

# Automotive Management LIVE Agenda

8<sup>th</sup> November 2018 | NEC, Birmingham

		Best Practice Session 1	Best Practice Session 2	Best Practice Session 3	Best Practice Session 4	IMI People Theatre	AM Hub	Future of Automotive Retail
09:00 – 10:00	Exhibition							
10:00 – 11:00		10:15 – 11:00 How video has evolved the vehicle sales process	10:15 – 11:00 'Go with the numbers' - why your dealership can't ignore social media any more	10:15 – 11:00 Use authentic reviews to drive more business	10:15 – 11:00 Preparing to deliver online vehicle sales	10:45-11:45 IMI People Theatre - Open - Management & Leadership - Diversity		
11:00 – 12:00								
		11:30 – 12:15 Using data to build a high-performance sales culture	11:30 – 12:15 Used car market overview and how the top 100 dealers have performed	11:30 – 12:15 Automotive Tango: How to Best Connect with More of Today's Shoppers	11:30 – 12:15 The website as the heart of dealer digital comms	12:00-13:30 IMI People Theatre <i>Lunchtime open session:</i> Apprenticeships and Levy	12:15 – 12:45 Best Dealerships to Work for Presentation	
13:00 – 14:00								13:30-15:00 The Vision of the Future Seminar
14:00 – 15:00						14:15-15:10 IMI People Theatre (repeat morning session)		
15:00 – 16:30								

*This is a draft agenda. Organisers reserve the right to make changes*

## Best Practice Seminars

The best practice sessions have been specially devised with AM's industry partners to provide senior decision-makers, managers and operational executives in automotive retail businesses with additional insights to help with forward planning. The sessions will be direct, highly informative and hard-hitting with tangible advice and tips designed to be readily implemented on return to the business.

### Thursday 8<sup>th</sup> November

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#### ■ How video has evolved the vehicle sales process

Alistair Horsburgh, CEO, CitNOW

Drawing on CitNOW's data, this session identifies what customers do after watching a video, the wider customer experience of the new and used car purchase process and the part played by digital communications, particularly video. Now a prominent part in the omni-channel world of automotive retail, video has changed the car buying and owning process and will continue to evolve this space. In addition, CitNOW will reveal findings from latest consumer research undertaken in 2018.

#### ■ 'Go with the numbers' - why your dealership can't ignore social media any more

Jeremy Evans, Managing Director, Marketing Delivery

Examining the numbers behind the social media phenomenon, Jeremy Evans of Marketing Delivery will show how Facebook advertising is an essential part of the dealer marketing plan. In this masterclass Evans will be showcasing some of the methods and tools used to reach an ever-increasing number of consumers. With real-world examples of campaigns and content that have driven sales, this session will show how to build campaigns that will last.

#### ■ Use authentic reviews to drive more business

Neil Addley, Managing Director, JudgeService

Today's consumers are sharers. They are also truth seekers. We can reveal new factual data about how authentic feedback at the most critical micro moments in the user journey can help you drive more business. This applies in both the sales process and the ongoing relationship with the customer. This will help you secure more sales and more repeat business.

#### ■ Preparing to deliver online vehicle sales

James Tew, CEO, iVendi

With increased confidence from consumers in transacting big-ticket items online, dealers and manufacturers are both investigating and investing in ways to deliver an end-to-end online purchase solution. Tew will draw on iVendi's recent Report on Online Motor Retailing which explores the attitudes of consumers, dealers and

manufacturers to online motor retailing. With the overarching message that online motor retail is set to grow this session explores some of the changes likely to occur.

#### ■ **Using data to build a high-performance sales culture**

David Boyce, Managing Director, enquiryMAX

This session explores how data can be used to help build a high-performance sales culture, how simple changes can make a big difference to sales conversion and why each lead should be treated with the highest priority. Sales data should be used every day and at every customer interaction. It can enable better cross-selling from the service department to sales team to create a low cost and efficient route to generating business.

#### ■ **Used car market overview and how the top 100 dealers have performed**

Anthony Machin, Head of Content, Glass's Guide

Using our award-winning Live Retail Pricing and trusted Trade valuations Glasses will provide an overview of 2018 to see how the market has performed. Their unparalleled insights will also be used to discuss how the top 100 franchised dealerships have performed against each other in terms of used car sales. In a year when the 'used car has been king', who has made the greatest claim for the throne?

#### ■ **Automotive Tango: How to Best Connect with More of Today's Shoppers**

Thom Coupar-Evans, UK Sales Director, Contact At Once!

If you want to provide a better consumer experience, you need a smart, seamless way to move people through the car shopping and purchase process. This session explores how messaging technologies (from chat to SMS to Facebook Messenger) can help and how to use them to your advantage. In fact, we'll walk you through an approach - the Automotive Tango - that has helped dealers make almost double the number of connections with online shoppers.

#### ■ **Daring to be different and lessons from eCommerce**

Martin Dew, Digital Solutions Director, Autoweb Design

The website continues to beat at the heart of the dealer's marketing strategy. Harnessing the mass of information generated by your website means dealers can target effectively and increase the likelihood of generating enquiries which ultimately translates into more sales. From mobile friendly sites to driving web traffic and delivering the right content, this session explores latest developments and website user behaviour to help dealers fine tune their digital strategy.

