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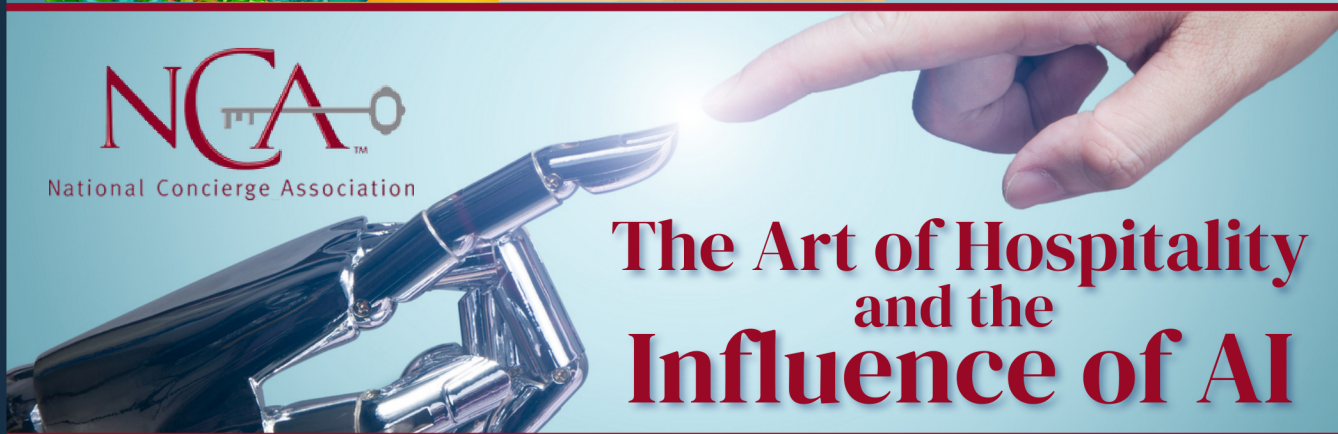


2024

NCA EDUCATION CONFERENCE  
SCOTTSDALE, ARIZONA



National Concierge Association



# The Art of Hospitality and the Influence of AI

AUGUST 8TH THROUGH AUGUST 10TH, 2024

**THURSDAY**  
**08.08.24**

Thursday  
Daytime  
Sessions for  
Leadership  
Attendees

### ANNUAL NCA LEADERSHIP TEAM MEETING

**Location:** Scottsdale Resort at McCormick Ranch **Room:** Papago Main (2nd Floor) **Dress Code:** Business Casual. **Who May Attend:** NCA at Large Leadership team, NCA chapter board of Directors, NCA Executive Board of Directors. Guests are not permitted to attend except by invitation of the NCA Founder/Chief Executive Officer.

**8:00am - 9:00am: Light breakfast provided**

**9:00am - 12 noon: Morning Session**

**12 noon - 1:00pm: Lunch provided**

**1:15pm - 3:00pm: Afternoon Session**

**Dress Code:**  
Business Casual

Friday  
Sessions for  
Registered  
Attendees

**FRIDAY**  
**08.09.24**

### EVENING WELCOME RECEPTION & PROGRAM

**Location:** Scottsdale Resort at McCormick Ranch **Room:** Vista Verde (2nd Floor) **Dress Code:** Business Casual. **Who May Attend:** All Registered Attendees & Guests. Light appetizers and cash bar.

**6:00pm - 6:30pm: Opening Reception**

Light appetizers, cash bar

**6:30pm - 7:30pm: Welcome Program**

NCA Founder & CEO Sara-ann Kasner

**Evening Dress Code:**  
Business Casual

### DAY SESSIONS:

**Location:** Scottsdale Resort at McCormick Ranch **Room:** Papago Main (2nd Floor) **Dress Code:** Business casual. **Who May Attend:** Registered Attendees.

**9:00am - 9:30am: "Welcome"** Speaker: Sami Fyie of Experience Scottsdale

**9:30am - 10:30am: "Human Behavior in a Global Perspective"**

Speaker: Siebe Vanderzee

**10:30am - 10:45am: Morning Break**

**10:45am - 11:30am: "Hall of Flame - History of Firefighting"**

Speaker: Mark Moorhead

**11:30am - 1:30pm: Lunch on Own**

**1:30pm - 3:30pm: "Affiliate EXPO and Networking Symposium"**

**5:30PM NCA Experience and Dine Around Town**

Meet in the lobby for transportation to the event.

**Dress Code:**  
Business Casual

# NETWORKING EXPO

EXPO = Exposure. This year, we are inviting affiliate businesses relevant to our industry to showcase their services. We will simultaneously learn useful networking tips & tricks.

# AGENDA



## The Art of Hospitality and the Influence of AI

**AUGUST 8TH THROUGH AUGUST 10TH, 2024**

**SATURDAY**  
**08.10.24**

Daytime  
Dress Code:  
Business  
Casual

Evening Dress  
Code: Formal /  
Semi-formal /  
Cocktail Attire

All Attendees,  
Sponsors/NCA  
Partners and  
Invited Guests

### DAY SESSIONS:

**Location:** Scottsdale Resort at McCormick Ranch **Room:** Maricopa Main (2nd Fl.) **Dress Code:** Business Casual. **Who May Attend:** Registered Attendees.

**8:00am - 9:00am: Light (continental) breakfast provided**

**9:00am - 10:30am NCA Annual Membership Meeting**

**10:30am-10:45am - Break**

**10:45am - Noon "The Influence of AI"**

Panel Discussion: Fred Johnson Moderator.  
Panelists: Isaiah Lopez, Austin Silva, and Ana Tombouliau.

**12:00pm - GROUP PHOTO**

**12:30pm - 2:30pm KEYNOTE SPEAKER LUNCHEON**

**"Hospitality @ Work - Adapting to a New Era in the Business of Concierge"**

Keynote Speaker: Deborah Gardner

**2:30pm - 6:00pm FREE TIME**

### GALA DINNER AND AWARDS PRESENTATION:

**Location:** Scottsdale Resort at McCormick Ranch **Room:** Maricopa Main (2nd Fl.) **Dress Code:** Formal/Semi-formal/Cocktail Attire. **Who May Attend:** All Registered Attendees, Sponsors, Partners & Guests.

**6:00pm - 7:00pm: Gala Reception**

Light appetizers, cash bar

**7:00pm - 8:15pm: Dinner & Special Entertainment**

**8:15pm - 8:30pm: Break**

**8:30pm - 10:00pm: Award Presentations**

**and 2025 Conference Location Announcement**

**10:00pm Salsa Lesson & After Party**

Evening  
Dress Code:  
Black Tie /  
Cocktail Attire



## Special Thanks

The NCA is especially grateful for the support of our sponsors:



Joe Edwards  
PHOTOGRAPHER



DECISION TREE AI



Western Spirit  
SCOTTSDALE'S MUSEUM OF THE WEST



Heartfelt thanks also go out to our conference speakers,  
each of our NCA chapters, and the conference planning committee for their contributions.