



DIGITAL DealerTM25 CONFERENCE & EXPO

OCT 16-18 2018 | LAS VEGAS, NV

MONDAY, OCTOBER 15

(Schedule may be subject to change)

12:00 PM

Badge Pickup & Onsite Registration (Closes at 6:00pm)

3:00 – 5:00 PM

ROOM

Women in Automotive DD25 Pre-Con: Speed Networking (all welcome to attend)

Portofino

4:30 – 5:30 PM

ROOM

Exhibitor Engagement Session (open to exhibitors only)

Montego A

5:30 – 7:30 PM

ROOM

Women in Automotive DD25 Pre-Con: Reception (all welcome to attend)

Portofino

TUESDAY, OCTOBER 16

(Schedule may be subject to change)

8:00 AM

Badge Pickup & Onsite Registration

(Registration closes: 4:30pm | Expo Hall open: 11:00am - 6:30pm)

Make sure to say hello to your registration sponsor, **CallRevu**, and visit their table by registration!

9:00 – 9:50 AM

ROOM

PEER STRATEGY ROUNDTABLES *(Dealership Attendees Only)*

Keynote Hall

Just Like a 20 Group! Sit in Groups of 10 to Discuss and Exchange Ideas!

- Choose a table category: **Dealer Ops & Management** **Sales & Variable Ops** **Marketing & Advertising**
- Flip a card revealing relevant questions specific to your table category.

10 CONCURRENT 50-MIN. SESSIONS

10:05 – 10:55 AM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
The Cure for “Attribution Blindness”: Build Your CX Strategy Build a robust customer experience strategy in this hands-on session. Learn what transaction data you need to be looking at in order to make the most out of all opportunities and how to leverage this data for business intelligence while honing a rich customer experience strategy.	Brent Wees <i>Director of First Impressions,</i> Nextup bwees@thenextup.com Bill Playford <i>Vice President, DealerKnows</i> bill@dealerknows.com	Dealer Ops & Management (Customer Experience) (Data & Analytics)	Intermediate	Montego D&E
Subscribe and Drive: Life in the Fastlane Dive into subscription services offered by the OEMs, as well as from the dealer side, including the first-ever auto subscription program offered in the Cincinnati market.	Kevin Frye <i>eCommerce Director,</i> Jeff Wyler Automotive Family kevin.frye@jeffwyler.com	Sales & Variable Ops (Emerging Trends/ Disruptors)	Intermediate	Jamaica A&B
Facebook’s New Discovery Tools for Automotive Explore Facebook’s latest advances and get a walk-through of the latest tools, including Lead Ads for Auto, Dynamic Ads for Auto, and Marketplace Auto Listings.	Gabrielle Garrison <i>Client Solutions Manager,</i> Automotive, Facebook	Marketing & Advertising (Social Media)	Intermediate	Montego A
The Age of Data Darwinism: How Reviews Have a Direct Impact on Your Bottom Line Boost visibility on Google Maps for more calls, clicks for driving directions, and clicks to your website. Discover tools to track and measure the satisfaction of your customers and put steps in place that increase customer satisfaction scores.	Ali Fawaz <i>Senior Director,</i> Worldwide Automotive, Reputation.com afawaz@reputation.com	Marketing & Advertising (Reputation & Loyalty)	Intermediate	St. Thomas A
Fixed Ops in a Variable Economy: Profitable Processes for Service Success Attract more customers to your service department by making their experience truly convenient. People spend money with companies that make it the easiest for them and require the least from them. This session will give you actionable items to implement at your store to take full advantage of the convenience economy we are in today. You will learn how to simplify the service process into five specific steps, explore options for executing each step – from manual to fully digitized, and identify smaller processes, tools, and strategies to make each step successful separately and together.	Miguel E. Castillo <i>Digital Marketing Director,</i> Bert Ogden Auto Group miguelc@bertogden.com Jay Harper <i>Director, Product Planning,</i> Naked Lime Marketing jharper@nakedlime.com Chip Molten Sales, Naked Lime Marketing cmolten@nakedlime.com Moderator: Wes Rohde <i>Field Marketing Professional,</i> Reynolds and Reynolds wesley_rohde@reyrey.com	Dealer Ops & Management (Customer Experience) (Fixed Ops)	Intermediate	St. Thomas B
2010 Marketing Strategies Will Not Generate 2018 Margins: Take Back Your Gross Profit With Key Targeting Methods Learn when and how to properly market used inventory, so you can stop price reductions and start maximizing margins.	Mark Conner <i>Senior Vice President,</i> Channel Strategy, LotLinx Inc. mconner@lotlinx.com	Marketing & Advertising (Data & Analytics) (Pre-Owned)	Intermediate	Antigua A

TUESDAY, OCTOBER 16

10:05 – 10:55 AM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
The Power of Video Explore how to use video as a cost-effective tool for achieving enhanced profitability and increased customer retention. Learn how to use personalized videos in your response to sales inquiries, as well as in your service department to highlight recommended repairs.	Jack Gardner CEO, Quik Video jack@qkvideo.com	Sales & Variable Ops (Lead Handling) (Video)	Fundamental	Trinidad A&B
OutRetailing the Competition Identify the top criteria for delivering a customer experience that consumers expect today. Learn how to transform your sales process by matching your in-store consumer experience to online.	Brett Pomerantz Senior Director of Product - Digital Retailing, Cox Automotive brett.pomerantz@coxautoinc.com	Sales & Variable Ops (Customer Experience) (Digital Retailing)	Intermediate	Antigua B
Putting the "Retail" in Digital Retail: Sell More Cars Through a Deeper and More Meaningful Digital Customer Journey Leverage emerging retail technology to grow market share, increase profitability, and exceed customer expectations.	Joe St. John Head of Dealer Success, AutoFi joe@autofi.io	Sales & Variable Ops (Customer Experience) (Digital Retailing)	Intermediate	Montego C
One Platform for All: Manage Messaging Conversations Through One View for Digital Attribution & a Better Consumer Experience Discover best practices for using messaging in sales and service to convert more leads, track digital attribution, create a better consumer experience, improve efficiencies, and drive more revenue/productivity in fixed ops.	Denise Chudy General Manager, Contact At Once! dchudy@liveperson.com	Sales & Variable Ops (Product-Specific Session) (Lead Handling)	Intermediate	Montego B

11:00 AM	ROOM
Expo Hall Grand Opening! Join us for the grand opening of the DD25 Expo Hall! Explore the 130+ leading technology-focused tools and solutions for your dealership. Demo new products, meet with vendors, and be sure to stop by the Beer Garden (sponsored by Digital Air Strike)!	Expo Hall

12:00 – 1:20 PM	ROOM
Lunch Reenergize yourself before the afternoon sessions and enjoy lunch (sponsored by Fair)!	Keynote Hall

