

Download our mobile app!
Search "Digital Dealer" in your app store!

DAY 1 **Tuesday, April 11**

7:30 AM

Badge Pickup & Onsite Registration (Closes at 5:00pm)

9:00 - 9:50 AM

ROOM

PEER STRATEGY ROUNDTABLES

Keynote Hall

(Most attendees say this is their favorite session at Digital Dealer)

Connect with 9 Peers From Similarly-Sized Dealerships

Work with your dealership peers to blow open the doors to new ideas and proven best practices. Meet with other dealers and managers from outside your market and discuss your biggest challenges. Pick each other's brains to see what works... and what doesn't.

50 MIN. CONCURRENT SESSIONS

10:00 - 10:50 AM	SPEAKER	CATEGORY	LEVEL	ROOM
Stranger Things - How Dealers Get Fooled with Modern Digital Solutions. Identify Your Best - and Worst, Digital Performers Using Advanced Google Analytics Tools and Tactics	Kevin Frye eCommerce Director Jeff Wyler Automotive Family	Data & Analytics	Advanced	13
The Data Wars & Fake News - Understand How Your Data Is Being Used by Your Competitors and Vendors Alike	Jeffrey Tognetti Product Development Lead, DealerX	Data & Analytics	Intermediate	15
What is Your E-factor? - Conversions Are Created through Engagement, Not Leads	Larry West GM Honda Keyes	Data & Analytics	Intermediate	24
Digital Engagement, the Most Important Measure of Your Future Success	Doug Van Sach VP of Data Analytics AutoLoop	Data & Analytics	Intermediate	16
Content to Drive Feet to the Dealership - Learn How to Drive Virtual and Real Traffic From Online Content	Dave Snyder CEO CopyPress	Digital Marketing	Intermediate	23
Beyond the Data: The Importance of the Message - Learn the Keys to Creating Effective Online Video Content and Pre-Roll Ads for Your Dealership That Will Brand Your Store, Engage Customers at Every Stage of the Buying Cycle, Increase Conversions, and Drive More Traffic	Glenn Anderson, Director of Sales & Marketing, Dealer Creative; Jeff Hayes, Founder - Head Creative Director, Dealer Creative	Digital Marketing - Video	Intermediate	10
20 Things I'd Do Immediately If I Bought Your Dealership - A Workshop for Dealers and Executive Managers in Variable Operations	James A. Ziegler President and CEO Ziegler SuperSystems, Inc.	Management	Intermediate	Keynote Hall

10:00 - 10:50 AM	SPEAKER	CATEGORY	LEVEL	ROOM
Text. Convert. Sell. - <i>Convert Website Visitors Into Showroom Visits With a Solid Texting Strategy</i>	Peter Quinones <i>Digital Marketing Director, Warren Henry Automotive</i> Scott Pechstein <i>VP of National Sales Autobytel Inc.</i>	Mobile	Intermediate	18
Make "Real Profit" on Every Used Car Sale - <i>How to Maximize Your Pre-Owned Profits in a High Supply Market</i>	Doug Hadden <i>Exec. Director, Dealer Consulting Services ADESA Auctions Inc</i>	Pre-Owned Sales	Intermediate	22
5 Powerful Tactics for Ecommerce Domination - <i>Revolutionize Your Store with Ecommerce and Actually Increase Gross Profit Per Sale While Doing So</i>	Aaron Krane <i>CEO & Founder Drive Motors</i>	Sales Strategies	Intermediate	17
Marketing to Machines - <i>The Next Digital Disruption</i>	Christi Olson <i>Search Evangelist Microsoft</i>	SEO/SEM	Advanced	20
Stop the Smoke and Mirrors in Social Media in 2017	Sean Seltzer <i>Owner, Castle Subaru and Castle Mitsubishi; CEO, Social Dealer</i>	Social Media	Intermediate	25

11:00 AM

ROOM

Exhibit Hall Grand Opening! New Product & Service Demonstrations

Exhibit Hall

Meet leading technology-focused providers, and on your way to lunch, demo the industry's largest collection of digital products and solutions for your dealership.



(Don't miss Auto Dealer Live's broadcast: "Let's Get Digital" at Booth 647!)

