

ANNUAL CONFERENCE Agenda-at-a-Glance

November 10–12, 2025
Lancaster Marriott
at Penn Square

SUNDAY, NOVEMBER 9

6 – 7 p.m. Pre-Arrivals Welcome Reception
presented by Discover Lancaster

MONDAY, NOVEMBER 10

9:30 a.m. PRLA Board of Directors Meeting

noon Annual Meeting of the
Membership with Lunch

2:15 p.m. **MEETING BREAKOUTS**
PRLAEF Board of Directors
Chapter Leaders—Leading Locally,
Impacting Statewide
MARKETING Tourism Packaging & Collaboration

5 p.m. **SPIRIT OF HOSPITALITY AWARDS**
Reception
Fireside Chat with Chef Robert Irvine
Awards & Installation Ceremony
Post-awards Reception & Entertainment
at the Excelsior

TUESDAY, NOVEMBER 11

9 a.m. Breakfast with Exhibitors

9:30 a.m. Membership Committee Meeting

10:30 a.m. **BREAKOUT SESSIONS**
DMO/TOURISM Stop the Scroll
OPERATIONS Rethink the Plate
LEADERSHIP From Hire to Higher: Building Lifelong
Hospitality Careers
LEADERSHIP Women in Hospitality: Confidence,
Leadership, Impact

11:45 a.m. **KEYNOTE** The Future of Vibrant
Communities Through the Power of
Hospitality & Tourism / Lunch

1:30 p.m. **BREAKOUT SESSIONS**
MARKETING The Next Generation Guest: Data-driven
Insights for Hospitality
OPERATIONS The New Beverage Playbook: Trends
Shaping Today's Market
DMO/TOURISM The Art of Speaking, Actually
Speaking, Advocacy
LEADERSHIP Creating Cultures that Stick
OPERATIONS AI for Operators

2:30 p.m. Break with Exhibitors

3 p.m. **LIGHTNING TALKS**
OPERATIONS Operators: Quick Insights, Big Impacts
DMO/TOURISM Tourism: Best Practices for
Increased Visitation

3 p.m. Tourism Coalition Meeting *(closed session)*

4:30 p.m. Senses & Solutions Showcase
with Exhibitors

WEDNESDAY, NOVEMBER 12

8:30 a.m. Breakfast

9 a.m. Hospitality Student Workshop

9:30 a.m. **GENERAL** Big Ideas that Turn Heads
& Book Rooms

11 a.m. **KEYNOTE** The State of Tourism

noon Box Lunch Pickup

12:30 p.m. DMO Executives Roundtable

KEYNOTE SESSIONS

Monday, Nov. 10 @ 5 p.m.

Fireside Chat with Chef Robert Irvine

Celebrity Chef Robert Irvine shares powerful lessons on leadership, resilience, and building unstoppable teams—drawing from his journey from the Royal Navy to Food Network and beyond.

Tuesday, Nov. 11 @ 11:45 a.m.

The Future of Vibrant Communities Through the Power of Hospitality & Tourism | Josiah Brown

Discover how hospitality and tourism leaders can balance the visitor economy while building stronger, more vibrant communities.

Wednesday, Nov. 12 @ 9:30 a.m.

Big Ideas that Turn Heads & Book Rooms | Panel

Deputy Secretary Anne Ryan and the state's creative team share fresh strategies to boost tourism and stand out in a competitive market.

Wednesday, Nov. 12 @ 11 a.m.

The State of Tourism | Adam Sacks, Tourism Economics

Discover the latest views on the economy, the mindset of travelers, and expectations for the evolution of travel.

MARKETING

Monday, Nov. 10 @ 2:15 p.m.

Tourism Packaging & Collaboration | Sarah Benoit, JB Media Group

Learn how to create cross-sector packages and itineraries that extend visitor stays, increase spending, and showcase the best of your destination. Discover practical strategies for partnering with local businesses and attractions to deliver memorable experiences.

Tuesday, Nov. 11 @ 1:30 p.m.

The Next Generation Guest: Data-driven Insights for Hospitality | Juan Vargas, Miles Partnership

Gain insights into Millennial and Gen Z preferences to better understand what drives loyalty and shapes the future of the guest experience.

OPERATIONS

Tuesday, Nov. 11 @ 10:30 a.m.

Rethink the Plate | Panel Discussion

An expert panel explores strategies to meet multi-generational diner needs, adapt to trends, and keep menus profitable in a changing market.

Tuesday, Nov. 11 @ 1:30 p.m.

The New Beverage Playbook: Trends Shaping Today's Market | Panel Discussion

Explore the hottest drink trends—from bold Gen Z flavors to zero-proof and low-ABV options—and learn how to keep your beverage program fresh and profitable.

Tuesday, Nov. 11 @ 1:30 p.m.

AI for Operators | Panel Discussion

This hands-on session will explore opportunities to streamline your tasks, save time, and empower your team to execute at a higher level.

DMO/TOURISM

Tuesday, Nov. 11 @ 10:30 a.m.

Stop the Scroll | Amanda Blackman, aka

Challenge assumptions, rethink your strategy, and uncover what truly captures attention in today's fast-moving digital landscape. This session will give you actionable insights to create compelling campaigns that stop audiences in their tracks and drive results for your destination.

Tuesday, Nov. 11 @ 1:30 p.m.

The Art of Speaking, Actually Speaking, Advocacy | Josiah Brown, The New York Sherpa

Destination marketing organization's budgets are either "being attacked" or "about to be attacked." We can't just tell our story, now we must sell our story.

LEADERSHIP

Tuesday, Nov. 11 @ 10:30 a.m.

From Hire to Higher: Building Lifelong Hospitality Careers | Panel Discussion

Discover how to identify and nurture talent, create clear career pathways, and inspire team members to grow from entry-level roles into long-term leaders in hospitality. Practical strategies to retain top performers and cultivate the next generation of industry leaders.

Tuesday, Nov. 11 @ 10:30 a.m.

Women in Hospitality: Confidence, Leadership, Impact | Panel Discussion

An empowering panel for emerging women leaders—gain strategies to build confidence, sharpen communication, and embrace leadership opportunities in hospitality.

Tuesday, Nov. 11 @ 1:30 p.m.

Creating Cultures that Stick | Dr. Judy Morley, Leadership Coach & Speaker

Learn how values-based leadership creates loyal teams and better service.

LIGHTNING TALKS

Tuesday, Nov. 11 @ 3 p.m.

Operators: Quick Insights, Big Impacts

In this fast-paced session, four expert-led talks deliver practical takeaways—from smarter online tools and sales-driving photography to key tax updates and vendor solutions to help your business grow.

Tourism: Best Practices for Increased Visitation

Get fresh ideas to boost visitation in this fast-paced session featuring quick-hit presentations from tourism marketers and DMO leaders. Hear proven strategies, discover creative approaches, and leave with actionable insights to strengthen your destination.