

ASPIRING INNKEEPER
SEMINARS
GET INNSPIRED



For a lifestyle that provides a job, a home and an investment



2011 Get INNSpired 2 day Seminar - What We Cover

Day of Arrival

2pm Arrival

2:00 -2:45

Meet and Greet/Tour the Inn (will discuss some things later)

2:45-5:00p

Review Agenda

Discuss all aspects of **HOSPITALITY (A)**

Get to know each other – what does each aspiring innkeeper currently do, where they live, etc. discuss each individual's idea of the perfect inn, make a want/need list, ideal rooms, location, hobby property, second source or only source income? Also note your owners quarters requirements/desires

5:30-6:30p

Welcome gathering cocktail hour at the inn

6:30p dinner at the inn

First Full Day

7:30a

Breakfast interactive session, group A cooks (has to be this early because there's some prep)

Breakfast served 8:30

9:30-10:30a

Discussion of the breakfast aspect of innkeeping

Time saving tips and techniques

Taking food photos

Place settings

Menus

Cooking for food allergies or sensitivities

10:30a-12:30p

Marketing/Website/Desktop Publishing/Social Media (B)

12:30-12:45

Lunch at the inn

12:45-3:00

Continue/Finish Marketing

3:00p-6:00p

The Business of Innkeeping (C)

6:30p

Head to dinner or cocktail hour at the inn followed by dinner out as a group

The Last Day

7:30a

Breakfast Interactive session, group B cooks. **Breakfast served 8:30a**

9:30a-12:00p

Financing and business plan (D)

12:00p

Lunch at the inn

Discuss each individual's opinion of their original needs/wants for an inn as compared to after the class – have they changed? Informal discussion during lunch

1:00p-4:00p

Inn Tour

Danforth class will tour Portland inns, Craginair will tour Rockland/Camden inns, Inn on the Harbor will tour Deer Isle/Blue Hill

End of day ☺

