



Educational Sessions: *There's Something for Everyone...*

We're finalizing the titles and descriptions of Tuesday's sessions now, but we've got them all determined and we're super excited to have so many fantastic learning and sharing opportunities. Check out the list below, and get signed up ASAP!

Risk Management - Safety - Finance - On-Mountain Technology

- Mitigating poor guest behavior & how to keep guests safe
- Productive Bystander Intervention
- Get a Grip! Hold the reins on your credit card business and minimize fraud
- Safety Gamechangers: the Hows & Whys of GPS, Cameras, and Tracking Software
- Ski Patrol Roundtable

Marketing - Communications - Online Technology

- Navigating the AI Landscape: Insights, Tools & Tactics for Ski Areas (bring Your Laptop with ChatGPT loaded!)
- Technology Planning for Small Ski Areas
- 2024 Digital Marketing Trends: What's Hot and What's Not
- Tackling the Tough Questions: Strategic Communications for Ski Areas

Lift Ops - Summer Ops - Snowmaking - Snowsports - F&B - XC

- Tour of Skimobile Express, followed by Roundtable with lift operators
- Show & Tell of Cranmore's Summer Operations
- XC Trail Outing in Whitaker Woods: A walking and talking exploration of trail work
- Tour of Cranmore's F&B Facilities, followed by Roundtable discussion
- Snowmakers Roundtable
- Snowsports Roundtable

Human Resources - Workforce - Energy

- The Inclusion BLT: Biases Learning and Tools
- Higher/Continuing Education in NH - Pathways for students to start a successful ski industry career
- Powder & Power: Energy Planning for Ski Areas (EV Infrastructure, Renewables, and ways to fund energy projects)
- Roundtable on various issues impacting HR Professionals