12:00 PM- 1:20 PM

ROOM

Lunch in Keynote Hall

Keynote Hall

50 MIN. CONCURRENT SESSIONS

1:30 - 2:20 PM	SPEAKER	CATEGORY	LEVEL	ROOM
Eliminate Digital Marketing Blunders, BOTS, and Waste!	Brian Pasch <i>Founder, PCG Companies</i> Tom Moore <i>Sr. Vice President Morgan Auto Group</i>	Data & Analytics	Intermediate	18
Automotive Advertising Creative Is Key - But Why? - <i>Learn Which Advertising Messages Are Bringing People into Dealerships Across the Country</i>	Brian Janks <i>Director of MM Insights Media Monitors</i>	Digital Marketing	Intermediate	24
Winning the Digital Deal: The Key Elements of a Successful Digital Retailing Strategy	Andrew MacLeay <i>Director of Digital Marketing Dealer.com</i>	Digital Marketing	Intermediate	22
3 Common Video Pain Points Holding You Back	Tom Gallaher <i>Co-Founder AutosOnVideo</i>	Digital Marketing - Video	Intermediate	20

1:30 - 2:20 PM	SPEAKER	CATEGORY	LEVEL	ROOM
Secrets to Getting More & Better Lender Approvals - Use Cutting-Edge Technology Along with Old-Fashioned Tried-and-True Sales Techniques with Both Prospects and Lenders to Get More Deals Bought for Any Type of Prospect	John Palmer President & CEO ProMax Unlimited	Finance & Insurance	Intermediate	17
Turn Your Service Drive Into a Profit-Generating Machine - Rock Service Experience with Video and Mobile	Bill Wittenmyer Partner ELEAD1ONE	Fixed Operations	Intermediate	25
How to Start Making the Most of Your Service Customers Time	Jordan Duguay Training Manager DealerMine Inc.	Fixed Operations	Intermediate	16
Strengthen Your Business in a Changing Economy	David Spisak Senior Vice President, ReverseRisk Reynolds and Reynolds	Management	Intermediate	23
Double Your Sales With Hispanic Buyers	Mat Koenig CEO BDA Spanish Buscador de Auto	Sales Strategies	Intermediate	15
The Wonderful World of Local SEO - Part 1 of a 2-Part In-Depth Session With the Latest Tips for Gaining Local Visibility in Google Searches	Greg Gifford Director of Search and Social, DealerOn	SEO/SEM	Advanced	13
Driving Your Content With Social - A Complete Resource Guide to Understanding How to Use Social Media to Drive Visitors to Your Content	Mathew Siltala President Avalaunch Media	Social Media	Intermediate	10
50 MIN. CONCURRENT SESSIONS				
2:30 - 3:20 PM	SPEAKER	CATEGORY	LEVEL	ROOM
The NEW Benchmarks of Automotive CRM: A 4D Interactive Experience	Joe Webb President, DealerKnows Consulting Mo Zahabi Director of Product Consulting, VinSolutions	CRM	Intermediate	18
Building a Budget Around Today's Now Buyer - Eliminate Marketing Waste by Using Data to Drive Shoppers	Dave Spannake Founder/President Reunion Marketing	Data & Analytics	Advanced	16
Be a Bull in Any Market Condition - Gain 3 Clever Strategies for Using Hyper-Targeted Marketing to Win Your Designated Market Area	Jonathan Lucenay CEO Client Command	Digital Marketing	Intermediate	22
How to Create Your Biggest Competitive Advantage Using Relevant Digital Marketing - How Highly Relevant Content Drives Higher Quality Traffic and Better Conversions	Sean Stapleton CEO and Co-Founder Dealer Teamwork	Digital Marketing - Website	Intermediate	Keynote Hall
The Connected Ownership Experience: \$99B opportunity in Fixed Ops	Jim Roche Senior Vice President, Marketing & Managed Services, Xtime, Cox Automotive	Fixed Operations	Intermediate	17
PROCESS FIRST: 7 Steps to Run a Successful Service Department	Dan Hahn Fixed Ops Trainer Automotive Development Group, LLC	Fixed Operations	Intermediate	15
The Path to Greater Profitability via Customer Service Improvement	Chris Sondesky Executive Director CF Search Marketing	Management	Intermediate	23

