



# DEALER WEEK

The MRAA Conference and Expo

## 2022 DISCIPLINE AMIDST DISRUPTION

# Schedule

Monday, Dec. 5

<b>9am</b>	Field Trip
<b>3:30pm</b>	First-Time Attendee Orientation
<b>5pm » 7pm</b>	Welcome Reception

Tuesday, Dec. 6

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

## Wednesday, Dec. 7

<b>6:30am</b>	Fun Run		
<b>8am</b>	Expo Hall Opens with Coffee		
<b>8:30 » 10am</b>	<b>SALES &amp; MARKETING PATHWAY</b> Get Real About Follow-Up or Get Gone Presented by Jordon Schoolmeester	<b>LEADERSHIP PATHWAY</b> Prepare Your Dealership for the Disruption Ahead Presented by Sam Dantzler	<b>SERVICE &amp; PARTS PATHWAY</b> Time to Settle the P&A Inventory Debate: Lean & Mean or Fat & Happy Presented by Eddy Paoletta
<b>10 » 11:30am</b>	Expo Hall Exploration		
<b>11:30am » 12:15pm</b>	<b>SALES &amp; MARKETING PATHWAY</b> Panel Discussion (Topic TBD)	<b>LEADERSHIP PATHWAY</b> Panel Discussion (Topic TBD)	<b>SERVICE &amp; PARTS PATHWAY</b> Panel Discussion (Topic TBD)
<b>12:15 » 1:30pm</b>	Awards Luncheon		
<b>1:30 » 3pm</b>	Expo Hall Exploration		
<b>3pm » 4:30pm</b>	<b>SALES &amp; MARKETING PATHWAY</b> Start Closing More Phone & Internet Shoppers Presented by Jerry Thibeau	<b>LEADERSHIP PATHWAY</b> Rethink How to Engage & Hold Onto Your Employees Presented by Gloria Sinclair-Miller	<b>SERVICE &amp; PARTS PATHWAY</b> Service & Parts Warranty: Control the Tsunami Presented by Paula Crosbie
<b>4:30 » 5:30pm</b>	Expo Hall Exploration		
<b>7 » 10pm</b>	Industry Celebration		

## Thursday, Dec. 8

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