY | DAY TWO

**8:30 AM | GROWING YOUR BUSINESS THROUGH SOCIAL MEDIA****MST** Presented by RICHARD HORROCKS

*You might be missing out on one of your biggest growth tools—social media. Learn how to use it effectively to attract guests, boost bookings, and grow your business with confidence.*

**9:15 AM | RESNEXUS WEBSITES: WHAT'S NEW? WHAT'S NEXT?****MST** **WHAT'S WORKING?**

Presented by TIM CROSS

*An updated website is a healthy website! Learn the latest from our website team on how to optimize your site, as well as new enhancements that make it easier than ever to make changes.*

**10:00 AM | TRAVEL: YOUR GUEST'S HAPPINESS INVESTMENT****MST** Presented by NATHAN MAYFIELD

*Join industry leader and ResNexus President Nathan Mayfield as he unveils recent psychology insights behind great travel experiences and how you can use powerful emotional connections to increase loyalty, reviews, and revenue.*

**11:00 AM | THE 5 “MUST-HAVES” IN 2026****MST** Presented by DAVID MAYFIELD

*David's presentation from last year was such a massive hit, we're bringing you even more essential tips you can use to boost your business! Be sure to bring your notepad for results-driven advice from a hospitality expert who personally works with hundreds of properties.*

**1:00 PM | MARKETING WITH A PLAN****MST** Presented by ASHLEY BIGGERSTAFF

*Effective marketing starts with auditing your website to understand what's working, what's not, and where opportunities are being missed. From there, clear and measurable goals provide direction, ensuring every effort is tied to growth and performance. With these insights in place, a focused strategy can be designed to align your website, messaging, and channels into a cohesive plan that drives consistent results.*

**2:00 PM | MESSAGING: CONNECT WITH GUESTS****MST** Presented by TJ da Roza

*Learn the importance of building trust, and connect emotionally with your audience. When messaging is aligned across all channels, it strengthens brand recognition, guides customer decisions, and ultimately drives conversions and long-term loyalty.*

**3:00 PM | EXPERIENCE SHARING: "WHAT ARE YOU DOING****MST** FOR YOUR ANNUAL MARKETING PLAN"

DAY TWO

## THURSDAY | DAY THREE

**8:30 AM | PCI UPDATE**

MST

Presented by DANIEL GREGORY

*At ResNexus, we're committed to being fully PCI compliant for the safety of your data. See how we accomplish this, and learn how you improve your own security to keep your guests' information safe as well!*

**9:00 AM | RACI: ESSENTIAL PROJECT MANAGEMENT TECHNIQUES**

MST

Presented by RICHARD HORROCKS

*Who's in charge, who decides, and who just needs to know? Turns out, there's a difference, and there are tried and true tools you can use to make sure no one on your team is left confused. Learn a structured approach that keeps projects running smoothly—even when things get complex!*

**10:00 AM | RESNEXUS ROAD TRIP HIGHLIGHTS**

MST

Presented by CLAY CUSHING &amp; SPENCER CRIPPEN

*Hear from our road trips team about the incredible services we provide to the industry. Plus, see all the amazing places we visited, and the stories we shared with our clients in 2025!*

**11:00 AM | EXPERIENCE SHARING: RACI—HOW DOES YOUR BUSINESS ASSIGN AND MAINTAIN KEY RESPONSIBILITIES?**

MST

**1:00 PM | DESIGNING FOR TWO AUDIENCES**

MST

Presented by MIKE MCKNIGHT &amp; KAIDEN CLOWARD

*Building a website that Google understands and guests trust means creating a clear, well-structured, and fast site with accurate content that ranks well in search results while giving visitors confidence to engage and book.*

**2:00 PM | YOU ASKED, WE DELIVERED**

MST

Presented by KAYCEE CLEGG

*Kaycee Clegg, Director of Development, highlights the user requests completed by the ResNexus development team in 2025.*

THREE DAY