10 CONCURRENT 50-MIN. SESSIONS

1:25 – 2:15 PM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
Leveraging Google & Twitter for Market Domination Learn from Google and Twitter about how to best leverage their platforms, with a focus on best practices, metrics, tracking ROI, targeting opportunities, measuring sales, and specific applications for both sales and service.	Phil Sura VP of Sales, UnityWorks phil.sura@unityworksmedia.com Gregory Garber Client Solutions Manager, Twitter Kelly McNearney Senior Strategist on Automotive Retail, Google	Marketing & Advertising (SEO/SEM) (Social Media)	Intermediate	Montego D&E
(PART 1 OF A 2-PART SESSION) Jules Winnfield's Killer Tips on How to Be an SEO Hitman Learn how Local SEO signals influence mobile (and voice) search results. Gain tips for content creation, technical SEO, local link building, reviews, and Google My Business. Learn how to correctly use Google Q&A and Google Posts. <i>(Part 2: 2:30-3:20pm in the same room)</i>	Greg Gifford Vice President of Search, DealerOn greg@dealeron.com	Marketing & Advertising (SEO/SEM)	Advanced	Jamaica A&B

TUESDAY, OCTOBER 16

1:25 – 2:15 PM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
(PART 1 OF A 2-PART SESSION) VIDEO: The MOST Powerful Resource for Your Dealership Explore the true impact of video and the various ways it can be used by a dealership. Part 1 of this session will help build the foundation needed to successfully implement the steps covered in Part 2. (2:30-3:20pm in the same room)	Sean V. Bradley, CSP <i>Founder & President,</i> Dealer Synergy seanb@dealersynergy.com	Marketing & Advertising (SEO/SEM) (Video) Sales & Variable Ops (Lead Handling)	Intermediate	Montego A
Trade Appraisals Matter Learn how to properly set up trade evaluation options on your website resulting in impressive conversion rates. You'll also learn how to apply a strategy to engage consumers early in the trade-in process, providing transparency and accurate valuation of their vehicle.	Barry Brodsky <i>Managing Partner,</i> eAuto Appraise barry@eautoappraise.com Shaun Raines <i>Founder,</i> Dealer SuperHero shaun@dealersuperhero.com	Sales & Variable Ops (Pre-Owned) (Website)	Intermediate	St. Thomas A
Future-Proof Your Automotive Marketing: Data-Driven, Multiscreen Advertising Solutions That Keep Your Dealership Ahead of the Curve Achieve an effective and efficient marketing mix to reach today's customers who are now multitasking experts. This panel will share proven marketing strategies to stay ahead in our fragmented media landscape. Dive into the optimal multiscreen approach and learn what works best along the auto buyer's journey, how television and digital marketing interact, and how proprietary household viewing data can help you get more out of your advertising investment.	Rob Klippel <i>SVP of Advanced Advertising Products and Strategy,</i> Spectrum Reach Jonathan Bernard <i>VP of Automotive Sales & Strategy,</i> Spectrum Reach jonathan.bernard@charter.com Dale Duke <i>In-House Marketing Lead,</i> Charles Maund Toyota Erik Radle <i>CEO,</i> Miller Ad Agency Paul Caldwell <i>CEO Founder,</i> CK Advertising Ember Social DyGen	Marketing & Advertising (Omnichannel)	Intermediate	St. Thomas B
How Two Dealerships Increased Performance, Reduced Ad Costs, and Improved Productivity in 30 Days! Change the way your marketing process is managed, become more productive, more relevant, and drive higher results by increasing your ad campaign relevance! Identify the key elements of a successful SEO and content marketing plan and learn how to ensure your website maximizes the necessary elements.	Eric Miltch <i>Co-Founder,</i> Dealer Teamwork eric@dealerteamwork.com Phil Nightingale <i>General Manager,</i> Mel Hambleton Ford Lisa Hambleton <i>Dealer Principal,</i> Mel Hambleton Ford	Marketing & Advertising (PPC) (SEO/SEM) (Website)	Intermediate	Antigua A
The Big Data Ecosystem Revolution Gain a glimpse into how big data ecosystems, identity resolution, and artificial intelligence, will revolutionize the automotive retail marketing space.	Brent Towne <i>Director of Cox Automotive Analytics Product,</i> Cox Automotive brent.towne@coxautoinc.com	Marketing & Advertising (Data & Analytics) (Emerging Trends/ Disruptors)	Intermediate	Trinidad A&B
Reaching Local Consumers: The Only Thing That Changed Is "Everything" Learn how content distribution has forever changed advertising and what to do about it. Understand what type of consumer data is available and usable for advertising and where all of this audience data comes from.	James Moore <i>Chief Revenue Officer,</i> Simpli.fi james@simpli.fi	Marketing & Advertising (Data & Analytics)	Intermediate	Antigua B
How Do You Turn a Shopper Into a Buyer? Explore customer journey mapping (CJM) and the customer service landscape to identify and define the customer experience. Learn how CJM can improve your customer interactions across various departments and lead to more sales.	Evelyn Cardenas <i>President & CEO,</i> Central Florida Auto Dealers Association info@cfada.org	Sales & Variable Ops (Customer Experience)	Intermediate	Montego C
From Online to In-Store: Continuing the Digital Experience Provide a seamless transition, from the first interaction on your website to each continuous interaction in your service drive.	Matt Clark <i>Automotive Business Consultant,</i> Reynolds and Reynolds matthew_clark@reyrey.com	Marketing & Advertising (Customer Experience) (Reputation & Loyalty)	Intermediate	Montego B

TUESDAY, OCTOBER 16

11 CONCURRENT 50-MIN. SESSIONS

2:30 – 3:20 PM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
Flood the Floor: Using Digital Strategies to Drive Event Traffic! Unify traditional and digital marketing mediums to create brand equity and social buzz to ensure the largest ROI on events hosted/sponsored by your dealership. Learn how to use multiple digital channels to reach different segments of your customer base, leverage social influence and engage brands to help spread your message, and attribute actual ROI to events.	Kristopher Nielsen <i>Manager, Sales Operations & Customer Experience,</i> Soave Automotive Group kris.nielsen@soaveauto.com Cavan Robinson <i>Product Manager, OEM,</i> DealerSocket crobinson@dealersocket.com	Marketing & Advertising (Omnichannel)	Intermediate	Montego D&E
(PART 2 OF A 2-PART SESSION) Jules Winnfield's Killer Tips on How to Be an SEO Hitman Learn how Local SEO signals influence mobile (and voice) search results. Gain tips for content creation, technical SEO, local link building, reviews, and Google My Business. Learn how to correctly use Google Q&A and Google Posts.	Greg Gifford <i>Vice President of Search,</i> DealerOn greg@dealeron.com	Marketing & Advertising (SEO/SEM)	Advanced	Jamaica A&B
(PART 2 OF A 2-PART SESSION) VIDEO: The MOST Powerful Resource for Your Dealership Learn how to properly set up your YouTube channel, as well as the BEST resources, apps, and video SEO techniques.	Sean V. Bradley, CSP <i>Founder & President,</i> Dealer Synergy seanb@dealersynergy.com	Marketing & Advertising (SEO/SEM) (Video) Sales & Variable Ops (Lead Handling)	Intermediate	Montego A
Injecting Inspection: How to Hold Your Internet or BDC Team Accountable in Less Than 10 Minutes a Day Inspect your current training strategy to identify areas that need improvement, and learn actual processes for coaching, training, and holding your team accountable on a daily basis.	Marc McGurren <i>President & Founder,</i> McGurren Consulting LLC marc@mcgurrenco.com	Sales & Variable Ops (Lead Handling) (Management)	Intermediate	St. Thomas A
Cutting Through the Bull Identify the advertising hierarchy of needs and how to use that knowledge to impact your bottom line and visibility/exposure, which will equal MORE and better-quality leads.	Paul Caldwell <i>CEO Founder,</i> CK Advertising Ember Social DyGen paul@ckadvertising.com	Marketing & Advertising (Email) (PPC) (SEO/SEM) (Social Media) (Traditional) (Website)	Intermediate	St. Thomas B
Evolving Your Digital Marketing to Stay Ahead of the Pack Learn the ins and outs of SEO, PPC, and social media advertising, and see how they work together to achieve the best results. Learn what to inspect and expect out of your direct and third-party providers and their results. Find out what's new from Google, Facebook, and Instagram.	Chris Hill <i>President & CEO,</i> Overtake Digital chris@overtakedigital.com	Marketing & Advertising (SEO/SEM)	Intermediate	Antigua A
Turn One-Time Visitors Into Lifetime Customers See the truth behind common vehicle ownership myths and learn how your service department can reshape the customer experience to meet—if not exceed—rising consumer expectations.	Jim Roche <i>Vice President, Marketing & Managed Services,</i> Xtime, Cox Automotive jim.roche@coxautoinc.com	Dealer Ops & Management (Customer Experience) (Fixed Ops)	Intermediate	Trinidad A&B
Digitization of the Wholesale Landscape: Liquidating Inventory Through Appraisal Tools and Digital Channels Explore how you can utilize digital tools to gain confidence in how you price wholesale inventory and then seamlessly list and sell that inventory across digital marketplaces. Learn how you can take advantage of hosted physical auction events at your location to drive buyer engagement, lower costs, and maximize returns.	Derek Hansen <i>Vice President, Offsite Solutions,</i> Manheim, Cox Automotive derek.hansen@coxautoinc.com	Dealer Ops & Management (Pre-Owned)	Intermediate	Antigua B

