

Tuesday 9th August

08:00 - 19:00	Registration Open	
10:00 - 12:00	Master Class Workshops Time Share 101 - Presentation Industry Basics & Fundamentals :: Product :: Marketing & Sales :: Main differences between USA & Brazil markets :: The exchange component	Legal & Accounting in Brazil (Round Table) This is an opportunity for local professionals that face the day a day operations of time-share companies in Brazil, to get together, share & discuss on the different approaches to: Legal structures, accounting procedures, controls, fiscal frameworks, etc
13:30 - 14:30	Welcome Coffee & Pastries - Sponsors' Exhibition	
14:30 - 14:45	Conference Opening & Welcoming Remarks	
14:45 - 15:30	Keynote Address: The Industry in the Region Evolution and Opportunities	
15:30 - 17:00	South American Time Share Experiences Hear the story direct from the developer on their motivations to enter the business, their success and their learning as they share their experiences	
17:00 - 17:30	Networking Coffee Break - Sponsors' Exhibition	
17:30 - 19:00	Fractional in the Region and the World Get great insights on successful product development from leading global & regional developers & marketeers	
19:00 - 21:00	Cocktail Reception	

Wednesday 10th August

07:00 - 08:30	Networking Breakfast - Sponsors' Exhibition	
08:30 - 08:40	Welcome Back - Opening Agenda	
08:40 - 09:40	Keynote Address	
09:40 - 10:40	Servicing What Has Been Sold The importance of the exchange component :: Reservations and Member Services :: Collection Services :: IT Platform	
10:40 - 11:10	Networking Coffee Break - Sponsors' Exhibition	
11:10 - 12:10	Niche Market for New Products Condo Hotels :: Fractionals :: Mix-Use	
12:10 - 13:10	Shared Ownership Marketing & Sales Marketing & Sales practices :: Strategies implemented :: What does work and what does not	
13:15 - 14:45	Lunch Reception	
15:00 - 16:15	New Marketing Tools Social Networks (Facebook, Twitter), Video (Youtube), Email Blast	
16:15 - 17:30	Key Journey Learnings A debrief of the most important subjects of the Conference :: Panel + Q&A	
17:30 - 17:45	Closing Remarks	
17:45 - 18:30	Closing Drinks	