## Future of Automotive Retailing

The Future Dealership Zone will reflect the changing retail landscape and propose that technology is changing the way people use cars and the way dealers retail them. Senior business leaders will outline how they see the future evolving for motor retail, the driving forces behind that evolution, and how dealers can adapt their businesses to remain relevant.

## The Vision of the Future Seminar

New for AML 2018, this strategic seminar is where expert speakers will give the industry's senior leaders insights into how the sector and their businesses will evolve over the next decade. Research body the ICDP has published its European Dealer of Tomorrow report, and Managing Director Steve Young will present the in-depth findings in the seminar, highlighting the need to prepare for a changing retail environment but also busting several myths:

**Myth 1:** Dealers will become obsolete.

**Myth 2:** The impossibility of a single customer record.

**Myth 3:** Motorists will want to use rather than own their own car.

**Myth 4:** Fewer revenue streams are on the horizon.

**Myth 5:** Short term targets and bonuses will always feature.

### ■ The changing automotive retail environment — 13:30

**Steve Young**, Managing Director, ICDP | ICDP's recently published European Dealer of Tomorrow report predicts evolution rather than revolution for the sector but warns dealers need to prepare for a changing retail environment. Drawing on insights from its European Dealer of Tomorrow report, Steve Young will highlight areas of change, but also busts several myths when it comes to the future of automotive retail. What is sold will change, but OEMs will still need a physical representation for their brands which dealers are best placed to provide. However, the scale of networks will reduce and the nature of selling will change

### ■ Sponsor talk — 13:50

**Paul Humphreys**, Managing Director, Cox Automotive UK

### ■ 14:05

**Tony Whitehorn**, Chief Executive, Hyundai Motor UK | One of the first OEMs to trial a new way of retailing opening boutique-style digital stores in shopping centres as well as developing its 'Click to Buy' concept, CEO Tony Whitehorn highlights lessons learned including the need for flexibility in a period of change. Increased digitisation, advanced technology, new products with a broad range of propulsion options and changing



consumer behaviour are all impacting automotive retail. This session explores how Hyundai is evolving and working even more closely with its network to meet the needs of today's and tomorrow's customer.

■ Dealer talk — 14:15

**James Mullins**, Finance Director, **Cambria Automobiles**

■ *Five key trends driving the transformation of automotive retail* — 14:25

**Marcus Dacombe**, Product Marketing Director, **CDK Global** | CDK will explore the top five key future trends that will drive the transformation of automotive retail. The discussion will also explore 'seamless consumer experiences' and 'omni-channel delivery' which whilst existing in principle, in reality the sector delivers a fragmented consumer experience. Consumers expect the same one-click digital experience they receive in other sectors and the industry can look at these to gauge direction. This session urges the sector to look dynamically at what's happening now, what's next and what's the 'wow' for the future.

■ Q&A Panel — 14:40

**John Clark OBE**, Group Chairman, **John Clark Motor Group**

**François de Bodinat**, CMO, **Zerolight**

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## IMI People Theatre

*Morning Session – 10.45am*

■ Open — 10.45am

**Steve Nash**, Chief Executive, **IMI**

■ Management & Leadership — 10.50am

**Nigel Banister**, Director, **GMD People**

GMD People is set to provide lively and engaging insights at the IMI People Theatre into how motor retailers can better support their staff. The motor retail industry's staff attrition rate is between 30 and 40%, according to BDO, which conducts an annual salary and employment survey. Dealers are investing in staff development, only for a third of them to leave, and GMD People's own research shows managers claim a lack of time is preventing their own learning and hindering their ability to support staff.

Nigel Bannister, director of GMD People and a former HR manager at Volkswagen Group, believes there are ways for dealers to better plan about their development and leadership within a business.

"The area that has the most development needs is the people bit. It's about recruiting them, engaging them and leading them. That is the area where managers are weakest, which is why there's this 30-40% attrition rate. We're on a mission to try to bring that down" he said.

*30 minutes of lively and engaging insights into this tricky subject.*

■ Diversity — Shaping the future automotive workforce — 11.20am

Valerie Risk, Client Executive, FUJITSU

Lynda Ennis, founder, Ennis & Co

An informative, fun and inspiring seminar on how the future challenges facing the automotive retail industry will require a more diverse mix of skills and talents. The case for this, exploring how to make it happen and what the benefits may be.

■ Q&A/ panel discussion (SN) 11.40am

*Finish 11.45*

*Lunchtime open session – 12.00 – 1.30pm*

■ Apprenticeships and Levy

Steve Nash, Chief Executive, IMI & IMI Specialists - TBC

This will be an informal session where visitors can come and speak to IMI specialists, moving from frameworks to standards.

*Afternoon Session – 2.15pm (repeat morning session)*

■ Open — 2.15pm

Steve Nash, Chief Executive, IMI

■ Management & Leadership — 2.20pm

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■ Q&A/ panel discussion (SN) 3.10pm

*Close 3.20pm*