TUESDAY, OCTOBER 16

2:30 – 3:20 PM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
Keeping Your Physical Store Relevant in a Digital World Take a deep dive into five reasons your physical storefront is now more important than ever. Walk away from this session with the tools and insights needed to bridge the gap between online and in-store experiences and position your business for continued revenue growth.	Andrew Tai CEO, Motoinsight atai@motoinsight.com	Sales & Variable Ops (Omnichannel)	Fundamental	Montego C
Ad Copywriting Tips: How Dealers Can Create Ad Copy That Converts Gain ad copywriting tips specific for dealerships for social media and AdWords, while seeing real examples from other dealers.	Ashley Ward Digital Marketing Strategist, SEMrush ashley.ward@semrush.com	Marketing & Advertising (PPC) (SEO/SEM) (Social Media)	Intermediate	Montego B
Google's Top 5 Strategies to Drive More Value from Digital, Reduce Costs, & Increase Profits Learn five strategies to drive more value from digital. These strategies include: 1) Using CRM data to reduce marketing costs 2) Extending the reach of your local TV buys 3) Multiplying your leads through automation 4) Measuring actual foot traffic to your dealership 5) Engaging loyal customers to drive fixed ops	Julio Gonzalez Auto Lead, Google	Marketing & Advertising (Data & Analytics) (PPC)	Intermediate	Keynote Hall
<i>* Following Julio Gonzalez's session, there will be a special announcement from our sponsor, Google, who will reveal a new product - specifically designed for dealerships, for the very first time on the Digital Dealer Keynote Stage!</i>				

3:30 – 4:20 PM	ROOM
Innovative Products & Service Demonstrations Explore the Expo Hall to demo the industry's largest collection of digital products and solutions for your dealership, and then hit the Beer Garden (sponsored by Digital Air Strike) for a cold beer and classic bar-style games!	Expo Hall

4:20 PM	ROOM
Customer Experience Excellence Award - Presented by Xtime Find out which dealership / dealer group will be awarded for their strong commitment to delivering superior customer experiences.	Keynote Hall

4:20 – 5:20 PM	ROOM
KEYNOTE: The Art & Science of WOW! <i>Learn how to achieve great customer experience in the digital age from Alex Hunter, former global head of online marketing for the Virgin Group, and one of the most sought-after brand and customer experience experts</i> The customer landscape has changed forever. New businesses unencumbered by antiquated systems, processes, and people are in the process right now of disrupting industries, engaging clients and customers, and reimagining products. Key to survival in this brave new world is the importance of evolving brand and customer experience. Join Alex Hunter , former global head of online marketing for the Virgin Group , to learn how to bring your brand to life, improve your customer experience, and not just get new customers but KEEP those customers for life. Keynote sponsored by: Hoot Interactive	Keynote Hall

5:20 – 6:30 PM	ROOM
Cocktail Reception Have a drink on Oracle Data Cloud & Drive Motors (your Cocktail Reception Sponsors) using the drink tickets provided at registration.	Expo Hall

WEDNESDAY, OCTOBER 17

(Schedule may be subject to change)

8:00 AM

Badge Pickup & Onsite Registration

(Registration closes: 4:30pm | Expo Hall open: 8:00am to 5:30pm)

Make sure to meet the **CallRevu** team (your Registration Sponsor) by visiting their table by registration!

8:00 – 9:00 AM

ROOM

Breakfast

Keynote Hall

Rise and shine! Start your day off right, with a hot cup of coffee and breakfast before the morning sessions begin.

10 CONCURRENT 50-MIN. SESSIONS

9:00 – 9:50 AM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
Closing the Loop Learn how to maximize the potential of inbound leads and hear about the newest and most effective methods of outbound targeting. The panel will dive into the challenges of attribution, including how lead-based attribution is just the first step in MTA. You'll learn how even partial or fragmented data can be maximized to accelerate marketing performance and lead to a much better understanding of attribution. This session will reveal how tracking campaign performance, more accurate targeting, and driving higher marketing ROIs are all within reach.	Donna Hamilton <i>Senior Vice President of Data Acquisition & Activation, Alliant</i> Eric Gastevich <i>Product Owner, Infutor Data Solutions</i> sales@infutor.com Steve White <i>CEO & Founder, Clarivoy</i> Moderator: Scott Waldbusser <i>Director of National Accounts, Infutor Data Solutions</i>	Marketing & Advertising (Data & Analytics) Sales & Variable Ops (Lead Handling)	Intermediate	Montego D&E
The #TimesUp Movement – How Women Fit in & Where We Go From Here Discover strategies, as a woman, to grow in this industry, or as an employer to hire and retain more women and address the #TimesUp movement. This panel will discuss ways for women to grow their roles in automotive, including leadership roles, and to navigate the complexities of today's workplace. This will result in higher profits overall, give your business a strategic market advantage, and increase your employee retention. Working towards gender-parity will also result in attracting, selling, and retaining more women customers.	Debra Senra <i>VP of Customer Success, Hireology</i> dsenra@hireology.com Fleming Ford <i>VP of Workforce Strategies, ESI Trends</i> flaming@esitrends.com Subi Ghosh <i>Senior Director of Dealer Strategy, Stream Companies</i> subi.ghosh@streamcompanies.com Moderator: Candice Crane <i>People Strategist</i> candicecrane@candicecrane.com	Dealer Ops & Management (Hiring / Retention) (Leadership)	Intermediate	Jamaica A&B
PART 1 OF A 2-PART SESSION: Why Customers Go Dark Learn why customers shop, what they are looking, and what scares them away when they email/call a dealership. Learn how to better manage inbound leads. An emphasis will be placed on how to create a better dialogue with the customer utilizing word tracks that lower the customer's defensive posture.	David Lewis <i>President, David Lewis & Associates Inc.</i> dlewis@davidlewis.com	Sales & Variable Ops (Lead Handling)	Intermediate	Montego A
Contrarian Leadership: The DNA of Success for Your Dealership Utilize a new mindset and methodologies to create a motivating workplace for your team while also uplifting your customer shopping and buying experience. Leave this session with insight to improve your culture, as well as strategies to make everything about your sales process unique in the marketplace.	Mark Tewart <i>President, Tewart Enterprises Inc.</i> info@tewart.com	Dealer Ops & Management (Leadership) Sales & Variable Ops (Management)	Intermediate	St. Thomas A
BDC Hot Seat Get answers to your most pressing questions during this FULL Q&A session on BDC best practices, leadership skills needed to run a high-performing BDC, and how to better handle your leads to set more appointments, make more deals, and provide a better customer experience.	Joshua Mitchell <i>BDC Director, Paul Miller Auto Group</i> autodisrupter@gmail.com	Sales & Variable Ops (Lead Handling) (Management)	Intermediate	St. Thomas B

