




Automotive management LIVE

2021 Agenda

Thursday, 11 November 2021

	 Operational Excellence	 Digital Sessions	 Inspiration Theatre
09:30 - 10:00			
10:00 - 11:00		10:00 – 10:30 Defining the ultimate digital customer journey	
	10:30 – 11:00 Driving improved customer loyalty through reputation experience management	10:45 – 11:15 Keeping drivers, traffic and partners moving with smart navigation technology	10:30 – 11:30 Leading teams through change
11:00 - 12:00			
	11:45 – 12:30 Increase customer acceptance rates and sell more vehicles	11:30 – 12:00 How the pandemic has changed consumer behaviour for good	
12:00 - 13:00			
	12:45 – 13:25 Creating the best car buying experience post Covid	12:15 – 12:45 Connected Retailing - How the right technology can help you compete	12:30 – 13:15 Smash The Electric Vehicle Transition
13:00 - 14:00			
		13:45 – 14:15 Digitalisation – what car buyers and owners really want	14:00 – 14:15 Give the power back to the dealers
14:00 - 15:00			
		14:30 – 15:00 How to gain market share in an increasingly turbulent online marketplace	14:30 – 15:15 TBC
15:00 - 16:30			

Exhibition

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Theatre key



Operational Excellence



Digital



Inspiration Theatre



10:00 –
10:30

Defining the ultimate digital customer journey

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CitNOW GROUP

With digital communications and online channels playing a more central role in the retail strategy for many car retailers, the CitNOW Group is drawing on the breadth of knowledge and experience of the companies under its umbrella, including CitNOW, Dealerweb and Tootle, to define the ultimate buying experience for customers and efficiency for retailers. This session will ensure retailers understand how to effectively use each platform available in the CitNOW Group to help them sell more - with success measured in the efficiency of communications, customer satisfaction and their propensity to buy.

Alistair Horsburgh, *Group Chief Revenue Officer, CitNOW*



10:30 –
11:00

Driving improved customer loyalty through reputation experience management

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Reputation

It has long been accepted that it's cheaper to retain an existing customer than to attract a new one. How true that old adage remains today is up for debate, but one that's for certain is that if you can do both, you're setting yourself up for success.

Andy Wand, Reputation's EMEA Director of Automotive, will share his thoughts from his 30-year career in the sector. Does customer loyalty still matter? How, in an increasingly digital world, can auto brands drive loyalty? Where does customer experience come into play? How can you optimise your online presence to both drive loyalty, and increase sales?

Wand believes feedback fuels progress, and when done right, it can drive customer loyalty and brand satisfaction.

Andy Wand, *EMEA Director of Automotive, Reputation*

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10:30 –
11:30

Leading teams through change

The Covid-19 pandemic has presented unprecedented and unique challenges to businesses across the world, with automotive retailers needing to shut showrooms, furlough staff and ramp back up as the market bounces back. This session will see Kevin Gaskell offer his perspective on the future of the automotive industry and how leaders can inspire their teams to drive positive results.

Kevin Gaskell, *Automotive Entrepreneur and Adventurer*

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11:30 –
12:00

How the pandemic has changed consumer behaviour for good

Social media is part of the customer journey now and targeting stock through platforms like Facebook is a tried and tested way to find in-market customers looking for their next car. This session will look at how the pandemic has changed consumer behaviour permanently and how retailers can adapt with an expertly targeted social media strategy. Jeremy Evans, Marketing Delivery managing director, will present a general overview of what is working for OEMs on social media platforms, but will also look further down the funnel to offer practical steps for retailers to put in place to use in-market data to intelligently track and market to the right audience with the right offers.

Jeremy Evans, *Managing Director, Marketing Delivery*

Anita Fox, *Head of Automotive, Facebook*

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11:45 –
12:15

Increase customer acceptance rates and sell more vehicles

This session will look at how technology can help automotive retailers streamline the finance process within the automotive industry, improving lender underwriting efficiencies and increasing customer satisfaction. The presentation will also look at how eligibility can help with FCA compliance and help with new finance models like rate for risk.

Mat Stonley, *Business Development Director, Experian*

Andrew Gill, *Head of Lender Products, Codeweavers*

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12:15 -
12:45

Connected Retailing - How the right technology can help you compete

The last 18 months have seen rapid changes across automotive retail space with the best dealerships successfully transforming their digital capabilities to meet consumer demand online.

James Tew, iVendi chief executive, will present a session looking at how the best retailers are using the latest technology to successfully compete and manage the digital sales journey, while making sure profitability is also enhanced as more and more self-service functionality is added to the customer journey online. Tew will also offer a glimpse into the future of online retailing innovation and what retailers can expect in the next few years.

James Tew, CEO, iVendi

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12:30 –
13:15

Smash The Electric Vehicle Transition

This presentation will inspire and advise dealers of the opportunities presented by the roadmap to zero emission new cars before 2030. Along with the new technology comes a pressing need for customer engagement that has not been so high for decades. The dealers that smash the transition will have well-informed and engaged workforces, will adapt and innovate their services to attract and retain customers, and by 2030 will have established their brand as a centre of EV excellence.

Arturs Smilkstins, Partner, Boston Consulting

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12:45 –
13:25

Creating the best car buying experience post Covid

This special used car operational excellence panel discussion will draw on the combined expertise of members of Cox Automotive's retail solutions brands (Modix, Codeweavers and eVA) to discuss the post-Covid car buying experience. They'll share their insights on shifting consumer buyer behaviours and how this is defining a new omni-channel customer experience expectation, including the role of vehicle presentation, search, finance, and part-exchange in an increasingly digital world.

Stuart Miles, *Managing Director Retail Solutions, Cox Automotive*

James Smith, *Country Director, Modix UK*

Andrew Heywood, *Head of Client Engagement, Modix UK*

James Talbot, *UK Head of Product, eVA Valuations & Appraisals*

Victoria Shore, *Senior Client Relationship Manager, eVA Valuations & Appraisals*

Shaun Harris, *Commercial Director, Codeweaver*

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13:45 –
14:15

Digitalisation – what car buyers and owners really want

Keyloop's digital seminar will enable automotive retailers to better understand consumer expectations and desires during the real-life, virtual and hybrid moments in the car buying and ownership lifecycle. Using as yet unseen customer data from Keyloop's landmark study and report - "Digitalisation: An unstoppable force in automotive retailing and aftersales" - the seminar will spotlight the areas of dealership operations that will most benefit from rapid digital transformation. As ever from Keyloop, the focus is to help retailers to create a truly connected automotive consumer experience in order to maximise profitability.

Tom Kilroy, *Chief Executive, Keyloop*

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keyloop™



14:00 –
14:15

Give the power back to the dealers

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salesforce

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14:30 -
15:00

How to gain market share in an increasingly turbulent online marketplace

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CarGurus

Nathan Quayle and Dan Delderfield, both national account directors at CarGurus/PistonHeads, will dive into the data and consumer insights the business has gathered over the past 18 months. This session will look at how digital retailers can leverage this data and the changes in consumer behaviour to uncover new opportunities and gain market share in an increasingly turbulent online marketplace.

Dan Delderfield, *National Account Director, CarGurus*

Nathan Quayle, *National Account Director, CarGurus*