2:30 - 3:20 PM	SPEAKER	CATEGORY	LEVEL	ROOM
Should You Send That Text? - Are You Compliant? Is Your Process Engaging? Learn Service and Sales Processes That Work, How to Implement Them into Your CRM, and How to Follow the Law	Bobbie Herron Director of Dealer Performance, ZMOT Auto (part of the Cardinale Automotive Group of Companies)	Mobile	Intermediate	24
The Loyalty Management Profit Center	Darren VanCleave Director - Strategic Initiatives The Academy	Sales Strategies	Intermediate	20
Hear Me, See Me, Sell You! (With Videos) - Understand the "Real" Reason Video Is so Compelling, and How to Apply That Insight to Successfully Use Video in Your Actual Sales Process	Andrew Meyers Co-Founder What's Next Media	Sales Strategies	Intermediate	25
The Wonderful World of Local SEO - Part II of a 2-Part In-Depth Session With the Latest Tips for Gaining Local Visibility in Google Searches	Greg Gifford Director of Search and Social, DealerOn	SEO/SEM	Advanced	13
What Is Social Media Strategy and Why Do I Need It? - Take the Guesswork Out of Social Media and Engage More Customers!	Kathi Kruse Founder/CEO Kruse Control Inc	Social Media	Intermediate	10

3:30 PM

ROOM

Innovative Products & Service Demonstrations

Meet leading technology-focused providers and demo the industry's largest collection of digital products and solutions for your dealership.

Exhibit Hall

3:30 - 4:30 PM

ROOM

"Tech Tank"

(A Shark Tank for Dealerships)

Learn about the latest innovative products and cast your vote as contestants present their new products before a panel of dealers.

Panelists: Kevin Frye, Jeff Wyler Automotive Family; Famous Rhodes, AutoNation; and John Luciano, Street Volkswagen

Moderator: David Villa, IPD



Keynote Hall

4:30 - 5:20 PM

ROOM

KEYNOTE ADDRESS

Keynote Hall

The Pragmatic Future of Search – Prepare for the New World of Search and Capitalize on New Search Opportunities

Google continues to expand its reach beyond the search box and users search on more and more devices. This creates a world of new opportunity, but how do we get there? Keynote speaker **Michael King** of iPullRank, who is referred to as one of the SEO superstars in the digital space, will show you how to embrace and maximize the new world of search. You'll learn about the new capabilities of Mobile and Vocal Search, the implications of App Store Search, what's new in Organic Search, how it all plays with Paid Search, and how to push your dealership to capitalize on these opportunities before your competitors.

5:30PM – 6:30PM

ROOM

Cocktail Reception in Exhibit Hall

Exhibit Hall



(Don't miss Auto Dealer Live's broadcast: "BDC vs Sales - The Upper Hand" at Booth 647!)



Wednesday, April 12

7:30 AM

Badge Pickup & On-Site Registration (Closes at 3:00 pm)

7:30AM- 8:50AM

ROOM

Breakfast in Keynote Hall

Keynote Hall

50 MIN. CONCURRENT SESSIONS

9:00 - 9:50 AM

SPEAKER

CATEGORY

LEVEL

ROOM

Dirty Data “A 3 Trillion Dollar Epidemic,” What It’s Costing Your Dealership, and How to Fix It	Sean Marra CEO ePush!	CRM	Intermediate	16
Equity Mining “The Million Dollar Secret”	Jeff Bounds National Account Director, Dominion Dealer Solutions	Data & Analytics	Intermediate	22
Big Data Reimagined - What Top Performing Dealers Have in Common	Reuben Muinos Sr. Director of Business Development DealerSocket	Data & Analytics	Intermediate	23
Why Your Marketing Still Sucks - Move Beyond Talking at Your Customers to Talking to Them with Marketing Automation	Larry Bruce Vice President Naked Lime Marketing	Digital Marketing	Intermediate	15
4 Elements Required to Build Your Video Strategy	Peter Leto Head of Industry - Automotive Retail Sales, U.S., Google Phil Sura VP Sales, UnityWorks	Digital Marketing - Video	Intermediate	18
You Don’t Know Mobile - Supercharge Your Mobile Marketing by Maximizing Your Advertising Fundamentals, as Well as Several Innovative and Cutting-Edge Strategies Working in Dealerships Today	Brent Durham Digital Marketing Director, Preston Automotive Group Tom LaPointe Digital Marketing Consultant, CarChat24	Mobile	Intermediate	25
An Evolutionary View of Wholesale Acquisition - How the New Way to Buy Wholesale Vehicles Improves Process and Profitability	Majd G. Saboura Director of Wholesale Business Development vAuto	Pre-Owned Sales	Intermediate	17
How to Own the Phone - Lift Sales and Lower Spending	David Villa CEO IPD	Sales Strategies	Intermediate	13
Technically, SEO - An Advanced Session on Technical SEO Improvements to Create a Better User Experience and Give Your Entire Marketing Approach Better Traction	Ian Lurie CEO & Founder Portent, Inc.	SEO/SEM	Advanced	24
Advanced Facebook Ads and Audiences (Part 1 of a 2-Part In-Depth Session) - Audience, Ad Formats and Creative	Scott Meyer Co-Founder 9 Clouds	Social Media	Advanced	20
Three Powerful Facebook Marketing Case Studies for You to Compete and Win in 2017	Amy Fulford Marketing Director Home Run Automotive Group Scott Empringham CEO, Flash Point Communications	Social Media	Intermediate	10

