



THOUGHT LEADER JAY BAER TO DELIVER KEYNOTE AT 19TH ANNUAL INTERNATIONAL SHARED OWNERSHIP INVESTMENT CONFERENCE

Miami, FL, October 10, 2017 – During the upcoming 19th annual [International Shared Ownership Investment Conference](#), renowned strategist and *New York Times* best-selling author [Jay Baer](#) will discuss the latest research into the science of customer feedback and how to turn it into a marketing advantage. Hosted by Interval International, the highly anticipated three-day event will take place from October 23 to 25 at the Eden Roc Miami Beach Resort.

“For more than twenty years, Jay Baer has been an advisor to leading Fortune 500 companies,” said Marcos Agostini, executive vice president, global sales and business development, Interval International. “His unique insights into the customer experience have made him one of the most ‘retweeted’ professionals among digital marketers. We expect attendees will be informed and inspired by this dynamic speaker.”

According to Baer, research shows that the customer experience will exceed all other drivers for purchasing decisions in just three years. “I’m pleased to join the International Shared Ownership Investment Conference, and share this perspective that will change the way we do business.”

In addition to Baer’s presentation, the International Shared Ownership Investment Conference will offer a robust program of events for new entrants, as well as industry veterans. Trending topics to be presented by industry experts will include “The Evolution of the Timeshare Product,” “Leveraging Brands in the Shared Ownership Industry,” “Powerful Social Media Strategies to Create Winning Content,” and “The Independents: Thriving in Today’s Timeshare Industry,” among others. Participants will also have access to a variety of educational and networking sessions and receive complimentary research studies with a combined retail value of more than \$1,000.

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About Interval International

[Interval International](#) operates membership programs for vacationers and provides value-added services to its developer clients worldwide. Based in Miami, Florida, the company has been a pioneer and innovator in serving the vacation ownership market since 1976. Today, Interval's exchange network comprises more than 3,000 resorts in over 80 nations. Through offices in 15 countries, Interval offers high-quality products and benefits to resort clients and approximately 2 million families who are enrolled in various membership programs. Interval is an operating business of ILG (Nasdaq: ILG), a leading global provider of professionally delivered vacation experiences.

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