

# 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
09:00 – 10:00	Exhibition						09:30 – 10:00 GDPR Update
10:00 – 11:00		10:15 – 11:00	10:15 – 11:00	10:15 – 11:00	10:15 – 11:00	10:00 – 10:45 AM & IMI People Seminar	
		Best Practice Session	Best Practice Session	Best Practice Session	Best Practice Session		
11:00 – 12:00							
		11:30 – 12:15	11:30 – 12:15	11:30 – 12:15	11:30 – 12:15	11:30-12:30	
		Best Practice Session	Best Practice Session	Best Practice Session	Best Practice Session	AM & IMI People Seminar	
12:00 – 13:00							Best Dealerships to Work for Presentation
13:00 – 14:00							
14:00 – 15:00		Future Dealerships Presentation				14:00-15:00 AM & IMI People Seminar	
15:00 – 16:00							
16:00 – 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.

#### ■ **The website as the heart of dealer digital comms**

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.