50 MIN. CONCURRENT SESSIONS

10:00 - 10:50 AM	SPEAKER	CATEGORY	LEVEL	ROOM
Stronger Dealerships Happen Through Change, Not Chance - <i>Technology Changes Can Be Intimidating, but Are Filled with Opportunity</i>	Kai Nielson <i>Director, Strategy and Business Operations, Dealer Management Systems, Dealertrack</i>	CRM	Intermediate	22
I'll Take a Roll of Toilet Paper and ... a Car? - <i>How to Compete and Win Against the Amazons of Auto</i>	Ken Kolodziej <i>CEO String Automotive</i>	Data & Analytics	Advanced	16
How Dealerships Can Maximize Their Marketing Budget Returns	David Kain <i>President, Kain Automotive Inc.</i> Billy Frank <i>GM, Clear Lake Infiniti</i> Kristy Elliott <i>Executive Manager Sunshine Chevrolet</i> Valerie Vallancourt <i>VP, Marketing, Outsell</i>	Digital Marketing	Intermediate	18
Decisions. Decisions. - <i>Learn How to Prioritize Digital Marketing Channels</i>	Shaun Raines <i>VP Business Development DealerOn</i>	Digital Marketing	Intermediate	17
Insider Marketing Hacks That Your Competitors Don't Know About	Michael Cirillo <i>President and CEO FlexDealer</i>	Digital Marketing	Intermediate	23
How Sick is Your Sales Floor? - <i>Early Detection is Key. Early Intervention Saves Showrooms!</i>	Brent Wees <i>Director of First Impressions, Nextup</i> Mark Stringfellow <i>VP Sales, Nextup</i>	Management	Intermediate	25
The Habits of Highly Successful Dealers - <i>Tactics and Strategies That Drive the Success of Top Dealers</i>	Kerri Wise <i>VP, Dealer Marketing TrueCar</i>	Sales Strategies	Intermediate	15
To BDC or Nah? <i>A Dealer's Take on How Vital a Successful BDC Can Be for Your Dealership</i>	Josh Mitchell <i>BDC Director Dan Cummins Chevrolet</i>	Sales Strategies	Intermediate	24
It's a Trap! 10 SEO/SEM Tricks That Trip Up Unwary Dealers - <i>If You Are Spending Money on SEO or SEM and Want to Sell More Cars, This Is a Must-Attend Session</i>	Candace Jordan <i>Agency Development Manager, Google</i> Justin Cook <i>Executive Vice President, C-4 Analytics</i>	SEO/SEM	Advanced	13
What Google Wants You to Know About Working With an Agency	Kelly McNearney <i>Senior Automotive Retail Strategist Google</i>	SEO/SEM	Intermediate	10
Advanced Facebook Ads and Analytics (Part 2 of a 2-Part In-Depth Session) - <i>Attribution, CRM Integration and Dynamic Ads</i>	Scott Meyer <i>Co-Founder 9 Clouds</i>	Social Media	Advanced	20

11:00AM – 12:00PM

ROOM

New Product & Service Demonstrations

Exhibit Hall

Meet leading technology-focused providers and on your way to lunch demo the industry's largest collection of digital products and solutions for your dealership.

11:30AM

ROOM

Digital Dealer Charity Auction



Join TradeRev and ADESA for the first ever charity auction at Digital Dealer. On the auction block will be a **2016 Sea-Doo 61GG** - perfect for a great day on the water for the whole family! All proceeds raised from the auction will go to the Make-A-Wish Foundation (Tampa Bay chapter).

