

**DEALER
WEEK** 
The MRAA Conference and Expo

2022
DISCIPLINE
AMIDST
DISRUPTION

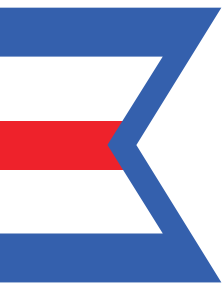
Schedule

Monday, Dec. 5

5pm-7pm	Welcome Reception
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Tuesday, Dec. 6

8 » 9:45am	Opening Ceremony		
10 » 11am	Expo Hall Exploration		
11am » 12pm	Box Lunch		
12:15 » 1:45pm	SALES & MARKETING PATHWAY 7 Selling Strategies Your Dealership Will Need in 2023 Presented by Marcus Sheridan	LEADERSHIP PATHWAY Get a Grip on Your Business: Don't Let your Business Run you (Pt. 1) Presented by Jill Young	SERVICE & PARTS PATHWAY Solve Service Writer Suffering Presented by David Spader
1:45 » 3pm	Expo Hall Exploration		
3 » 4:30pm	SALES & MARKETING PATHWAY 5 Marketing Mistakes Your Dealership Can No Longer Afford Presented by Danny Decker	LEADERSHIP PATHWAY Apply These Tools to Overcome the Obstacles in Your Way (Pt. 2) Presented by Jill Young	SERVICE & PARTS PATHWAY The Service Clock: Rethink Your Department's Approach to Time Presented by Max Materne
4:30 » 6:30pm	Networking Reception		
6:30 » 8:30pm	Boat PAC		



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Wednesday, Dec. 7

6:30am	Fun Run		
8am	Expo Hall Opens with Coffee		
8:30 » 10am	SALES & MARKETING PATHWAY Get Real About Follow-Up or Get Gone Presented by Jordon Schoolmeester	LEADERSHIP PATHWAY Prepare Your Dealership for the Disruption Ahead Presented by Sam Dantzler	SERVICE & PARTS PATHWAY Time to Settle the P&A Inventory Debate: Lean & Mean or Fat & Happy Presented by Eddy Paoletta
10 » 11:30am	Expo Hall Exploration		
11:30am » 12:15pm	SALES & MARKETING PATHWAY Panel Discussion (Topic TBD)	LEADERSHIP PATHWAY Panel Discussion (Topic TBD)	SERVICE & PARTS PATHWAY Panel Discussion (Topic TBD)
12:15 » 1:30pm	Awards Luncheon		
11:30am » 12:15pm	SALES & MARKETING PATHWAY Start Closing More Phone & Internet Shoppers Presented by Jerry Thibeau	LEADERSHIP PATHWAY Rethink How to Engage & Hold Onto Your Employees Presented by Gloria Sinclair-Miller	SERVICE & PARTS PATHWAY Service & Parts Warranty: Control the Tsunami Presented by Paula Crosbie
4:30 » 5:30pm	Expo Hall Exploration		
7 » 10pm	Industry Celebration		

Thursday, Dec. 8

8am	Expo Hall Opens with Coffee		
8:30 » 10am	SALES & MARKETING PATHWAY Why Aren't We Doing That? The Low Hanging Fruit of Digital Advertising Presented by Andrew Street	LEADERSHIP PATHWAY Manage Promises, Not People: How to Create a Self-Managing Team Presented by Eric Papp	SERVICE & PARTS PATHWAY Reduce Service Dept. Pain with These Workforce Tools & Strategies Presented by Jim Million
10 » 11:15am	Expo Hall Exploration		
11:30am » 12:30pm	Closing Ceremony		