2018
AUTOMOTIVE ENGAGEMENT
CONFERENCE

HOSTED BY
Brian Pasch of
PCG Companies

TURN UP THE HEAT

SCOTTSDALE
FEBRUARY 20TH

In 2017, we visited 10 cities on our national tour showing dealers how to measure consumer engagement, eliminate marketing blunders and waste, improve website conversions, increase reach using social media, and how to turn your inventory faster.

In 2018, we have ***fresh content***, updated strategies and the ***2018 Digital Marketing Playbook***.

Get Your Tickets Now!
WWW.PCGCOMPANIES.COM/AEC

Attendees will learn how to:

- Measure consumer engagement to eliminate advertising BOTS, BLUNDERS, and BLOAT in their marketing investments
- Leverage marketing automation tools to create relevant advertising, optimized by consumer engagement
- Improve their online communications strategies to increase conversions: leads, calls, chats, and text messages
- Lead their dealership in a digital age and protect the dealership from Digital Sharks

PCG has assembled experts from award-winning automotive MarTech companies for the AEC Tour:

Mark Conner
LOTLINX

Glenn Pasch
PCG

Sean Seltzer
SOCIALDEALER
THE SOCIAL MEDIA AGENCY

Brett Sutherlin
fusionZONE Automotive

Tim Cox
CarNow

Dan Moore
vistadash

Phil Aime
COMCAST SPOTLIGHT

Bryan Harwood
OUTSELL

Denise Casagrande
PCG

Kwasi Asare-Darko
PCG

Greg Sarkissian
Coulter Automotive Group Arizona

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AEC Agenda

8:00 am	***Registration Opens***
8:45 am	***General Session*** "Who Sold It? How to Optimize Your Marketing Spend" – Brian Pasch, PCG Companies
9:30 am	***General Session Expert Panel*** Greg Sarkissian, Coulter Automotive Group Arizona
10:00 am	***Breakout Sessions***
Breakout Session 1, Powell A	"Setting the Tone!"- Tim Cox, CarNow
Breakout Session 2, Powell B	"The Holy Grail of Consumer Marketing: The Dealer's Own Data" - Bryan Harwood, Outsell
Breakout Session 3, Lowell	"Maximize Website Conversion Rates as Mobile Traffic Breaks The 70% Barrier"- Brett Sutherlin, fusionZONE Automotive
10:45 am	***Break***
11:00 am	***Breakout Sessions***
Breakout Session 1, Powell A	"WTF is AI and how is it changing the car business?" - Mark Conner, LotLinx
Breakout Session 2, Powell B	"Digital Advances to Be Aware of in 2018" - Denise Casagrande & Kwasi Asare-Darko, PCG
Breakout Session 3, Lowell	"Dynamic Product Ads and Facebook Marketplace - a tandem to social domination in 2018" - Sean Seltzer, Social Dealer
12:00 pm	***General Session*** "Connecting the Customer Journey From Start to Finish" - Glenn Pasch, PCG Companies
12:30 pm	***Buffet Lunch***
1:15 pm	Introducing the 2018 Digital Marketing Playbook – Brian & Glenn Pasch, PCG Companies
2:00 pm	***Break***
2:15 pm	***Breakout Sessions***
Breakout Session 1, Powell A	"The Holy Grail of Consumer Marketing: The Dealer's Own Data" - Bryan Harwood, Outsell
Breakout Session 2, Powell B	"Maximize Website Conversion Rates as Mobile Traffic Breaks The 70% Barrier"- Brett Sutherlin, fusionZONE Automotive
Breakout Session 3, Lowell	"Dynamic Product Ads and Facebook Marketplace - a tandem to social domination in 2018" - Sean Seltzer, Social Dealer
3:15 pm	***Breakout Sessions***
Breakout Session 1, Powell A	"WTF is AI and how is it changing the car business?" - Mark Conner, LotLinx
Breakout Session 2, Powell B	"Digital Advances to Be Aware of in 2018" - Denise Casagrande & Kwasi Asare-Darko, PCG
Breakout Session 3, Lowell	"Setting the Tone!"- Tim Cox, CarNow
4:00 pm	***Closing General Session*** "How Auto Dealers Can Use AI Today To Sell More Cars"

Dealers will receive lunch, cocktail reception and ***over $400*** in educational materials:

Who Sold It? ---------- **$50**

Swimming with Digital Sharks ---------- **$45**

Selling Cars in a Digital Age ---------- **$30**

Power of Connected Marketing ---------- **$23**

2018 Digital Marketing Playbook ---------- **$250**

EXCLUSIVE AEC BONUS

All attendees will receive the 2018 Digital Marketing Playbook written by Brian Pasch. Brian has created a powerful workbook with over 100 plays that will help dealers improve their online game to increase sales and profits. Each of the 100+ recommendations have a manager signoff so the book will be an accountability tool as well. The playbook is designed for beginner/intermediate levels of marketing knowledge so it's perfect for all dealers. Dealers have asked Brian for many years to summarize all his recommendations in a single book, and AEC dealers will be the only ones to access it!

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