Exhibit Hall
(Booth 340)

12:00PM – 1:20PM

ROOM

Lunch in Keynote Hall

Keynote Hall

50 MIN. CONCURRENT SESSIONS

1:30 - 2:20 PM	SPEAKER	CATEGORY	LEVEL	ROOM
Attribution 101 - Learn What Attribution Is, the Various Types of Attribution Models Available, and How You Can Use Attribution to Ensure You're Getting the Optimal Results from Your Advertising Spend	Steve White CEO & Founder Clarivoy	Data & Analytics	Advanced	24
How to Increase Online Conversions by Increasing Return Visitors - A Dealership's Guide to Maximize Your Retargeting Results	Ian Cruickshank VP of Sales and Marketing Speed Shift Media	Digital Marketing	Advanced	13
How to Turn Up Inventory Turn - Changes in Market Demand and New Ownership Models Compel New Digital Marketing Strategies	Eric Brown President/Chief Officer LotLinx, Inc.	Digital Marketing	Intermediate	15
Profiting from Video in Sales, Service, BDC, Training and Social - Embrace Video Throughout Your Store and Showcase Your Dealership's Unique Culture	John Luciano Managing Partner Street Volkswagen Flo Lopez Advertising Consultant Autotrader	Digital Marketing - Video	Intermediate	25
Making a Manager; Solving the Retail Management Talent Crisis	Alan Ram President and Founder Alan Ram's Proactive Training Solutions	Management	Intermediate	10
Right Customer, Right Place, Right Time!	Tannis McKenna Agency Development Manager, Google Candace Jordan Agency Development Manager, Google	PPC	Advanced	20
Bad Reviews Are Good for Business - 68% of People Trust Reviews More When They See Both Good and Bad Scores. Bad Reviews Only Damage Businesses That Don't Know How to Deal with Them	John Gray Head of Automotive Reevoo	Reputation & Loyalty	Intermediate	22
Volume Through Leasing - Overcome the 3 Main Customer Objections to Leasing a New Car, and Desk Deals Using Leasing Vs. Finance Payments for the A B Close. Make Selling Easier as the 3-Year Trade Cycle Brings Customers Back Far Sooner Than Buying	Joel Dalbo Academy Instructor National Automobile Dealers Association	Sales Strategies	Intermediate	16
"Stop the Drop" - How to Protect Gross Profits and Sell Vehicles at or Near Your Asking Price	Patrick McMullen SVP, Strategy & Innovation MAXDigital	Sales Strategies	Intermediate	23

1:30 - 2:20 PM	SPEAKER	CATEGORY	LEVEL	ROOM
Digital Marketing an Evolving Investment (SEM, SEO, Display and Paid Social)	Famous Rhodes <i>VP of Digital Marketing & Customer Experience</i> AutoNation Jennifer Bills <i>Head of SEM</i> AutoNation	SEO/SEM	Intermediate	18
Top 10 Mistakes to Avoid When Running Facebook Ads	Brent Albrecht <i>National Sales & Marketing Director</i> Friendemic	Social Media	Intermediate	17

50 MIN. CONCURRENT SESSIONS

2:30 - 3:20 PM	SPEAKER	CATEGORY	LEVEL	ROOM
Grow Profits by Shrinking Per-Vehicle Ad Costs - Using Data and a Retain, Recapture, and Conquest Mentality Effectively to Create Added Profit for Your Dealership	Ryan Zwerneman <i>Field Marketing Consultant</i> Naked Lime Marketing	Data & Analytics	Intermediate	23
The Automotive App Store: An Open App Approach to Vendor Integration	David Metter <i>President</i> AutoHook powered by Urban Science	Digital Marketing	Intermediate	13
How Video Will Increase Your Sales Team's Production - A Top-Performing Sales Guy's Secrets to Gaining Over 3 MILLION Views & 6K Subscribers on YouTube Alone	Mike Davenport <i>Sales Professional</i> Bachman Auto Group	Digital Marketing - Video	Intermediate	10
Mastering Google's Five Critical Micro Moments With Video - Creating a "Video Marketing Strategy" to Maximize the Effectiveness of ALL of Your Video Content and Deliver Measurable ROI through an Increase in Leads, Appointments, Shows, and Sales	Timmy James <i>Chief Operating Officer</i> FlickFusion Video Marketing	Digital Marketing - Video	Intermediate	22
Eliminate the F&I Bottleneck for Good - It Is Time to Prepare Your Dealership for the Future of Retailing	Tony Trousov <i>Director of Training</i> ADG	Finance & Insurance	Intermediate	24
Talent Management - Adapting to the Digital Road to the Sale	Candice Crane <i>VP, Dealer Solutions</i> Hireology	Management	Intermediate	15
Retail within Retail - How Dealers Are Using Big Box Retailers to Sell More Cars at a Lower Cost	Chad Collier <i>Co-Founder and President</i> CarSaver	Mobile	Intermediate	Keynote Hall
Are Your Bad Reviews Costing You Business? Gain a How-to Guide for Building a Solid Online Reputation	Dan Wright <i>Regional Sales Director</i> Podium	Reputation & Loyalty	Intermediate	16
New Realities of the New Car Business - Obtain the 3 Keys Needed to Improve Your New Car Department Efficiency	Brian Finkelmeyer <i>Director of Conquest Business Development</i> vAuto	Sales Strategies	Intermediate	17
Building a Business Development Dealership - Learn How to Align Organizational Goals Across Departments to Maximize Revenue and Add Customer Value	David Kain <i>President, Kain Automotive Inc.</i> Todd Smith <i>CEO, ActivEngage</i>	Sales Strategies	Intermediate	18

