

Connect & Hold'em

2019 Annual Conference



AUTOMOTIVE COMMUNICATIONS COUNCIL

2019 AGENDA

Menger Hotel, San Antonio, TX

MONDAY, APRIL 8TH

5:00PM - 7:00PM: ACC GoLocal Open Reception

TUESDAY, APRIL 9TH

7:00AM - 8:00AM: Networking Breakfast

8:00AM - 9:00AM: Welcome and Introductions..... Jacki Lutz, ACC President, Sensata Technologies

9:00AM - 9:45AM: State of Industry Discussion..... Steffanie Savine, Marx Group

9:45AM - 10:15AM: Marketing Nuggets from a Career Marketer..... Jeff Stauffer, Staufman Marketing Group

10:55AM - 11:55AM: How to Optimize LinkedIn to Support your Brand and Generate Leads... Brenda Meller, Meller Marketing

12:00PM - 1:00PM: Lunch

1:00PM - 1:45PM: Top Communication Trends of 2019 Stacey Miller, Auto Care Association

1:45PM - 3:00PM: Creative Trespassing..... Tania Katan, Tania Katan

3:00PM - 3:30PM: Break

3:30PM: Depart for River Walk Cruise Go Rio

4:00PM - 5:00PM: River Walk Cruise Go Rio

6:00PM - 8:40PM: Dinner Mi Tierra Restaurante

WEDNESDAY, APRIL 10TH

7:00AM - 8:00AM: Networking Breakfast

8:00AM - 8:15AM: Opening Remarks..... Georgianne Dickey, ACC Vice President, NTN Bearings Inc.

8:15AM - 9:00AM: Is your Branding Electric or Horse-Drawn?..... Ernie Perich, Perich Advertising

9:00AM - 9:45AM: Technicians as Consumers..... Bill Thompson, IMR

9:45AM - 10:15AM: Break

10:15AM - 11:00AM: The Unfolding Debate: Print vs. Digital..... Tamra Banz, Automotive Data Media

11:00AM - 11:45AM: ACC "Give Back" Round Table Discussion..... Jacki Lutz, ACC President, Sensata Technologies

11:45AM - 12:45PM: Lunch

12:45PM - 2:15PM: Technician and Trainer Panel Discussion..... Jim Merle, Babcox Media

2:15PM - 3:00PM: Leadership, Effective Communication and Creating Followers..... Katie Mares, Katie Mares Consulting

3:00PM - 3:30PM: Closing Remarks..... Jacki Lutz, ACC President & Georgianne Dickey, ACC Vice-President

4:30PM - 5:00PM: Tour of Historic Menger Hotel Menger Hotel Lobby

5:00PM - 6:00PM: YANG Social Hour (all welcome)Menger Hotel Bar

* Agenda is subject to change