

The UK's leading event for
motor retailers



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Automotive Management LIVE Agenda

Wednesday 20th - Thursday 21st January, 2020

Keynote
 Retail
 Digital
 Interview

**Agenda subject to change*

	Day 1: Wednesday 20 th	Day 2: Thursday 21 st
9:30	9:30 - 09:50 AM100 Dealer Interview with Tim Rose	9:30 - 09:50 AM100 Dealer Interview with Tim Rose
10:00	10:00 – 10:30 Connecting the ecosystem; making automotive commerce faster, better and smarter	10:00 – 10:30 Saved cost - Saved time - Saved space Getting digital done!
10:30		
	10:45 – 11:15	10:45 – 11:15
11:00	Digital	Driving engaging customer experiences
11:30	11:30 – 12:15	11:30 – 12:15
	Leadership in a virtual world	Motor Retail Property
12:00		
12:30	12:30 – 13:00 Insight and reviews drive away the winter blues - Beat the bug and smash your budget in 2021	12:30 – 13:00 Steer Your Dealership To Online Success & Turn Feedback Into Action
13:00		
	13:15 – 13:45	13:15 – 13:45
13:30	Easy wins to boost your aftersales retention	The Future of Aftersales: How to take market share of the largest vehicle parc in UK history
14:00	14:00 – 14:45	14:00 – 14:45
14:30	Economic Outlook	Dealer Sustainability
15:00	15:00 – 15:30 Social Media	15:00 – 15:30 Connection with the digital consumer
15:30		
	15:45 – 16:15	15:45 – 16:15
16:00	Retail	Retail

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Keynote Sessions



Leadership in a virtual world

Sponsored by Real World Analytics

Workplaces have become dispersed in 2020 due to the pandemic. This has driven innovation in how business leaders and managers interact with their teams, keep motivation and inspiration high and drive teams towards their shared goals. In this strategic keynote session, we will examine best practice in remote leadership, including specific dealer case studies.



Economic Outlook

Sponsored by MotorDocs

Brexit and the economic shock from the coronavirus pandemic have marked 2020. But what lies ahead in 2021 and beyond? This strategic keynote session will explore the likely outcomes of both Brexit and the COVID countermeasures and drill down into their impact on motor retail directly.



Motor Retail Property

Alongside headcount, property is the most significant investment made by motor retailers. This strategic keynote session will examine how these investments and disposals can be made cost effectively and will consider options for next generation property and alternate use of outdated sites.



Dealer Sustainability

Sponsored by CDK

The present and future profitability of franchised dealer networks is dependent on the evolution of the traditional business model. This strategic keynote session will outline why automotive leaders must plan now how their businesses can adapt and become more efficient as consumers get more freedom to choose how they 'buy' and maintain their cars and as electrified vehicles become more commonplace.

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Seminar Sessions

Retail Sessions

Connecting the ecosystem; making automotive commerce faster, better and smarter

Join this session with CDK Global, and industry-leading partners who are integrating their applications with the mutual aim to support dealers. You'll hear first-hand examples from dealers and see how the API integrations work in theory and practice, while delivering a seamless consumer experience.



Easy wins to boost your aftersales retention

Placing the aftersales challenges under the microscope, this session looks at a variety of concerns from customer satisfaction and how to give it a boost, the rise of disruptors, the arrival of EVs and their fewer moving parts requiring less maintenance and changing mobility behaviours.



Saved cost - Saved time - Saved space | Getting digital done!

Embracing technology and digital ways of working have been frequently cited as fundamental to recent and sustainable successes of dealerships, even through the Covid 19 crisis. This 20 minute case study session for AM Live will dig a little deeper behind the headlines to demonstrate how 2 dealerships have leveraged the power of digitisation to help work smarter, leaner and more flexibly to secure their future through unprecedented uncertainty for the industry.



The Future of Aftersales: How to take market share of the largest vehicle parc in UK history

Join Gavin as he unpicks key sector trends and learn how you can overcome the industry's critical challenges to thrive in 2021 and beyond. Taking market share from credible independents & fast-fits. Transforming aftersales profitability. Restoring absorption performance. Underpinning the recovery of retailer R.O.S



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Digital Sessions

Insight and reviews drive away the winter blues - Beat the bug and smash your budget in 2021

Neil Addley, founder of JudgeService Research will reveal the latest insight into how the best retailers are taking advantage of the omnichannel opportunities created by the pandemic and post lockdown trading. From Google Reviews, Autotrader and motors.co.uk to online reputation management, lost sales, customer insight and reviews.



Driving engaging customer experiences

CitNOW's session will look at the shift in consumer behaviour in the short-term and longer-term and how this may impact retail strategies, while also sharing some new consumer and industry research findings. They'll also explore how video can be used to drive engaging and emotional connections to meet ever-changing customer needs.



Steer Your Dealership To Online Success & Turn Feedback Into Action

Phil Capper, Enterprise Sales Manager at Reputation.com will discuss the importance of a properly maintained digital front door to the success of your dealerships and your wider group. These days, Google is king. You need to be seen everywhere that your customers are looking, and today that is Google My Business. Your GMB profile receives up to 10x more traffic than your website, so ensuring it looks as positive as possible is key to ensuring success and gaining new customers.



Connection with the digital consumer

In this presentation, CarGurus will discuss the ever-changing customer landscape and how best to connect with and adapt to consumers in the digital world. The presentation will dive into three main areas; adjusting to the changing consumer landscape, innovating your approach to digital and maintaining a strong culture of collaboration and partnership.



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January 20-21 2021
VIRTUAL

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Speakers



Richard Adams
Accendia



Neil Addley
Founder
JudgeService



Matt Benns
Global Partner Director
CDK Global



Carol Fairchild
Chief Customer Officer
CitNOW



Daksh Gupta
Chief Executive Officer
Marshall Motor Holdings
Plc



Jamie Nash
Marketing Director
Group 1 Automotive
Plc



Alistair Horsburgh
CEO
CitNOW



Dr William Holden
Owner
Sewells



Tim Smith
Chief Commercial Officer
GForces



Norman A. McKeown
Head of IT
LSH Auto



Andy Mee
Joint Managing Director
MotorDocs



Stuart Miles
Managing Director of UK &
Ireland
CDK Global

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Kim Petit
Customer Experience
Director
CDK Global



Gavin Ruddick
Director, Consulting
Book My Garage



Robert Stephens
RS&Co



Katie Saunders
HR Director
JCT600 Ltd



Steve Young
ICDP

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AM LIVE Virtual is your opportunity to...



Listen to a host of digital, retail and keynote sessions covering the hottest topics in the automotive industry right now



Connect with leading suppliers to motor retailing who will be showcasing their latest developments and product offerings



Network and interact with your peers to explore how automotive retail will transform in 2021 and beyond

What's included in a virtual pass?

1. **Access to 18+ content sessions across 2 days** – live and on demand - covering digital and retail topics with interactive Q&A's so you can ask those all-important questions
2. **Direct meetings with 28 leading suppliers to motor retail** in our dedicated hangout areas
3. **Exclusive keynotes** focused on leadership, economic outlook, Brexit, dealer sustainability and much more
4. **Morning interviews** on day one and two with AM Editor Tim Rose including specific dealer case studies
5. **Peer-to-peer networking zones** to interact and connect with your fellow attendees and discuss their outlook for the future

So, why wait? Join us online to shape
the future of motor retailing...

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