

SPEAKER SCHEDULE

VISIT US AT BOOTH 1161



MICHAEL DEVITO
**Mobile Websites that
Sell Cars and Fill
Service Lanes**

The harsh reality of website optimization is that a “mobile-first” strategy is a must. From landing pages to load times, this session will give you a wall-to-wall look at what your site needs to compete in a mobile-first world. And instead of overview info, you’ll get actionable items to implement on your website. Bonus insider tips on using Google & Apple Wallet to drive traffic to boost conversion rates.

SESSION DATES / TIMES

THURSDAY 1/26 @ 2:30 - 3:30 PM RM 267-268
SATURDAY 1/28 @ 9:00 - 10:00 AM RM 265-266
SATURDAY 1/28 @ 10:30 - 11:30 AM RM 350-351



JEFF CLARK
**Fixed-Ops Marketing in
a Mobile-First World**

There’s a \$300 billion industry in fixed ops, but most dealerships are outpaced by national service centers because they’re not investing in digital & mobile advertising. Learn to start dominating your local market with a winning Google AdWords fixed ops campaign in this session. Plus, walk away knowing how to leverage Google Customer Match and Facebook Custom Audience data to elevate your service center marketing strategy.

SESSION DATES / TIMES

THURSDAY 1/26 @ 4:00 - 5:00 PM RM 348-349
SATURDAY 1/28 @ 9:00 - 10:00 AM RM 221
SUNDAY 1/29 @ 10:45 - 11:45 AM RM 221



AMIR AMIRREZVANI
**Website Optimization for
the Mobile Car Buyer**

In 2017, half of your dealership’s website traffic will be from a mobile device, and that number is only growing. That means optimizing your mobile user experience is a MUST. This session will cover the technical and the experiential side of mobile website conversion. Best practice techniques, learning your customer’s psychological triggers, geo-fencing, personalized user experience — it’s all here.

SESSION DATES / TIMES

THURSDAY 1/26 @ 1:00 - 2:00 PM RM 265-266
FRIDAY 1/27 @ 10:30 - 11:30 AM RM 267-268
SATURDAY 1/28 @ 9:00 - 10:00 AM RM 350-351



CHRIS DERINGER
**Dominate with Data:
How to Use Google’s Free
Tools to Sell More Cars**

Did you know that Google offers free services & tools for your dealership’s digital success? Problem is, a lot of vendors repackage them and charge a premium fee. Cut out the middleman! In this presentation, learn how to connect your free Google Services (Analytics, Adwords, Search Console, Google My Business) with your existing dealership tools to sell more cars more profitably in 90 days or less.

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THURSDAY 1/26 @ 2:30 - 3:30 PM RM 348-349
SATURDAY 1/28 @ 10:30 - 11:30 AM RM 267-268
SUNDAY 1/29 @ 10:45 - 11:45 AM RM 333-334