

Automotive management

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AM

In association with

NFDA
NATIONAL FRANCHISED DEALERS ASSOCIATION

LIVE

The Automotive Management Live show will return to the UK's premier exhibition venue on **November 10**.



Put it in your diary – and keep up to date with announcements by registering here:

Automotive Management Live returns to the NEC, Birmingham, on November 10 to provide inspiration and insights that will help franchised and independent motor retailers tackle ongoing operational challenges.

Registration has now opened for this free-to-attend event, which combines an exhibition floor of more than 70 industry supplier brands with presentation theatres covering topics spanning business management including economic challenges, aftersales efficiency, digital communications, profitability, used car trends and more.

The one-day event will prove useful for all automotive managers from those overseeing an individual dealership to those in group sales-, aftersales- and marketing-management functions.

Alongside hearing the latest market intelligence from AM Live's expert speakers, attendees can catch up with existing supplier partners, discover new technology for their business and discuss market challenges and practical solutions with fellow motor retailers.



Attend to:

- Meet senior representatives from the full range of service providers and suppliers to automotive retail.
- Engage in high level discussions with these representatives which will enable faster, better decision-making in managing your business.
- Discover latest technologies presented by innovative solution providers to future-proof your business.
- Connect with and learn from your peers – discuss the latest challenges and uncover opportunities together.
- Debate the future of the changing retail landscape and where your business is heading.
- Hear about the best methods to communicate with the consumer – learning new techniques and skills to balance your workload.



Inspiration Theatre

Here, the AM editorial team's specially-invited speakers will examine some of the biggest topics of this era.

■ Future-proofing your workforce:

As conditions and business models change, how do you keep your people content in their work and ensure they have the right skills for the future?

■ The year in review, the year ahead:

Our panel of senior dealer group executives from the AM Live Advisory Board will share the tactics they're using to mitigate the many challenges of 2022 and to optimise the growth prospects of 2023.

■ Riding the economic challenges:

Hosted by a guest economist, this inspiring session will not just examine the economic challenges, but will deliver suggestions and solutions. You will leave this session with some great takeaways to consider for your business.

Engage your customers
at every touchpoint
in their journey.



Digital Theatres

Topic experts will ensure your knowledge of digital marketing and consumers' expectations is brought up to date in a choice of six sessions.

■ **Digitalisation:** Are we really speaking the same language as car buyers? Presenters from sponsor Keyloop will outline how to close the gap to consumers.

■ **Online retailing:** The latest trends in automotive e-commerce and technology will be explored by sponsor iVendi.

■ **Social media:** As millions of potential car buyers make social media platforms their home daily, sponsor Marketing Delivery will examine how dealers can win their business.

■ **Websites and digital:** Sponsor Reputation will lead this session examining how motor retailers can win the confidence of online users more easily.

■ **Video and imagery:** Hosted by sponsor CitNOW, this session will help attendees understand how they can make their videos and images more useful and effective for consumers.

■ **Digital communications:** Effective contact with customers is more vital than ever when market conditions continue to be so variable. Sponsor Cox Automotive will share its latest best practice for dealers.

Operational Excellence Theatres

Best practice for four motor retail topics:

■ **Five steps to excel as an independent used car dealer:** This used car retailing session, led by the Independent Motor Dealers Association, will comprise a panel of retailers who'll share their tips and tactics for successful stock acquisition, customer engagement and profitable sales.

■ **After-sales – let's take the pain away:** Fuelled by insights from aftermarket consultants at GIPA plus sponsor Realtime Communications, this session will examine tactics to overcome some after-sales pain points, such as workshop inefficiencies, health check conversions and enabling customers to budget for major repairs.

■ **Used car sales – where do we go from here?** This session, led by sponsor RWA Automotive, will focus on used car opportunities and challenges after a period of unprecedented high vehicle values and stock supply issues.

■ **Market trends – how do you make more money?** A number of ways dealers can increase their profitability and limit their cost base will be explored in this session which is led by sponsor carwow.



Video to play: <https://www.youtube.com/watch?v=-zDSyxhbcUA>

