

# Automotive Management LIVE Agenda

Thursday, November 7, 2019 | NEC, Birmingham

		THEATRE 1	THEATRE 2	THEATRE 3	IMI & Motor Finance Theatre	AM HUB & FUTURE DEALERSHIP ZONE
9:30						
		10:15 – 11:00 Social Media	10:15 – 11:00 Video			
11:00 – 12:00		11:15 – 12:00 Online Vehicle Retailing	11:15 – 12:00 Creating Customer Loyalty	11:15 – 12:00 Leadership & Focus	11:00-12:30 Skills Standards for New and Emerging Technologies sponsored by The IMI	
12:00 – 13:00		12:15 – 13:00 Live Chat	12:15 – 13:00 The Future of Automotive Retailing	12:15 – 13:00 Used Car		
13:00 – 14:00		13:15-14:00 Digital Marketing/ Website	13:15-14:00 Data Driven Leadership & Management			13:00 - 13:15 Best UK Dealerships To Work For  13:00-13:15 RAPID RTC Future Zone Session
14:00 – 15:00					14:30-15:30 Motor Finance session sponsored by MotoNovo Finance	
15:00 – 16:00						

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

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## Best Practice Sessions

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.

■ 10:15 | **Social Media** | Theatre 1

**Jeremy Evans**, Managing Director, **Marketing Delivery**

Marketing Delivery explores how automotive retailers can take eCRM to the next level using social media to connect with potential car-buyers. Evidence suggests dealers can achieve higher levels of customer engagement using a precise and targeted approach to social media and marketing, making a more relevant, compelling and persuasive offer for customers.

■ 10:15 | **Video** | Theatre 2

**Alistair Horsburgh**, CEO, **CitNOW**

As online retail and on-site become ever more entwined for car buyers, digital assets such as video, still imagery and 360 views are vital in persuading customers to take the next step. Horsburgh will discuss how the current process for capturing and publishing web assets is broke and demonstrate how to halve your time to web.

■ 11:15 | **Online Vehicle Retailing** | Theatre 1

**James Tew**, CEO, **iVendi**

With online motor retail developing rapidly, James Tew looks at the latest trends including the emergence of blended solutions that enable customers to mix different elements of the sales process both online and in the showroom.

■ 11:15 | **Creating Customer Loyalty** | Theatre 2

**Lyn Howdon**, Global Head of Academy and Learning, **Chrysalis Loyalty**

**Mark Fretwell**, Commercial Director, **Chrysalis Loyalty**

Chrysalis Loyalty shares proven strategies for achieving sustainable growth through improved customer retention. Explore strategies for segmenting your customers, understanding behaviour, using data and machine learning, and the technologies available to help connect with customers now and in the future.

■ 11:15 | **Leadership & Focus** | Theatre 3**Neil Addley**, Managing Director, **JudgeService Research**

After working with some of automotive retail's most successful groups, Addley will deliver an informative and insightful view of what he's learned about leadership from some of the best in the business.

■ 12:15 | **Live Chat** | Theatre 1**Thom Coupar-Evans**, UK Sales Director, **LivePerson**

This session explores how messaging technologies (from chat to Facebook Messenger to WhatsApp) can help the car shopping and purchase process and how to use them to your advantage. Take a walk through 'the Automotive Tango' that has helped dealers make almost double the number of connections with online shoppers.

■ 12:15 | **The Future of Automotive Retailing** | Theatre 2**Marcus Dacombe**, International Product Marketing Director, **CDK Global**

CDK Global take a glimpse into the not-too-distant future of automotive retailing where rapid change is already afoot tackling some of the challenges retailers need to face including even more digitisation, evolving consumer behaviour and how technology will impact the sector even further.

■ 12:15 | **Used Car** | Theatre 3**Anthony Machin**, Head of Content, **Glass's**

Glass's provides expert insights into the performance of the 2019 used car market and the trends and influences the sector can expect to see in 2020. This session will provide the story behind the figures for the clarity retailers need to plan their used car strategy.

■ 13:15 | **Digital Marketing/ Website** | Theatre 1**Martin Dew**, Digital Solutions Director, **AutoWeb Design**

Autoweb Design focuses on the virtual shop window – the website. During this session the discussion will centre on search engine marketing and how to optimise your website and reporting in order to maximise return on investment.

■ 13:15 | **Data Driven Leadership & Management** | Theatre 2**Neil Murphy**, Automotive Data Scientist, **Real World Analytics**

Real World Analytics shows how to crunch the numbers to obtain real world insights into your business, turning data and information into action which boosts sales and profits. This session focuses on how motor retailers can work smarter rather than harder and make data work for your dealership.

## IMI People Theatre – Skills Standards for New Emerging Technologies

11:00 - 12:30

Designed to ensure the highest standards of safety are implemented when working with electrified vehicles and Advanced Driver Assistance Systems (ADAS), the Institute of the Motor Industry (IMI) will use its platform at Automotive Management Live to highlight its new TechSafe campaign. The aim is to provide the industry with the appropriate skills for new technology including electrification, ADAS, connectivity and autonomous vehicles. The IMI continues to work with the sector, the Department for Transport, the Health & Safety Executive (HSE) and other key stakeholders to develop TechSafe. That includes working with Thatcham on the introduction of a new code of practice for ADAS and working with a broad-based Sector Advisory Group to establish agreed standards which will ensure the industry meets its obligations under the Electricity at Work Regulations.

Joining CEO **Steve Nash** on stage at the IMI People Theatre will be: -

- **Tom Denton**, the IMI's Technical Expert, **Technical Trainer and Consultant**
- **Quentin Le Hetet**, General Manager, **GiPA Group UK (automotive data and research)**
- **Dean Lander**, Head of Repair Sector Services, **Thatcham Research**

Employers have to comply with Electricity at Work Regulations when staff are working with electrified vehicles (hybrids, plug-in hybrids and EVs). The IMI has developed qualifications and accreditations, supported by e-learning resources and deliverable through more than 600 IMI Approved Centres, which will provide individuals with the means to achieve TechSafe registration on the IMI's Professional Register.

## Motor Finance Theatre

14:30 - 15:30

Back by popular demand is the Automotive Management Live Finance theatre, bringing together inspiring keynote speakers from the field of motor finance.

Three expert speakers will explore the latest insights and developments including discussing the latest news from the Financial Conduct Authority's (FCA) review of motor finance.

If you're wondering what impact the FCA review of motor finance may have on your car dealership, the finance session at Automotive Management Live at Birmingham NEC is right for you.

AM LIVE's F&I Theatre featured in our 2016 and 2017 shows and whilst FCA compliance has been an on-going concern for retailers, the regulator's renewed focus is creating some disquiet in the sector.

- **Ben Standish**, Product Owner/Triple Win Business Lead, **MotoNovo Finance**
- **Robin Penfold**, Partner, **TLT LLP**
- **Neil Smith**, Business Operations Director, **Imperial Car Supermarkets**

Key topics in the FCA's spotlight include:

- Broker commission
- Vulnerable customers
- Fines collected triple
- GAP insurance
- General insurance review
- Senior managers and certification regime