

NOV. 14TH - (DAY 1)

- 10:00 - 12:00** Registration
- 12:30 - 12:45** Welcome & Official Start – David Kain, President at Kain Automotive
- 12:45 - 1:30** **Premium Keynote #1 - Future-Proof Your Dealership**
Presented by Joe Chura of Dealer Inspire – Main Room
- 1:35 - 2:20** **Premium Keynote #2 - The Key to a Healthy Bottom Line? Being Active. (Active vs Passive Inventory Merchandising)**
Presented by Mark Conner of Lotlinx
- 2:20 - 2:45** Break & Vendor Showcase
- 2:45 - 3:25** Breakout Session # 1 – **Concurrent Sessions**
- Main Room #1 – **How to Inspect What you Expect With Your Digital Marketing** Presented by Dena Denman and Nicole Gignac of L2T Media
- Live Lab #1 – **Getting Your Story Straight: Planning for a Consistent Marketing Plan and Message** Presented by Marc Ehrhoff of Cargurus
- Micro-Workshop #1 – **Build Your Human Capital Playbook and Win Your Market** Presented by Scott Brinkman of Hireology
- 3:25 - 3:35** Session switch break to move to next Breakout Session
Micro Workshop stays in session without a switch
- Main Room 2 - The Ultimate Cheat Sheet on CRM Best Practices**
Presented by Bill Wittenmyer, Partner at ELeadOne
- 3:35 - 4:15** Breakout Session # 2 – **3 Concurrent Sessions**
- Live Lab #2 – **Think Like Your Customer - Opportunities and Challenges of Digital Retailing** Presented by Pete MacLinnis of eLend Solutions
- Micro-Workshop #1 Continued – **Build Your Human Capital Playbook and Win Your Market** Presented by Scott Brinkman of Hireology

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- 4:15 - 4:30** Break & Vendor Showcase
- 4:30 - 5:15** **Premium Keynote #3 - *Eat Your Vegetables and other Hard Truths to Survive in Today's Market***
Presented by Jessica Kain of Kain Automotive
- 5:15 - 6:00** Vendor Shark Tank Session #1 – 3 Vendors - 10-minute pitch
DriveCentric, TradePending, and DriveltNow
- 6:00 - 6:30** Vendor Showcase (except Main Room due to reception setup)
- 6:30 - 7:45** Welcome Reception & Educational Tips
Questions Car Shoppers Ask and the Answers Dealers Need to Know Sponsored and Presented by Katti Ehoff Fields of Edmunds
- 7:45** Night out in Lexington at your leisure

NOV. 15TH - (DAY 2)

- 6:00 - 7:00** Digital Dash Fun Run sponsored by DriveltNow
- 7:00 - 8:00** Breakfast & Vendor Showcase
- 8:00 - 8:25** Welcome, Official Start & Best Idea Finalist Announcement – David Kain, President at Kain Automotive
- 1:35 - 2:20** **Premium Keynote #4 - Don't let SEO drive you crazy! Pro tips for local search dominance in 2018**
Presented by Greg Gifford of DealerOn
- 8:25 - 9:10** **Premium Keynote #2 - The Key to a Healthy Bottom Line? Being Active. (Active vs Passive Inventory Merchandising)**
Presented by Mark Conner of Lotlinx
- 9:10 - 9:20** Session switch break to move to next Breakout Session
Micro Workshop stays in session without a switch
- 9:20 - 10:00** Breakout Session # 3 – **3 Concurrent Sessions**
- Main Room Breakout #3 – **Understanding Vehicle Detail Page Engagement..Your Photos are Telling You More Than You May Think.**
Presented by Ian Cruickshank of Speed Shift Media
- Live Lab #3 – **Secrets of Google's Dealer Playbook Revealed!**
Presented by Jason Stum of Launch Digital
- Micro-Workshop #2 – **3 Ways Artificial Intelligence Will Impact Your Dealership in the Next Year** Presented by Gary Galloway of NetSertive
- 10:00 - 10:20** Break & Vendor Showcase
- 10:20 - 11:00** Breakout Session # 4 – **3 Concurrent Sessions**
- Main Room Breakout #4 – **Is Multi-Touch Attribution Really All it's Cracked Up to Be? Why an Alternative Model Might Make More sense for auto dealers.** Presented by Steve White of Clarivoy
- Live Lab #4 – **CRISP - A fool proof way to plug phone leaks and capture more revenue.** Presented by Cassie Broemmer of CarWars
- Micro-Workshop #2 – **3 Ways Artificial Intelligence Will Impact your Dealership in the Next Year** Presented by Gary Galloway of NetSertive
- 11:00 - 11:10** Session switch break to move to next Breakout Session

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NOV. 15TH - (DAY 2)

