

CLASS SCHEDULE - INTERNET BATTLE PLAN XXI

Tuesday, January 10

7:30 - Breakfast & Registration

8:30 - 9:15 - **Jim Ziegler** - Conference introduction and "20 Things I Would Do Immediately if I Bought Your Dealership"

9:15 - 10:00 - **ZMOT - Bobbie Herron** - Predictive Profit! - Maximize Your Sales & Performance Utilizing Your Active Data

10:00 - 10:30 Break - Networking

10:30 - 11:15 - **Stream Companies - David Regn** - How to accurately measure your vendor's true results and ROI and hold them responsible

11:15 - Noon **DealerSocket - Stacey Ellison** - Revenue Radar - Data-mining, Equity Mining to increase sales and service sales

Noon - 12:45 Lunch

12:45 - 1:30 - **DealerON - Shaun Raines** - Don't Stop Believin' - A Journey To The Truth About SEM

1:30 - 2:15 - **The Elise Kephart Experience - Elise Kephart-Adame** - ONE.

2:15 - 3:00 - **Pineapple Crush - Brian Barlow** - Your Baby is Ugly

3:00 - 3:30 Break- Networking

3:30 - 4:15 - **Edmunds.com - Rae Selvey & Katti Fields** - Car Shopping is Changing Fast, Don't be left in the Dust

4:15 - 5:15 - **AutoAlert - Julian Johnston** - Buried Treasure: Finding the Profit Hidden in Your Database

5:30-7:30 Cocktail Reception - Food & Great Drinks

CLASS SCHEDULE - INTERNET BATTLE PLAN XXI

Wednesday, January 11

7:30 - Breakfast

8:30 - 9:15 - **DealerTeamwork - Eric Miltsch** - Learn how to create a significant competitive advantage using your offer data!

9:15 - 10:00 - **Herman Advertising - Chris Herman** - 12 Steps to Success - Prioritizing Your Marketing Efforts

10:00 - 10:30 Break - Networking

10:30 - 11:15 - **Dealer Synergy - Sean Bradley** - The Internet And Phones Are The New Showroom And The Key To 88 Million Millennials

11:15 - Noon - **DealerOn - Greg Gifford** - Local SEO - How to break out and succeed in 2017

Noon - 12:45 Lunch

12:45 - 1:30 - **BDC Max - Stacey Ellison** - BDC setup and development and Data Mining

1:30 - 2:15 - **TrueCar - Kerri Wise** - Habits of Highly Successful Dealers

2:15 - 3:00 - **Panel Discussion on Data Mining/Equity Mining**

3:00 - 3:30 Break- Networking

3:30 - 4:15 - **KonigCo - Mat Koenig** - Press 2 for Spanish - Marketing Profitably to the Spanish-Speaking Consumers

4:15 - 5:30 - **DealerDefender - Jay Skowron** - Why Online Reviews Matter (Yes, Even Yelp!)