WEDNESDAY, OCTOBER 17

9:00 – 9:50 AM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
YouTube: How to Nail It and How to Scale It Learn how you can localize and customize YouTube for your dealership - at scale. Explore how to leverage YouTube in a coordinated effort alongside your television spend.	Gary Galloway <i>Head of Products,</i> Netsertive ggalloway@netsertive.com	Marketing & Advertising (Data & Analytics) (Omnichannel) (Video)	Intermediate	Antigua A
Today's Biggest Auction Buying Problems and How to Avoid Them Discover how to use new technology and tools to identify profitable vehicle segments and price bands to supplement your inventory and reduce the time it takes to find the money-making cars.	Patrick Janes <i>Director, Stockwave</i> <i>Business Development,</i> vAuto Patrick.Janes@coxautoinc.com	Dealer Ops & Management (Pre-Owned)	Intermediate	Trinidad A&B
The Death of the Car Salesperson Has Been Greatly Exaggerated Learn how to use e-commerce to transform your sales team into product geniuses. Leave this session with insight and tactics for amazing customer experiences, online and offline.	Matt Weinberg <i>SVP of Consumer Experience,</i> Drive Motors info@drivemotors.com	Marketing & Advertising (Digital Retailing) Sales & Variable Ops (Lead Handling) (Management)	Intermediate	Antigua B
The War on Debt: Survive the Consumer Backlash on Finance Prepare yourself as the war on debt is poised to escalate. Many are fighting back against debt by delaying or finding alternative forms of automobile ownership. Understand the consumer backlash against debt, anticipate the next economic cycle, see how it will affect your clients, and build a strategy to combat against it.	Matt Cragin <i>Director of Marketing,</i> Fair dealers@fair.com	Sales & Variable Ops (Reputation & Loyalty)	Intermediate	Montego C
Google's Quality Raters Guidelines Learn how to demonstrate to Google that your dealership is the authority in your market. You'll learn what the guidelines say about what types of ads could be considered low quality, and develop a strategy to improve your online reputation in a way that will improve search engine rankings.	Dr. Marie Haynes <i>Owner,</i> Marie Haynes Consulting Inc. marie@mariehaynes.com	Marketing & Advertising (SEO/SEM) (Website)	Advanced	Montego B
10 CONCURRENT 50-MIN. SESSIONS				
10:05 – 10:55 AM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
"Clicks to Bricks" Sales Process: Avoid Landmines & Tap Into the FinTech Revolution Learn how to streamline and perfect the consumer's journey and experience as they transition from online visitor to in-dealership transaction. Often what starts out as a very pleasant, low-stress process, rapidly turns adversarial when the payments that were offered online aren't remotely similar to what the dealer presents the customer in the store. These blow-ups are almost always due to technology disconnects between different players in the space. This session will help you to understand how the FinTech revolution is the driving force behind bridging these gaps and tying together the five main sectors of the market that need to be accurately represented in every offer presented to a consumer.	Andrew Walser <i>Owner,</i> Walser Automotive Group awalser@walser.com David Fultz <i>CEO & Co-Founder,</i> DriveCentric David@drivecentric.com Erin Klepaski <i>Executive Director, Strategic</i> <i>Alliances,</i> Ally Financial, Inc. erin.klepaski@ally.com Rudi Thun <i>COO,</i> Roadster rudi@roadster.com Rusty West <i>President & Co-Founder,</i> Market Scan Information Systems, Inc. rusty@marketscan.com Sean Stapleton <i>CEO & Co-Founder,</i> Dealer Teamwork sstapleton@dealerteamwork.com Moderator: Mark Juron <i>President,</i> MW Juron LLC	Sales & Variable Ops (Customer Experience) (Digital Retailing) (F&I)	Intermediate	Montego D&E

