



AUSTRALIAN  
AUTOMOTIVE  
DEALER  
ASSOCIATION

# National Dealer Convention & Expo 2019

September 9 - 11 Melbourne Convention and Exhibition Centre

## SPEAKERS CALL 2019

The AADA National Dealer Convention & Expo 2019 will be held September 9 - 11 at the Melbourne Convention and Exhibition Centre, Melbourne, Victoria.

**Industry Speakers** who would like to be a part of the exceptional event are invited to submit applications in the following categories:

### **New Vehicle Sales**

- Inventory Management

### **Used Vehicle Sales**

- Inventory Management

### **Fixed Operations: Service**

- Recruitment
- Sales
- Systems
- CRM

### **Fixed Operations: Parts**

- Retail Sales
- Wholesale Sales

### **Fixed Operations: Mobility Services**

- Additional Services

### **Dealership Advertising & Marketing**

- Budgets
- Plug in Tools

### **Social Media Marketing**

- Network Development
- Platforms & Demographics

### **Finance & Insurance Departments**

- Compliance
- Sales

### **CRM**

- Reviews
- Post Sales Engagement

### **HR Management**

- Sales Recruitment
- Dealership Training

### **Accounting**

- Compliance

### **Legal Compliance**

- Government

## Your Proposal

In order for the Workshop Selection Committee to give your proposal proper consideration, please include the following:

### **Introduction/Overview:**

Clearly state what will be covered in the workshop in 100 words or less.

### **Objectives:**

Provide brief, clear and specific statements of what attendees will be able to perform at the conclusion of instructional activities. You should define specific tasks using relevant verbs. Do not use verbs that are difficult to measure objectively, such as understand or know. Use verbs such as identify, define, list, interpret, classify, calculate, formulate, apply, solve, prepare, operate, plan, repair, explain, implement, or estimate.

### **Intended Audience:**

State your target audience for this workshop.

### **Instructional Activities:**

Explain the learning techniques you will integrate into your presentation to connect with your audience.

### **Presentation Summary:**

Provide a comprehensive summary of your workshop, expanding from what you listed in the "Introduction/Overview" section.

### **References:**

List any source references for your workshop presentation.

## Workshop Title

Workshop titles cannot exceed 52 characters (including letters and spaces). Please be certain that a participant could discern the content from the title. *AADA reserves the right to revise all workshop titles.*

## Presentation Format

Most workshops are presented by a single speaker; there is a maximum of two speakers per workshop. Panels have a maximum of four speakers including the moderator.

Workshops will run for 60 minutes. Each workshop will be conducted once on the day allocated..

## Deadline for proposals

Proposals must be submitted no later than **5PM Friday 18 January, 2019** via email to [patrick@aadaconvention.com.au](mailto:patrick@aadaconvention.com.au)

### **For additional information, please contact:**

#### **Shelly Scott**

AADA Convention Manager  
E: [Shelly@aadaconvention.com.au](mailto:Shelly@aadaconvention.com.au)  
P: +61 (03) 9576 9944

#### **Patrick Tessier**

AADA Convention Director  
E: [Patrick@aadaconvention.com.au](mailto:Patrick@aadaconvention.com.au)  
P: +61 (03) 9576 9944  
M: +61 (0) 412 685 857