- 11:10 - 11:30** **Be Authentic. Be Driven.** Presented by Todd Smith of ActivEngage
- 11:35 - 12:20** **Premium Keynote #5 - *The Data Doesn't Lie: Shocking Discoveries in Automotive Attribution***
Presented by David Metter of AutoHook
- 12:20 - 1:00** Lunch & Vendor Showcase
- 1:00 - 1:30** **Special Guest Keynote & Discussion with David Kain - *3 Trends Shaping Today's Industry Landscape***
Presented by Presented by Alex Vetter of Cars.com
- 1:35 - 1:55** **Impact Keynote #3 - *Leverage Google's Data To Make Informed Marketing Decisions***
Presented by Andrew Diffenderfer of Google – Main Room
- 2:00 - 2:20** **Impact Keynote #4 - *The Habits of Highly Successful Dealers - Tactics and Strategies That Drive the Success of the Highest Closing Dealers*** Presented by Kerri Wise of TrueCar
- 2:25 - 2:55** Break and Vendor Showcase
- 2:55 - 3:40** **Premium Keynote #6 - *Your Social Strategy is Failing*** Presented by Amy Peck of Dominion Dealer Solution
- 3:45 - 4:05** **Impact Keynote #5 - *Disruption and Digital Retailing*** Presented by Stephane Ferri of Cox Automotive
- 4:10 - 4:30** **Impact Keynote #6 - *Lead Follow or Get Out of the Way! Today's Car Shopper is Far Different Today Than They Were Even a Few Years Ago.*** Presented by Tim Cox of CarNow
- 4:30 - 4:40** Break and Vendor Showcase
- 4:40 - 5:00** **Impact Keynote #7 - *Death by Double Entry: How Duplicate Processes Are Costing You*** Presented by Mo Zahabi
- 5:05 - 5:25** **Impact Keynote #8 - *The Road from Basement to eBay***
Presented by Paul de Vries, ebay Netherlands
- 5:25 - 6:15** Vendor Shark Tank Session #2 – 3 Vendors -- 4 Vendors - 10-minute pitch iRecon, Outsell and PERQ
- 6:15 - 6:45** Vendor Showcase (except Main Room due to reception setup)
- 6:45 - 8:00** Welcome Reception & Educational Tips #2
The Trifecta of Marketing: Reaching the Winner's Circle in 2018
Sponsored and Presented by Robert Donovan and Ryan Alford of DOM360
- 8:00** Night out in Lexington at your leisure

NOV. 16TH - (DAY 3)

- 7:00 - 8:00** Breakfast & Vendor Showcase
- 8:00 - 8:30** Welcome, Official Start – Best Idea & Shank Tank Winner Announcement – David Kain, President at Kain Automotive
- 8:30 - 8:50** **Impact Keynote #9 - What Would Amazon Do? Online Merchandising the Right Way**
Presented by Seth Jones of PureCars – Main Room
- 8:55 - 9:15** **Impact Keynote #10 - Driving Sales with Facebook & Instagram**
Presented by Bob Lanham of Facebook
- 9:15 - 9:25** Session switch break to move to next Breakout Session
- 9:25 - 10:05** Breakout Session # 5 – **3 Concurrent Sessions**
- Main Room Breakout #5 – **3 Keys to Creating a Masterpiece Amongst Daily Chaos** Presented by Nick Holliday of 22squared
- Live Lab #5 – **Hold Your Vendors Accountable: Smart Marketing Strategies for Your Dealership** Presented by Kathryn Massopust, Outsell
- Micro-Workshop #3 – **How to Engage 75% of Your Inbound Internet Opportunities..Seriously.** Presented by Jessica Kain of Kain Automotive
- 10:05 - 10:30** Break & Vendor Showcase
- 10:30 - 11:10** Breakout Session # 6 – **3 Concurrent Sessions**
- Main Room Breakout #6 – **Digital Success Dealer Panel**
Moderated by Bridget Fitzpatrick of CBT Automotive Network featuring Mark Townsley of Bachman Auto Group, Shaun Kniffin of Germain Motor Company and A.J. Murphy of Porsche of the Village, Karris McKie-Kaiser of McKie Ford Lincoln and Sallie Kenney of Don Jacob Automotive
- Live Lab #6 – **You're Cordially Invited to a VDP Conversion Party!**
Presented by Chelsea Magee of Kain Automotive & Justin Brun and Ben Koller of Dy-namic Beacon
- Micro-Workshop #3 – **How to Engage 75% of Your Inbound Internet Opportunities..Seriously.** Presented by Jessica Kain of Kain Automotive

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NOV. 16TH - (DAY 3)

11:10 - 11:20 Session switch break – make your way to the **Main Room**

11:20 - 12:00 **Premium Keynote #7 - *The Blueprint for your Business Development Dealership!***
Presented by David Kain of Kain Automotive

12:00 - 12:30 Wrap-up & Final Thoughts Plus **2018 SUPER PLAN EXERCISE** –
David Kain, President at Kain Automotive

Thanks and Travel Safely!