

Ascend²⁰₂₁

by ALGVACATIONS.

EVENT SCHEDULE



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APPLE
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Your business is our destination.

Southwest
Vacations

Blue Sky towers
HAWAII

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Vacations

STAY CONNECTED



GO MOBILE!

Download the Ascend by ALGV Events mobile app available in the Apple or Google Play store.

App Name: **ALGV Events**

Event Name: **Ascend 2021**

App Passcode: **ALGV21CUN**

Cancun Center

WiFi Password: **ALGV21CUN**



JOIN OUR SOCIAL GROUP!

Search “Ascend 2021 by ALG Vacations” and request to join. You will need your event registration number handy.

Don't forget to post to your personal and business pages to win daily prizes when you use **#AscendALGV21**.



COMPETE TO WIN!

Find the gamification icon in the Ascend mobile app and play to win great prizes!

WELCOME

You've arrived to the travel industry's premiere event and we couldn't be more excited! As you know, it's the Year of the Travel Advisor, so it's only fitting that we take #AscendALGV21 up a notch by celebrating YOU in our top vacation destination – Cancun, Mexico!

THURSDAY, OCTOBER 14

10:00 am -
5:00 pm

**Check-In, Registration, and
Covid-19 Antigen Testing** [Host Resorts](#)

3:00 pm &
4:00 pm

Resort Site Inspections (optional) [Host Resorts](#)

*All resorts will offer site inspections starting in the main lobby
Iberostar Selection Cancun meets in the Convention Center Foyer.*

Amstar Transfer to Welcome Event

6:15 pm

Riu Palace Peninsula [Lobby](#)

6:20 pm

Secrets The Vine [Lobby](#)

6:30 pm

Iberostar Selection Cancun [Convention Center Lobby](#)

7:00-9:30 pm

**Welcome Event at Dreams Vista Cancun
Golf & Spa Resort**

Sponsor: AMR™ Collection

Amstar Transfer to Host Resorts

9:00 pm

Riu Palace Peninsula

9:15 pm

Secrets The Vine

9:30 pm

Iberostar Selection Cancun

FRIDAY, OCTOBER 15

- 6:00-8:00 am **Breakfast at Leisure** [Host Resorts](#)
- 6:30-7:00 am **Morning Movement** *(optional)* [Host Resorts](#)
Sponsor: Paradisus by Melia
Dreams Vista Cancun [Rooftop](#)
Secrets The Vine [The Vine Lounge Terrace](#)
Riu Palace Peninsula [Riu Fit Area](#)
Iberostar Selection Cancun [Convention Center Terrace](#)
- Amstar Transfer to Cancun Center**
- 8:00 am Dreams Vista Cancun & Secrets The Vine [Lobby](#)
- 8:15 am Riu Palace Peninsula [Lobby](#)
- 8:15 am Iberostar Selection Cancun [Convention Center Lobby](#)
- 9:00-10:45 am **General Session** [Gran Cancun Salon](#)
Sponsor: Disney Destinations
Keynote: Erik Weihenmayer
- 10:45 am - **Coffee Break**
- 10:55 am *Sponsor: Hawaii Visitors & Convention Bureau*
- 10:55 am - **Workshops**
- 11:35 am Shout It Out!
Getting Air Strategies off the Ground [Isla Mujeres](#)
Understand ALG Vacations® Policies
Like a Pro [Tulum](#)
The Benefits of Running Your Business
By The Numbers [Xcaret](#)

FRIDAY, OCTOBER 15

10:55 am -

Workshops *(continued)*

11:35 am

Elevate Your Health, Elevate Your Business [Coba](#)

Say “I Do” to Destination Weddings
with ALG Vacations® [Cozumel 1](#)

Pricing, Persuading and Profiting:
A Cheeseburger Without Cheese [Cozumel 2](#)

Getting Started with Social Media for Business:
The Basics [Costa Maya 2](#)

Press the Easy Button: How to Find and Market
What’s on at Sale ALG Vacations® [Costa Maya 3](#)

11:35 am -

Coffee Break

11:45 am

Sponsor: Hawaii Visitors & Convention Bureau

11:45 am -

Workshops

12:25 pm

What Can WAVES® Do For You?

Maximizing Your Potential [Isla Mujeres](#)

Digital Security Basics:
How Do I Protect Myself? [Tulum](#)

The Benefits of Running Your Business
By The Numbers [Xcaret](#)

Elevate Your Health, Elevate Your Business [Coba](#)

Say “I Do” to Destination Weddings
with ALG Vacations® [Cozumel 1](#)

FRIDAY, OCTOBER 15

11:45 am -

Workshops *(continued)*

12:25 pm

Pricing, Persuading and Profiting:

A Cheeseburger Without Cheese [Cozumel 2](#)

Making the Best Hand with

ALG Vacations® Rewards [Costa Maya 1](#)

Getting Started with Social Media for Business:

The Basics [Costa Maya 2](#)

Keeping Up with the Virtualities:

Communicating Virtually with Your Customers

In Our “Back to Business” World [Costa Maya 3](#)

ALG Vacations Executive Panel [Auditorium](#)

12:30-2:20 pm

Supplier Showcase & Lunch

[Cancun Center Ground Floor](#)

2:30-3:10 pm

Workshops

Shout It Out!