2:30 - 3:20 PM	SPEAKER	CATEGORY	LEVEL	ROOM
Breaking Bad Digital Marketing Habits - <i>How to Identify Your Bad Digital Marketing Habits, and What to Do to Fix Them So That You Can Get More ROI from Your Digital Marketing Spend and Sell More Cars!</i>	Gino Cipperoni <i>Director of Digital Marketing Sales Dealer eProcess</i> Megan Glick <i>Director of Digital Marketing Strategy Dealer eProcess</i>	SEO/SEM	Intermediate	25
Building a Winning Facebook Strategy for Your Dealership - <i>Learn How to Use Facebook Advertising in Your Dealership to Achieve Real Business Results, Throughout the Entire Buying Lifecycle</i>	Gabrielle Garrison <i>Partner Manager, Automotive, Facebook</i> Greg Resnick <i>Partner Manager, Automotive, Facebook</i>	Social Media	Intermediate	20

3:30PM

ROOM

Product & Service Demos in Exhibit Hall

Exhibit Hall

4:30PM – 5:20PM

ROOM

KEYNOTE PANEL

Keynote Hall

Conquer Your Market by Leveraging Google, Facebook and Twitter

- Learn Directly from Senior Members of These Dominate Companies

Don't miss this unique opportunity to learn from experts representing three of the most innovative and dominant companies in the world. Each panelist is a specialist within the automotive Tier 3 space. They understand technology and the applications from a dealership perspective. They'll share how you can leverage social platforms to identify and engage automotive prospects-both from a sales and service perspective. With a focus on best practices, key measurements to track ROI, and proven approaches, you'll walk away with a solid game plan to conquer your market.

Panelists: **Eddy Viola**, Client Partner - Automotive, Facebook
Peter Leto, Head of Industry - Automotive Retail Sales, U.S., Google
Chad Rumminger, Automotive Specialist, Twitter

Moderator: **Phil Sura**, VP Sales, UnityWorks

5:30PM – 6:30PM

ROOM

Cocktail Reception in Exhibit Hall

Exhibit Hall



**(Don't miss Auto Dealer Live's broadcast:
 "The Gross Talk - When You Go Low, I Go High" at Booth 647)**



Thursday, April 13

7:30 – 8:20 AM

ROOM

Breakfast in Keynote Hall

(Exhibit Hall Closes @ 11:00am)

Keynote Hall

8:30 – 9:20 AM

ROOM

KEYNOTE PANEL

Keynote Hall

Becoming a Leading Digital Dealer - Top Dealers From Around the Nation Share What It Takes to Become a Leading Dealership in 2017

You have the opportunity to hear from a group of extremely talented dealers who share their insight on what it takes to become a leading dealership in 2017. We will delve into personal leadership and hiring practices that have either succeeded or failed. You will learn how to hire with purpose in today's connected market. We will also discuss how to measure success at your store to set effective goals and hit the mark. You need to know where to focus, what tools to use, and how to keep your team motivated towards the goal. We know dealers are using tech solutions to meet their customers needs, but outside of the basics what kind of additional technology should be a top priority? Learn what really matters when creating a top dealership from a group of top dealers from around the nation.