WEDNESDAY, OCTOBER 17

10:05 – 10:55 AM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
Capture Consumer Attention: A Fireside Chat on Leveraging Facebook and Audience Data to Reach Car Buyers Learn how to reach true in-market buyers and drive consumer action. You'll receive a holistic view of the current state of social advertising from all angles. Oracle will provide insight and guidance on ways to leverage data, Facebook will examine the products and use cases to maximize effectiveness on the platform, and Summit Automotive will provide a true dealer's perspective relating back to how these strategies have helped gain market share.	Coleman Craddock-Willis <i>Partner Manager, Facebook</i> Gabe Montano <i>Director, Summit Automotive Group</i> Jeff Gonzales <i>Director of Social Media Operations, Ember Social</i> Tim Daher <i>Sr. Client Partner, Oracle Data Cloud</i> Dealersolutions@oracle.com Moderator: Paul Caldwell <i>CEO Founder, CK Advertising Ember Social DyGen</i>	Marketing & Advertising (Data & Analytics) (Social Media)	Intermediate	Jamaica A&B
PART 2 OF A 2-PART SESSION: Why Customers Go Dark Learn why customers shop, what they are looking, and what scares them away when they email/call a dealership. Learn how to better manage inbound leads. An emphasis will be placed on how to create a better dialogue with the customer utilizing word tracks that lower the customer's defensive posture.	David Lewis <i>President,</i> David Lewis & Associates Inc. dlewis@davidlewis.com	Sales & Variable Ops (Lead Handling)	Intermediate	Montego A
Snackable Content Learn how to serve up snack-sized videos to generate views, clicks, conversions, followers, and fans in short order. Leave this session with step-by-step instructions on how to materialize a video concept, storyboard the production, shoot the piece, and distribute to the masses.	David Hudson <i>Founder & President,</i> D Hudson Productions david@dHUDSONPRODUCTIONS.COM Joe Webb <i>President, DealerKnows Consulting</i> joe@dealerknows.com	Marketing & Advertising (Video)	Intermediate	St. Thomas A
Beyond the Online Click Walk through what it means to move away from using a last-click attribution model and learn how to optimize your online campaigns to get customers to your store. Google will share which engagements and customer metrics you should be tracking to better understand how your media drives business outcomes.	Christin Holcomb <i>Automotive Retail Sr. Analytical Lead, Google</i> Tannis McKenna <i>Agency Development Manager, Google</i>	Marketing & Advertising (Data & Analytics)	Intermediate	St. Thomas B
The New Seas of Modern Search: Advanced SEO for Bulk Lead Creation See the benefits of creating a technical web advantage, which manifests as increased visibility in organic search and map results. Learn the applicable modern SEO techniques, including how to create technical advantages on your own domain through a practical step-by-step process.	Christian Jorn <i>President,</i> Remora christian@remora.com	Marketing & Advertising (SEO/SEM)	Advanced	Antigua A
Opportunity Won or Opportunity Lost: See how you can use mobile wallet technology to convert more service customers from Facebook, Google, and your website. By creating custom lists inside Facebook, Jarrod and Owen will walk you through why using Mobile Wallet as a conversion tool for service marketing ads is a game changer.	Jarrold Kilway <i>Director of Digital Strategy & Solutions,</i> Germain Automotive Partnerships jkilway@germain.com Owen Moon <i>CEO, Fixed Ops Digital</i> Owen@FixedOpsDigital.com	Marketing & Advertising (Fixed Ops) (SEO/SEM) (Website)	Intermediate	Trinidad A&B
Merchandising Metrics That Drive Visibility and Engagement Gain key metrics and insight for effective online merchandising, including best practices in personalized merchandising to help differentiate your dealership's online presence.	Russ Daniels <i>Senior Manager, Product Marketing,</i> <i>HomeNet Automotive, vAuto,</i> Cox Automotive russ.daniels@coxautoinc.com	Marketing & Advertising (Digital Retailing) (Website)	Intermediate	Antigua B

WEDNESDAY, OCTOBER 17

10:05 – 10:55 AM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
The Keys to Mastering Tomorrow's Mobility Challenges Examine the underlying business model and economics required to power subscriptions. Look at consumer preferences and price points to understand what they truly are and aren't willing to pay for it.	Russell Lemmer <i>EVP of Mobility & Retail Automotive,</i> Dealerware Russell.Lemmer@dealerware.com	Sales & Variable Ops (Customer Experience) (Emerging Trends/ Disruptors)	Intermediate	Montego C
Winning on Facebook Marketplace: Advanced Strategies to Sell More Cars on Marketplace Learn the advantages of listing your used car inventory on Facebook Marketplace, as well as how to get started, and best practices to maximize your success. Everything, from posting your listings, taking consumer inquiries through Facebook Messenger, and uploading high-quality leads directly to your CRM will be discussed.	Ryan Osten <i>Chief Operating Officer,</i> Gubagoo ryan.osten@gubagoo.com	Marketing & Advertising (Digital Retailing) (Social Media)	Advanced	Montego B
11:00 AM – 12:00 PM				ROOM
New Product & Service Demonstrations Shop new solutions for your store and check out the Beer Garden (sponsored by Digital Air Strike) before lunch.				Expo Hall
12:00 – 1:20 PM				ROOM
Lunch Power up for the afternoon sessions with a delicious lunch, sponsored by Oracle Data Cloud !				Keynote Hall
10 CONCURRENT 50-MIN. SESSIONS				
1:20 – 2:10 PM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
Using Video to Inform, Qualify and Bring Customers to Your Door Learn how to successfully use 360 walk-around videos to showcase inventory, get testimonials from buyers, and reach out to online/phone leads to sell more cars. The panel will take a deep dive into how these videos enhance the SEO value of a dealership's website by using unique content that is easy to shoot and post (and can be done in seconds using any mobile device). They will cover video statistics and why they are important in today's marketing.	Michael Shaw, Jr. <i>VP, Mike Shaw Auto Group</i> Jeff Urgo <i>VP of Sales, GateHouse Auto</i> Peter Quinones <i>Digital Marketing Director,</i> Warren Henry Automotive Tom Rocha <i>COO, LESA</i> Tony Rhoades <i>Executive Director, Information & Consumer Strategies,</i> Gunn Automotive Group	Marketing & Advertising (SEO/SEM) (Video) Sales & Variable Ops (Lead Handling)	Intermediate	Montego D&E
Power Panel on Fixed Ops Marketing With Google and Facebook: Best Practices to Enhance Your Service Marketing Focus in on the latest proven best practices in search, social, and sales process as they relate to variable operations. There will also be a special section on enhanced fixed ops marketing. The panel will share enhanced voice search, go-to lead gen. techniques, and advanced social optimization methods. You'll learn how to advance your service marketing with transaction-based advertising with improved ad formats and targeting.	Tim Daher <i>Sr. Client Partner,</i> Oracle Data Cloud Drake Baerresen <i>Vice President,</i> TurnKey Marketing drakeb@tkmkt.com Maddie Moravec <i>Automotive Partner Manager,</i> Facebook Emeka Nwadiibia <i>Agency Development Manager,</i> Google	Marketing & Advertising (Fixed Ops) (PPC) (SEO/SEM) (Social Media)	Intermediate	Jamaica A&B
No, Good Cars Haven't Become the Needle in a Haystack: Going Digital to Up Your Game Learn where and how to acquire the best vehicles, and discover best practices for implementing a digital strategy for sourcing used vehicle inventory.	Doug Hadden <i>Executive Director,</i> Dealer Consulting Services, ADESA Auctions Doug.Hadden@adesa.com	Dealer Ops & Management (Pre-Owned)	Intermediate	Montego A