Getting Air Strategies Off the Ground [Isla Mujeres](#)

Building and Evaluating Your Business Plan

in Our Ever Changing World [Tulum](#)

Staying Resilient During Challenging Times [Coba](#)

Is Partnering with Social Media Influencers

Right for Your Agency? [Cozumel 1](#)

Moving Your Should-Do's to Done

by Doing “What Most People Don't” [Cozumel 2](#)

FRIDAY, OCTOBER 15

- 2:30-3:10 pm **Workshops** *(continued)*
Rolling for Critical Success:
An Adventure in Booking in VAX [Costa Maya 1](#)
Getting Started with ALG Vacations® Groups
[Costa Maya 2](#)
Modernizing Your Marketing Pitch
with ALGV360° & Travelogue [Costa Maya 3](#)
- 2:30-4:00 pm **Workshop**
Mastering Phone Photos for Social Media
from Destination at Riu Cancun Hotel [Xcaret](#)
- 3:10-3:20 pm **Coffee Break**
Sponsor: Hawaii Visitors & Convention Bureau
- 3:20-4:00 pm **Workshops**
Understand ALG Vacations® Policies Like a Pro
[Isla Mujeres](#)
Digital Security Basics: How Do I Protect Myself?
[Tulum](#)
Taking Your ALG Vacations® Groups
to the Next Level [Coba](#)
Is Partnering with Social Media Influencers
Right for Your Agency? [Cozumel 1](#)
Moving Your Should-Do's to Done by Doing
"What Most People Don't" [Cozumel 2](#)

FRIDAY, OCTOBER 15

- 3:20-4:00 pm **Workshops** *(continued)*
Making the Best Hand with ALG Vacations® Rewards [Costa Maya 1](#)
Getting Started with ALG Vacations® Groups [Costa Maya 2](#)
Customer Support BINGO [Costa Maya 3](#)
Amstar Transfer to Resorts [Cancun Center](#)
- 4:10 pm Dreams Vista Cancun
- 4:25 pm Secrets the Vine
- 4:40 pm Riu Palace Peninsula
- 4:55 pm Iberostar Selection Cancun
- 7:00-10:00 pm **Dine at the Restaurant of Your Choice**
[Host Resorts](#)

SATURDAY, OCTOBER 16

- 6:00-8:00 am **Breakfast at Leisure** [Host Resorts](#)
- 6:30-7:00 am **Morning Movement** *(optional)* [Host Resorts](#)
Sponsor: Paradisus by Melia
Dreams Vista Cancun [Rooftop](#)
Secrets The Vine [The Vine Lounge Terrace](#)
Riu Palace Peninsula [Riu Fit Area](#)
Iberostar Selection Cancun [Convention Center Terrace](#)
Amstar Transfer to Cancun Center [Host Resorts](#)
- 8:00 am Dreams Vista Cancun & Secrets The Vine
- 8:15 am Riu Palace Peninsula & Iberostar Selection Cancun

SATURDAY, OCTOBER 16

9:00-9:40 am

Workshops

Keeping Up with the Virtualities:
Communicating Virtually with Your Customers
In Our “Back to Business” World [Isla Mujeres](#)

Building and Evaluating Your Business Plan
in Our Ever Changing World [Tulum](#)

Staying Resilient During Challenging Times [Coba](#)

What Can WAVES® Do For You?
Maximizing Your Potential [Cozumel 1](#)

Ask, Listen, Act: Creating a Feedback Culture
in Which Everyone Rises [Cozumel 2](#)

Rolling for Critical Success:
An Adventure in Booking in VAX [Costa Maya 1](#)

Press The Easy Button: How to Find and Market
What's on Sale at ALG Vacations® [Costa Maya 2](#)

Modernizing Your Marketing Pitch with
ALGV360° & Travelogue [Costa Maya 3](#)

9:00-10:30 am

Workshop

Mastering Phone Photos for Social Media from
Destination at Grand Fiesta Americana Coral Beach
[Xcaret](#)

9:40-9:50 am

Coffee Break

Sponsor: Los Cabos Tourism

SATURDAY, OCTOBER 16

9:50-10:30 am **Workshops**

Six Hawaiian Islands. Six Pure Experiences.

[Isla Mujeres](#)

Customer Support BINGO [Tulum](#)

Taking Your ALG Vacations® Groups
to the Next Level [Coba](#)

Rediscover Romance with AMR™ Collection [Cozumel 1](#)

Ask, Listen, Act; Creating a Feedback
Culture in Which Everyone Rises [Cozumel 2](#)

Dominican Republic: Thriving and Growing -
A Post Pandemic Success Story [Costa Maya 1](#)

Set Yourself Apart in Los Cabos [Costa Maya 2](#)

It's Time To...Leave it to Amstar! [Costa Maya 3](#)

10:30 am -

Coffee Break

10:40 am

Sponsor: Los Cabos Tourism

10:40 am -

Supplier Workshops

11:20 am

Oasis Hotels & Resorts: Tips & Tricks for Success

[Isla Mujeres](#)

Looking Up to the Future with RIU Hotels & Resorts
[Tulum](#)

Hoteles Xcaret: The Best of Mexico Included! [Xcaret](#)

AIC Hotel Group [Coba](#)

SATURDAY, OCTOBER 16

10:40 am -

Supplier Workshops *(continued)*

11:20 am

Beat the Rest and Be the Best!