Panelists:

Tim Joslin – Operations Project Manager, Ferman Automotive Group (18 stores)

Kevin Campbell – Internet Director, Ashbury Automotive (Courtesy Group Tampa)

Paul Sansone Jr. – Dealer Principal, Sansone Kia, Nissan, EZ Auto

Allison Musante – GM, Kuhn Honda

Moderator:

David Villa – CEO, IPD

50 MIN. CONCURRENT SESSIONS

9:30 – 10:20 AM	SPEAKER	CATEGORY	LEVEL	ROOM
Predict Your Inventory Car Sales TODAY With Big Data - How to Collect 20 to 40 Times More Valuable Customer Behavior Information on Your VDPs, and Identify Which Cars Will Sit on Your Lot and Which Will Fly Off Your Lot	Noah John Co-Founder Autoscores	Data & Analytics	Advanced	16
10 Ideas to Drive Traffic to Your Website - From Schema Updates to Facebook Advertising Target Hints, You Will Leave with a Checklist of Items You Can Immediately Implement in Your Online Marketing Efforts	Will Scott CEO and Co-founder Search Influence	Digital Marketing	Advanced	13
Maintaining a Diversified Digital Portfolio: 2017 Reloaded	Dario Dulic Marketing and IT Westboro Toyota	Digital Marketing	Intermediate	22
Is Your CRM Coming Between You and Your Customers? - Discover the Top 5 CRM Mistakes That Will Ruin Your Client Relationship and Learn How to Fix Them	Ashley Mabery Director Retail Performance, ZMOT Auto (part of the Cardinale Automotive Group of Companies)	CRM	Intermediate	17
Building Repair Order Dollars the Smart Way - Place Effort Where the Real Service and Parts Money Is!	Ed Kovalchick CEO Net Profit, Inc.	Fixed Operations	Intermediate	23
Are Your Service Customers Ignoring You? Conversational Commerce - Boost Service Department Efficiency by 70% Percent, Drive Increased Customer Interaction & Profitability	Ujj Nath CEO MyKaarma	Fixed Operations	Intermediate	20

9:30 – 10:20 AM	SPEAKER	CATEGORY	LEVEL	ROOM
4 Keys to Navigating Your Dealership in This Dynamic Marketplace	Glenn Pasch CEO Pasch Consulting Group	Management	Intermediate	18
Mobile Apps and GPS Technology Make a Winning Combination - <i>How to Close More Sales and Improve Customer Experience by Reaching Today's Car Buyer on the Go!</i>	Owen Moon Director of Automotive Digital Solutions CarClick360.com	Mobile	Intermediate	25
Fixing the Phones: Your Phone Process and Your Bottom Line	Chip King Founder and CEO CallRevu	Pre-Owned Sales	Intermediate	24
3 Facebook Campaigns You Need to Drive Leads, Shows, Sales and Service Revenue for Your Dealership	Peter Petersen CEO Dealers United	Social Media	Intermediate	15

50 MIN. CONCURRENT SESSIONS

10:30 – 11:20 AM	SPEAKER	CATEGORY	LEVEL	ROOM
Using Complex Data, and Advanced Analytics to Create Simple and Easy-to-Use Solutions	Erik Hjerstad Data Research and Analytics Manager Experian Automotive	Data & Analytics	Advanced	15
Who's Your Data? A Love Story About Your Data and How to Build a Long-Lasting Relationship	Matt Raymond Digital Marketing Director, Halterman's Automotive Group	Data & Analytics	Intermediate	20
Creating Successful Landing Pages - <i>Learn How You Can Increase Conversions</i>	Gayle Rogers Chief Marketing Officer Strong Automotive Merchandising	Digital Marketing	Intermediate	16
Triple Your Internet Closing Ratio - <i>How to Use Email Marketing and Marketing Automation to Better Handle and Close the 20,000-Some Unsold Leads Sitting in Your Dealership CRM</i>	Peter Martin Founder and President Testimonial Builder	Digital Marketing - Email	Intermediate	22
In the Trenches - <i>Future Predictions from a Millennial Finance & Technology Executive, and What You Need to Do to Be Prepared</i>	Eric Kaplan Chief Operating Officer TREND Financial	Finance & Insurance	Intermediate	23
On the Front Lines of the Consumer Recall Process - <i>Protect Existing Customers, Win Back Lost Customers, and Find New Ones With Comprehensive Recall Management</i>	Christopher Miller President and CEO Recall Masters, Inc.	Fixed Operations	Intermediate	24
Conduct Powerful 10-Minute Training Sessions - <i>A Step-by-Step Guide to Institute Short & Engaging Training Meetings That Drive Growth and Sales</i>	Tom Carney Jr. Lead Instructor National Automobile Dealers Association	Management	Intermediate	25
4 Strategies to Solve Your Sales Efficiency Problems	Tannis McKenna Agency Development Manager, Google Robert Donovan CEO, DOM360	Sales Strategies	Advanced	18
Put Your Money Where Your Heart Is - <i>Improve the Bottom Line and Customer Experience with Cause-Based and Community Marketing</i>	David Booth General Manager Shottenkirk Chrysler Dodge Jeep & Ram Jonathan Dawson Founder/President Sellchology Sales Training	Sales Strategies	Intermediate	10