WEDNESDAY, OCTOBER 17

1:20 – 2:10 PM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
Understanding the Customer Evolution: How Connectivity, Innovation and Hyper-Competition are Changing Car-Buying Habits, & Why You Should Care Understand the changing industry trends, the forces driving the consumer shopping experience and the evolving wants and needs that drive purchases, engagement, demand, and decision making.	Diran Hafiz <i>Head of Advertiser Analytics, Automotive, Microsoft</i>	Dealer Ops & Management (Data & Analytics)	Advanced	St. Thomas A
5 Best-Performing Phone Scripts That Are Guaranteed to Sell Cars Help your team to create meaningful conversations via phone, email or chat. Explore tactics and etiquette for phone and video messaging and learn online communication coaching techniques to gather a lead's contact information to continue the conversation without coming off as pushy.	Paul Potratz <i>COO, Potratz Partners Advertising paul@ppadv.com</i>	Sales & Variable Ops (Lead Handling) (Management)	Intermediate	St. Thomas B
How to Build a 12-Month Facebook and Instagram Strategy That Yields Instant and Predictable Sales Every Month Build an entire year's Facebook and Instagram strategy that doesn't just "check the social media box," but truly drives qualified vehicle buyers into your sales team's hands. This is a PROVEN framework based on digital marketing strategies from gurus like Amazon, Zillow, and DigitalMarketer.	Pete Petersen <i>CEO, Dealers United pete@dealersunited.com</i>	Marketing & Advertising (Social Media)	Intermediate	Antigua A
You're Not Running a Democracy... Time for Change in Fixed Ops! Identify the processes and strategies that successful dealers follow to achieve record new and used vehicle sales and learn how those same processes and strategies can be applied to service and parts operations to achieve similar results.	Don Reed <i>CEO, DealerPRO Training dreed@dealerprotraining.com</i>	Dealer Ops & Management (Customer Experience) (Fixed Ops)	Intermediate	Trinidad A&B
Turn Amazon Into an Unwitting Ally Who Can Bring Your Competitors to Their Knees Learn how AI and machine learning will power most of your dealership(s) in the future in a variety of ways and what steps you can take to start leveraging machine learning and AI now.	Jeffrey Tognetti <i>Product Development Lead, DealerX Jeff@dealerx.com</i>	Marketing & Advertising (Data & Analytics) (Emerging Trends/ Disruptors)	Intermediate	Antigua B
Technology Transformation: Myths, Facts, and Fear of the Unknown Hear real-world advice on how to have a successful DMS transition at your dealership and the unforeseen benefits that come with a technology switch. Learn what obstacles present the most significant challenges, how to maintain employee morale, and what techniques dealers use to ensure smooth transitions.	John Grace <i>Associate Vice President, Dealertrack DMS Operations, Cox Automotive john.grace@coxautoinc.com</i>	Dealer Ops & Management (Leadership)	Intermediate	Montego C
Lessons in Digital Retail from Other Verticals Explore the way consumers shop online using other verticals like Apple, Amazon, and Walmart, and learn how to apply those findings to replicate your dealership's showroom process on your website. Leave with suggested process changes, as well as a playbook of website updates to connect your in store and online experience.	Andrew Gordon <i>Founder & CEO, DealerScience andrew@dealerscience.com</i>	Marketing & Advertising (Digital Retailing) (Website)	Intermediate	Montego B

WEDNESDAY, OCTOBER 17

2:20 PM

ROOM

New Product & Service Demonstrations

Expo Hall

Shop new solutions, demo products for your dealership, and check out the Beer Garden (sponsored by **Digital Air Strike**).

2:20 – 3:15 PM

ROOM

Tech Tank (A “Shark Tank” for Dealerships)

Keynote Hall

Learn about new and innovative products as nine contestants compete to take home the DD25 Tech Tank trophy. Each contestant's quick-fire presentation will be followed by an intense round of Q&A with a panel of “sharks.” The dealer audience will then cast their votes for the product they believe to be most innovative as the results display in real-time!

CONTESTANTS: Nonda, LotMonkey, Catalogs.com, Lyft Business, OfferUp, Waymark, Chameleon Cars (Presenting Swap Wheels), Prestio, and BitMoto.

SHARK PANEL: **Kristin Dillard**, Team Auto Group, **Joe Healy**, Healys Internet Training, **Toni Anne Fardette**, The Billion Dollar Girl Inc. (formerly with Atlantic Automotive Group), and **Kevin Frye**, Jeff Wyler Automotive Family.

3:15 – 4:40 PM

ROOM

KEYNOTE ADDRESS

Keynote Hall

How to Sell 100 Cars a Month - Avoid the Transactional Sales Trap & Learn the Proven Techniques That Led Ali Reda to Become the #1 Automotive Salesperson

The #1 car salesperson **Ali Reda** and his coach **Damian Boudreaux**, founder of Auto Training Academy, will share the journey that led Ali to sell 1,582 vehicles in one year, breaking a 44-year-record. In this keynote presentation (sponsored by **Fair**), you'll learn a proven business approach that can be used by any sales professional, in any market.

4:40 – 5:30 PM

ROOM

MICROSOFT KEYNOTE PANEL

Keynote Hall

Supercharging Innovation in Automotive - Marketing, AI, & the Connected Car

Join Microsoft as they discuss the shifts in advertising and how brands are engaging with customers throughout their buyer's journey and the role that the connected car plays by creating engaging experiences and to open new business models. This session will cover how OEMs and dealerships can innovate with AI connected through advertising and marketing solutions as well as by creating connected cars that combine IOT, data, analytics and a cloud infrastructure. Because, today, you are no longer just selling cars or just competing with other OEMs and car brands. You're competing across OEMs, across dealerships, and across a new disruptor - Transportation as a Service.

KEYNOTE SPEAKERS: **Diran Hafiz**, Head of Advertiser Analytics, Automotive, Microsoft, **Christi Olson**, Head of Evangelism, Microsoft, and **John Reed**, Director of Automotive Industry Solutions, Microsoft

8:00 – 11:00 PM

Digital Dealer 25 Attendee Party

Join us for drinks, dancing, live music, and entertainment at **JEWEL Nightclub** at ARIA Resort & Casino!

ADMISSION EXCLUSIVE TO: Dealership, OEM, Allied, & Speaker badge types. Party passes will be handed out at the conference reg. desk.

PARTY SPONSORED BY: Black Widow Imaging, Cardone Training Technologies, Ally Financial, Fox Dealer, Dealerwebb, Solera | AutoPoint, Storm Digital Media, Servisell, Demand Local, Inc., 11Sight, and Overtake Digital Ltd.

THURSDAY, OCTOBER 18

(Schedule may be subject to change)

8:00 AM

Badge Pickup & Onsite Registration

(Registration closes: 11:30am | Expo Hall open: 8:00 - 11:00am)

Learn more about **CallRevu** (your Registration Sponsor) by visiting their table by registration!

8:00 – 9:00 AM

ROOM

Breakfast

Keynote Hall

Join us for a delicious breakfast before the morning keynote begins!

9:00 – 9:50 AM

ROOM

KEYNOTE ADDRESS BY LYFT

Keynote Hall

Ride the Tide - How Dealerships Can Profit From the Growing Ridesharing Trend

By 2030, rideshare is estimated to represent 26% of all ground miles traveled — which may cause more than a few sleepless nights for businesses that hinge on personal car ownership. But there's no need for dealerships to worry: in fact, rideshare presents an opportunity for strategic growth. During this keynote, **Dan Trigub**, regional vice president at **Lyft**, will share how integrating rideshare into your dealer processes can differentiate you from the competition and yield positive results such as improved customer satisfaction, increased service center efficiency, lower courtesy transportation costs, and growth in new customer revenue.

