

# 8TH ANNUAL SECSA CHRIE CONFERENCE

The Universal Magic of Hospitality

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**March 10 - 11, 2023**

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Held at Rosen College of Hospitality Management

University of Central Florida  
9907 Universal Blvd., Orlando, FL



Sponsored By



UCF

Rosen College of  
Hospitality Management

UNIVERSITY OF CENTRAL FLORIDA

**Pre-Conference - Thursday, March 9<sup>th</sup>, 2023**

2:00pm – 5:00pm	<b>Registration</b>
2:00pm – 5:00pm	<b>Workshop: Certification in Hotel Industry Analytics &amp; Certification in Advanced Hospitality and Tourism Analytics</b> Duane Vinson, CoStar SHARE Center
5:00pm – 7:00pm	<b>SECSA-CHRIE Board of Directors Annual Meeting</b>

**Day 1 - Friday, March 10<sup>th</sup>, 2023**

7:00am – 4:00pm	<b>Registration</b>
7:00am – 8:00am	<b>Continental Breakfast</b>
8:00am – 8:30am	<b>Welcome Address</b> Dean Youcheng Wang (UCF) & Dr. Kubickova (USC)
8:30am – 9:30am	<b>Mr. Lee Cockerell</b> Executive Vice President at Walt Disney World Resort (Retired & Inspired)
9:30am – 9:45am	<b>Coffee Break</b>
9:45am – 11:00am	<b>Paper Presentations &amp; Pedagogy Interactive Workshop</b>
10:00am – 11:00am	<b>Live Recording of Creating Disney Magic Podcast</b> Hosted by Jody Mayberry and Lee Cockerell
11:00am – 12:00pm	<b>Ms. Sarah King</b> Chief People & Diversity Officer at Darden Restaurants
12:00pm – 1:00pm	<b>Lunch</b>
1:00pm – 3:00pm	<b>Work-in-Progress Presentation</b>
3:00pm – 3:15pm	<b>Coffee Break</b>
3:15pm – 4:15pm	<b>Work-in-Progress Presentation</b>
4:30pm – 5:30pm	<b>Industry Panel</b> 'Transforming the Post-Covid hospitality industry: What's next?'
5:30pm – 6:30pm	<b>Networking Session</b>

**Day 2 Saturday, March 11<sup>th</sup>, 2023**

7:00am – 12:00pm	<b>Registration</b>
7:00am – 8:00am	<b>Continental Breakfast</b>
8:00am – 9:00am	<b>Research Panel</b> 'Trailblazing the research landscape amid global societal challenges'
9:00am – 9:15am	<b>Coffee Break</b>
9:15am – 10:30am	<b>Paper Presentations &amp; Pedagogy Presentation</b>
10:30am – 11:00am	<b>Coffee Break</b>
11:00am – 12:00pm	<b>The New CoStar SHARE Center</b> Duane Vinson
12:00pm – 1:00pm	<b>Lunch</b>
1:00pm – 2:00pm	<b>Work-in-Progress Presentation</b>
2:00pm – 3:30pm	<b>Paper Presentations &amp; Pedagogy Interactive Workshop</b>
3:30pm – 4:30pm	<b>Castell@College</b> 'The Real Talk'
4:30pm – 6:00pm	<b>Award Reception</b>