10:30 – 11:20 AM	SPEAKER	CATEGORY	LEVEL	ROOM
Building a Hispanic Strategy for Your Dealership <i>- Recognize and Embrace Your Hispanic Sales Opportunity</i>	Sara Hasson <i>SVP, Automotive Strategy & Insights</i> Univision Communications Inc.	Sales Strategies	Intermediate	17
Turn Your Instagram Into an InstaHit in 5 Steps <i>- Kickstart Your Instagram Marketing and Learn the Most Efficient Ways to Build Branding and Business</i>	Kate Frost <i>Owner</i> Kate Frost Inc.	Social Media	Intermediate	13

50 MIN. CONCURRENT SESSIONS

11:30 AM – 12:20 PM	SPEAKER	CATEGORY	LEVEL	ROOM
The Rise of DIY Audience Marketing	Andrew Garberson <i>Manager of Search</i> LunaMetrics	Data & Analytics	Advanced	15
Reports ≠ Analytics: Why You Shouldn't Trust Pie Charts with More Than 4 Slices - <i>Gain a Checklist for Making Your Dashboards and Reports Simpler, so Insights Pop</i>	Tej Soni <i>Founder</i> izmo / frogdata	Data & Analytics	Intermediate	10
Ten Ways I Would Use Video Email If I Were Back at a Dealership Today	Elise Kephart <i>Founder</i> The Elise Kephart Experience	Digital Marketing - Email	Intermediate	16
Alternative Marketing - <i>How to Use Social Media, Community Marketing, and Online Videos to Gain New Customers, Engage Your Audience, and Convert Customers While Spending Less Money and Building Your Brand</i>	Chris Villegas <i>Social Media Director</i> Street Auto Group David Meraz <i>Marketing and P.R. Manager</i> Street Auto Group Sarah Powell <i>Digital Content Manager</i> Street Auto Group	Digital Marketing	Fundamental	18
Blended F&I Training - <i>Master the Shift to Digital Learning</i>	Rick McCormick <i>National Account Development Manager</i> Reahard and Associates Inc	Finance & Insurance	Intermediate	22
Mobile's Mojo - Geo-filters, Geo-targeting, and Real-time Targeting - <i>Understand the Power of Geo Strategies in Mobile Marketing to Reach Prospects-within Reach. Reach the Right People in the Right Moments, Closer to the Point of Conversion</i>	David Carberry <i>CEO, Enradius</i> Cindy Carson <i>President, Enradius</i>	Mobile	Intermediate	20
Manage Online Reputation: Turn Your Customers into Brand Advocates - <i>Enhance Your Reputation Online, Improve Customer Service Experience, and Drive Financial Results in Your Dealership</i>	Shrey Bhatia <i>CEO</i> Reputation.com	Reputation & Loyalty	Fudamental	23
Understanding and Empowering the Market That Makes 85% of All Auto Purchasing Decisions	Christy Roman <i>Founder, Women in Automotive; President, Now Digital, Inc.</i> Jack Simmons <i>Dealer Consultant</i> Simmons Automotive Consulting, and Board Member/Emcee, Women in Automotive	Sales Strategies	Intermediate	13

11:30 AM – 12:20 PM	SPEAKER	CATEGORY	LEVEL	ROOM
Telephone Media Channel - <i>Is It a Telephone or a Micro-billboard? Is It a Phone Call or a Direct to Consumer Radio Spot? Is It a Service Customer Inquiry or a Targeted Marketing Opportunity. Come Find Out!</i>	James Maxfield <i>Founder & Chief Revenue Officer</i> DealerVoodoo.com	Sales Strategies	Intermediate	17
Game Changer: Low Cost, High-Conversion, Super-Measurable Facebook Advertising Tools & Strategies	Andrew Street <i>Partner, Dealer Online Marketing Group</i>	SEO/SEM	Intermediate	25

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