10 CONCURRENT 50-MIN. SESSIONS

10:05 – 10:55 AM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
Value or Price? Which Wins in Today's Hyper-Competitive Market? Discover best practices to use your core selling proposition to jumpstart loyalty, additional referrals, and sales. This no-holds-barred Q&A session with top dealers, tech providers, and communication executives will center around this base question: does price or value win when it comes to successfully landing sales? They'll tackle the big questions such as: how to build value the entire way through the selling cycle, how price impacts buying decisions, and ultimately what it takes to reel in the lion's share of sales. You'll leave this session ready to determine your own value proposition and pricing strategies for top growth in the last quarter of 2018 and into next year.	James E. Binkley CEO, Binary Auto Solutions jbinkley@binaryauto.com Jeff Kent CEO, Kent Connects jeff.s.kent@gmail.com David Adcock President, Adcock Dealership Solutions david@adcockdealershipsolutions.com Mike Conley CMO, Sunset Auto Group mike@conleyauto.com Paul Fillmore GM / COO, Metroplex CDJR Moderator: Matt Ward Divisional VP, Binary Auto Solutions mward@binaryauto.com	Dealer Ops & Management (Reputation & Loyalty) Sales & Variable Ops (Lead Handling)	Intermediate	Montego D&E
Tip the Scales in Your Favor Unlock the five factors that build value in a price-driven environment: ease of the sale, exclusivity, expertise, effort, and the experience. Identify how you can incorporate the five factors into your dealership's processes, word-tracks, and culture.	David Booth General Manager, Shottenkirk Chrysler Dodge Jeep & Ram davidbbooth@gmail.com Jonathan Dawson Founder & President, Sellchology Sales Training jon@sellchology.com	Sales & Variable Ops (Lead Handling) (Management)	Intermediate	Jamaica A&B
Advanced Facebook Advertising: Strategies for New Privacy Regulations and Automation Platforms Learn how to build and target Facebook campaigns that comply with new privacy regulations, automate and optimize campaigns to convert shoppers to customers, create an ad calendar to schedule and manage campaigns, prepare for new Facebook features such as messenger, groups, VR, and more.	Scott Meyer Founder, 9 Clouds scott@9clouds.com	Marketing & Advertising (Social Media)	Advanced	Montego A
Always Be Opening! Discover the primary influencers of today's car buyers while they are actively researching their next vehicle purchase and the steps to increase engagement with consumers at the right time and with the right message. Identify new communication, sales, and website conversion tactics and apply these strategies to your current processes to increase sales.	Scott Pechstein Vice President of Sales, AutoWeb scott.pechstein@autoweb.com	Marketing & Advertising (Digital Retailing) (Website) Sales & Variable Ops (Lead Handling)	Intermediate	St. Thomas A

THURSDAY, OCTOBER 18

10:05 – 10:55 AM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
Your Front-Line Employees Are Your Brand! Are You Hiring the Right Ones? Drive exceptional customer experiences over the phone by optimizing how you select and develop those answering the phones. Develop an ideal candidate profile and select the right candidates using behavior-based vs traditional interviewing. Train soft skills to optimize your caller experience.	Holly Markel <i>Vice President,</i> <i>Customer Experience,</i> CallRevu hollymarkel@callrevu.com	Sales & Variable Ops (Customer Experience) (Lead Handling) (Management)	Intermediate	St. Thomas B
How Do I Stack Up to My Competition? Learn how your dealership performs against industry averages in SEO, PPC, and social media. Understand what searches consumers use most to find vehicles in their market. Learn how to see what people are doing on your site to inform your plan of action.	Dave Spannake <i>Founder & CEO,</i> Reunion Marketing dave@reunionmarketing.com	Marketing & Advertising (Data & Analytics) (SEO/SEM) (PPC)	Intermediate	Antigua A
8 Ideas for Lead Gen & Sales Capture and convert more leads in sales and service with social media. Dive into dynamic ads, lead ads with offline conversion tracking, how to use Facebook and video with customers/prospects, and what new options exist on Google and Facebook for promoting your inventory.	Brent Albrecht <i>Vice President of</i> <i>Business Development,</i> Friendemic brent@friendemic.com	Marketing & Advertising (Social Media) Sales & Variable Ops (Lead Handling)	Intermediate	Trinidad A&B
How to Use Google Accelerated Mobile Pages to Optimize Your Website for Search, and Dramatically Change Your Email Marketing Learn how to use Google Accelerated Mobile Pages (AMP) for Email to create emails with content that changes dynamically based on your current inventory, incentives, and even open appointment times. AMP for Email is new this year, and it will be a game changer when it comes to email marketing.	AJ Herold <i>Digital Marketing Director,</i> Oz Marketing aj@ozmktg.com	Marketing & Advertising (Email) (Mobile) (Website)	Advanced	Antigua B
Stop Wasting Time and Start Boosting Performance and Profit Gain tips for utilizing your time more wisely by learning how to maneuver through tasks with both courage and consideration and understanding the power of “no.” Learn how to proactively schedule your day so you devote more time to the personal and business areas that matter most for long-term goal achievement.	Karen Bradley <i>CEO,</i> Dealer Synergy karen@dealersynergy.com	Dealer Ops & Management (Leadership)	Intermediate	Montego C
How to Successfully Equity Mine Your Service Drive Drive significant sales through a service lane equity mining process. Walk away with process, place, people, pay plan, policy, and procedure recommendations that will help you implement a process that will deliver between 2% and 4% conversion of RO's into sales, and create a new pre-owned profit center.	Darren VanCleave <i>Vice President, FullThrottle,</i> Stream Companies darren.vancleave@streamcompanies.com	Dealer Ops & Management (Fixed Ops) (Pre-Owned) Sales & Variable Ops (Management)	Intermediate	Montego B

10 CONCURRENT 50-MIN. SESSIONS

11:10 AM – 12:00 PM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
Do You Know What Your Dealership's Brand Promise Is? More Importantly, Do Your Customers Know? Learn a step-by-step process for developing a concrete and tangible brand promise for your dealership. Understand why a brand promise is critical to establishing a customer-friendly sales process and hear how others have leveraged their brand promise to increase sales and profits.	Patrick McMullen <i>SVP, Strategy & Innovation,</i> MAXDigital pmcmullen@maxdigital.com	Sales & Variable Ops (Management)	Intermediate	Montego D&E

11:10 AM – 12:00 PM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
Back to the Future Unlock the secrets being used by companies like Amazon for everything from driving traffic to vehicle merchandising, conversion and beyond. Learn how to implement these engaging tactics on your website and how to inspect each of these strategies to see how they're performing. Leave this session with a new approach for your website that will drive a better shopping experience along with increased conversion leading to more connections for your dealership.	Joel Matteson <i>Director of Sales,</i> Dealer eProcess joel@dealereprocess.com Maria Espinoza <i>Director of Business Development,</i> Dealer eProcess maria.espinoza@dealereprocess.com	Marketing & Advertising (Website)	Intermediate	Jamaica A&B
How to Make the Most of Every Lead When the Market Isn't Booming Identify opportunities in your store that are currently being mismanaged and steps you can take to manage leads more efficiently. Learn CRM best practices and how to effectively follow up with all customers in the database. Learn what processes you can follow to hold your team more accountable to lead capture, extracting quality information, and closing more deals.	Barrett Schrader <i>Vice President of Sales,</i> Proactive Dealer Solutions bschrader@bdcexperts.com	Sales & Variable Ops (Lead Handling) (Management)	Intermediate	Montego A
A SMART Sourcing Strategy and Measurable Hiring Process for Human Capital as a Sustained Advantage Understand how a defined and measurable hiring process - combined with a strong dealership employment brand and data-driven sourcing strategy - leads to higher-performing team members, higher gross, and reduced costs.	Scott Brinkman <i>Vice President, Product,</i> Hireology sbrinkman@hireology.com	Dealer Ops & Management (Hiring / Retention)	Intermediate	St. Thomas A
Manage Your Customer Data as a Strategic Asset Identify the type of data that you need to collect, how to assign value to that data, and how to create a plan for acquiring customer data that gives you a strategic advantage over competitors in your primary market area.	Scot Eisenfelder CEO, Affinitiv seisenfelder@affinitiv.com	Dealer Ops & Management (Data & Analytics)	Intermediate	St. Thomas B
What Buyers Want: Eliminating the Digital Experience Gap With Non-Automotive Retailers Understand the specific aspects of the purchase experience where consumers believe non-automotive retailers outperform auto retailers and learn important strategies to bridge the digital customer experience gap between the automotive dealer and non-automotive retailer.	Doug Van Sach <i>Vice President of Analytics & Data Services,</i> AutoLoop dvansach@autoloop.com	Marketing & Advertising (Customer Experience) (Digital Retailing)	Intermediate	Antigua A
Your Digital Retailing Strategy and Vendor Reporting Is Massively Flawed Become aware of how the evolution of automotive marketing, with the explosion of digital, has created a tangled web of vendors and reporting devoid of the necessary context to make them truly useful or actionable. Learn how to give your reporting the missing context it desperately needs, reduce the 'noise,' and see the right signals to get to the next level.	Charlie Bass <i>Vice President of Sales,</i> PureCars charlieb@purecars.com	Marketing & Advertising (Data & Analytics)	Intermediate	Trinidad A&B
Gone in 60 Minutes: The Race to Profit, CSI and Retention Through Customer Experience Create a more satisfying retail experience by streamlining your sales and F&I processes. Learn how to eliminate non-essential tasks in service of reducing time in store, leverage "spot deliveries" while minimizing risk, and get customers consistently through your sales process in 60 minutes.	Mike Stoll <i>Director, CDK Consulting,</i> CDK Global mike.stoll@cdk.com	Sales & Variable Ops (Customer Experience) (F&I) (Management)	Intermediate	Antigua B