Learn What's New at AMR™ Collection [Cozumel 1](#)

Exciting and Exotic Hotels Await:

Big News from Hilton! [Cozumel 2](#)

Sip and Savor with Blue Diamond Resorts [Costa Maya 1](#)

Paradise Awaits at TRS Hotels and

Grand Palladium Resorts [Costa Maya 2](#)

Iberostar Hotels & Resorts:

Revamping its Offering in 2021-2022 [Costa Maya 3](#)

11:20 am -

Coffee Break

11:30 am

Sponsor: Los Cabos Tourism

11:30 am -

Supplier Workshops

12:10 pm

Brighten Your Horizons with Barceló
& Elevate Your Options [Isla Mujeres](#)

Looking Up to the Future with RIU Hotels & Resorts
[Tulum](#)

Become an Outrigger Hotels & Resorts Expert
Advisor: Product Updates, Rewards, and More!

[Xcaret](#)

Attitude, Magic & Action: Partner with La Colección
by Fiesta Americana to Delight Your Clients [Coba](#)

SATURDAY, OCTOBER 16

- 11:30 am - **Supplier Workshops** *(continued)*
12:10 pm Rediscover Romance with AMR™ Collection [Cozumel 1](#)
Supplier Training Session: Disney Destinations:
“Magic Is Here!” [Cozumel 2](#)
Karisma Hotels & Resorts and YOU...
No Guts, No Story! [Costa Maya 1](#)
Paradisus By Meliá, Embrace Your Nature [Costa Maya 2](#)
Iberostar Hotels & Resorts:
Revamping its Offering in 2021-2022 [Costa Maya 3](#)
- 12:15-1:45 pm **Platinum Sponsor Experience & Lunch**
[Cancun Center Ground Floor](#)
- 2:00-3:45 pm **General Session** [Gran Cancun Salon](#)
Sponsor: Ministry of Tourism of the Dominican Republic
Amstar Transfer to Resorts [Cancun Center](#)
- 3:55 pm Dreams Vista Cancun
4:10 pm Secrets the Vine
4:25 pm Riu Palace Peninsula
4:40 pm Iberostar Selection Cancun
- 6:30-7:30 pm **Cocktail Reception** [Host Resorts](#)
Dreams Vista Cancun [Rooftop](#)
Secrets The Vine [Pool A Terrace](#)
Riu Palace Peninsula [Oceanfront Garden](#)
Iberostar Selection Cancun [Convention Center Terrace](#)

SATURDAY, OCTOBER 16

Amstar Transfer to Farewell Event

7:25 pm

Dreams Vista Cancun

7:30 pm

Riu Palace Peninsula

7:40 pm

Iberostar Selection Cancun

7:50 pm

Walk from Secrets the Vine

(property is next door; a shuttle will be available if needed)

8:00-11:00 pm

Ascend Farewell Event: Hard Rock Cancun

Sponsor: AIC Hotel Group

9:50-11:10 pm

Amstar Return Transfer to Host Resorts

Dreams Vista Cancun

9:50, 10:20, 10:50 pm

Iberostar Selection Cancun

10:00, 10:30, 11:00 pm

Riu Palace Peninsula

10:10, 10:40, 11:10 pm

Walk from Secrets the Vine

(shuttle available)

SUNDAY, OCTOBER 17

All Day

Guest Departures

Host Resorts

CANCUN CENTER

GROUND FLOOR

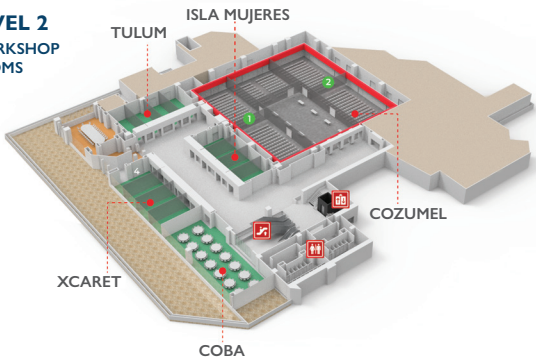


LEVEL 1 WORKSHOP ROOMS

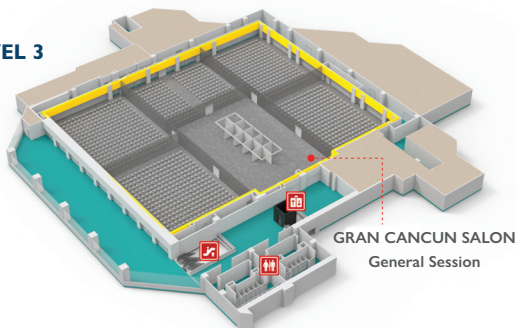


CANCUN CENTER

LEVEL 2 WORKSHOP ROOMS



LEVEL 3



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