THURSDAY, OCTOBER 18

11:10 AM – 12:00 PM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
What If Your Dealership Could Be Everywhere? Customer Expectations Have Evolved, Has Your Dealership? Learn how to make accurate and timely offers with seamless/frictionless service experiences to positively impact response rates and program ROI.	David Zwick <i>Managing Director,</i> Solera RedCap david@getredcap.com	Dealer Ops & Management (Reputation & Loyalty) Sales & Variable Ops (Customer Experience) (Fixed Ops)	Intermediate	Montego C
Inventory Control vs. Inventory Management, What's the Difference? Learn how to control your inventory through vendor supply chain management and real-world business principles, join Mike Boyd for an informative session focused on inventory control utilizing the 3 T's: Time, Technology, and Talent.	Mike Boyd <i>Founder,</i> iReconCars mboyd@ireconcars.com	Sales & Variable Ops (Management)	Intermediate	Montego B
10 CONCURRENT 50-MIN. SESSIONS				
12:15 – 1:05 PM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
The Secret to Crafting the Perfect Landing Page Dive into creating engaging and elegant landing pages that are not only effortless to build but also painlessly optimized for SEO and mobile. You'll also learn how to create Metrix for your pages to measure success.	Erika Simms <i>Vice President,</i> Dealer Authority erika@dealerauthority.com Jared Grabill <i>CTO, Logicdrop</i> jared.grabill@logicdrop.com	Marketing & Advertising (SEO/SEM) (Website)	Intermediate	Montego D&E
Sleepers: How to Maximize the Hidden Value of Your Database Uncover how much of a dealer's database is comprised of unsold leads and what those unsold leads can yield on average when brought back into the sales mix. Leave with automation strategies and programs that can bring dead leads back to life.	Jon Petron <i>Vice President of</i> <i>Advanced Services,</i> Outsell jon.petron@outsell.com	Sales & Variable Ops (Data & Analytics) (Management)	Intermediate	Jamaica A&B
Marketing for the Era of Conversational AI Explore the conversational AI landscape and how voice search and intelligent agents play into this landscape to identify the opportunity for brands today to optimize both paid and organic search.	Christi Olson <i>Head of Evangelism,</i> Microsoft	Marketing & Advertising (Emerging Trends/ Disruptors) (PPC) (SEO/SEM)	Intermediate	Montego A
SEO Back to the Future: From Basic Foundations to Capitalizing on Emerging Opportunities Explore the past, present, and future of the SEO industry. You'll learn what works, why it works, and how to make sure proper SEO is being done at your dealership to maximize results.	Adam Rouff <i>COO,</i> DigiSphere Marketing, Inc. adam@digispheremarketing.com	Marketing & Advertising (SEO/SEM)	Intermediate	St. Thomas A
Creating Pay Plans That Drive Profitability! Utilize an activity-based pay plan approach that will lead to more engaged employees and lower turnover. Andy will demonstrate the exact elements that will provide managers with better control over their teams. You'll learn how to successfully implement pay plan changes without throwing your dealership into turmoil!	Andy Church <i>CEO,</i> Profit By Action Andyc@aseamericas.com	Dealer Ops & Management (Hiring / Retention) (Management)	Intermediate	St. Thomas B
The Missing Value in F&I Improve customer experience and increase the sale of F&I products (whether it's a conventional delivery or a digital remote delivery) by learning, leading, and leveraging Level 5 Value.	Mike Hirschfield <i>CEO,</i> Assured Influence Mike@AssuredInfluence.com	Sales & Variable Ops (Customer Experience) (F&I)	Intermediate	Antigua A

THURSDAY, OCTOBER 18

12:15 – 1:05 PM	SPEAKER	TRACK & TAGS	LEVEL	ROOM
CRISP: Key Metrics to Enhance Sales Over the Phone Gain insight into your dealership's current phone processes and where you can improve - on both inbound and outbound calls. Implement the CRISP acronym at your store to enhance sales, improve customer service, and achieve clarity on what's happening on your phones.	Teresa Bordenet <i>Senior Director of Business Development,</i> Car Wars teresa@carwars.com	Sales & Variable Ops (Lead Handling) (Management)	Fundamental	Trinidad A&B
The CRM of Tomorrow Today Learn how to create action plans in your CRM that elicit a higher response/engagement rate.	Toni Anne Fardette <i>President & COO,</i> The Billion Dollar Girl, Inc. ToniAnne@thebilliondollargirl.com	Sales & Variable Ops (Lead Handling) (Management)	Intermediate	Antigua B
Hyperlocal Branding: Business Listings & Locator Pages Understand the forms of hyperlocal branding and advertising. Determine where, when, and how your customers are finding you. Learn how to use your business listings data to drive more website and foot traffic to your dealership.	Ali Fawaz <i>Senior Director,</i> <i>Worldwide Automotive,</i> Reputation.com afawaz@reputation.com	Marketing & Advertising (Reputation & Loyalty) (SEO/SEM)	Intermediate	Montego C
Why Audience-First is Your Best Marketing Strategy Learn how to segment your traffic or CRM data to create relevant audiences and serve different messages by segment. Create meaningful audience lists in Google and Facebook either by customer lifecycle or your revenue centers and use remarketing with all channels, so that your Lookalike audiences will be more robust.	Dena Denman <i>Associate Director</i> <i>- Account Strategists,</i> L2TMedia marketing@l2tmedia.com	Marketing & Advertising (SEO/SEM) (Social Media)	Intermediate	Montego B