

# 2017 AADA National Dealer Convention & Expo Program

## TUESDAY 19 SEPTEMBER

- 7:00AM **AADA AUTO-IT OPENING BREAKFAST**  
**ROD SIMS**, ACCC Chairman  
AADA Central
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- 9:30AM **AADA GENERAL SESSION & AGM**  
AADA Central
- Welcome**  
**AADA Advocacy**  
David Blackhall, AADA CEO
- Opening Keynote Speaker**  
The Hon. Paul Fletcher MP, Minister For Urban Infrastructure
- AADA Chairman's Address**  
Terry Keating, AADA Chairman
- Australian Motor Dealer Council**  
Doug Dickson, AMDC Independent Chairman
- Conduct in Adapting to Regulatory Change**  
Philip Hardy, Partner Deloitte Motor Industry Services
- Franchising Code - Shifting The Power Balance**  
Evan Stents, Lead Partner Automotive HWL Ebsworth Lawyers
- AADA Annual General Meeting**  
Vinesh George, AADA Secretary & AADA Board of Directors
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- 12:30PM **AADA PENTANA SOLUTIONS EXPO LUNCHEON**  
AADA Expo Lounge
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- 2:00PM **AADA BUSINESS PROGRAM**  
**TRACK 1: DRIVE TRAIN**  
Running concurrently
- Buy, Divest, Opportunity**  
Mark Ward & Randall Bryson - Laurie Sutton Room
- Using Social Media For Recruitment & Retention**  
Alec Bashinsky - George Altomonte Room
- Aftersales Departments Of The Future**  
Stephen Timperley - Peter Warren Room
- Building Trust, Power And Responsibility**  
Marta Ganko - Micheal Tynan Room
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- 4:00PM **AADA KEYNOTE ADDRESS**  
**THE HON. PETER COSTELLO AC**  
AADA Central

## TUESDAY 19 SEPTEMBER CONT.

- to follow... **AADA FUCHS LUBRICANTS**  
**NETWORKING EVENT**  
AADA Expo
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- 7:30PM **AADA TUESDAY TEAM EVENTS**  
**TRACK 2: ENGINE**  
Running concurrently
- How To Sell 20 Cars A Month On Less Than 10 Quality Conversations A Day**  
Tom Stuker - Laurie Sutton Room
- Enhancing Service Sales & Retention Through Engagement**  
David Martin - George Altomonte Room
- Close Them On The First Visit**  
George Dans - Peter Warren Room
- Service Powers Success: Tactics For Creating Happy Customers That Drive Business Growth**  
Tully Williams - Michael Tynan Room
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- 9:00PM **AADA TUESDAY TEAM EVENTS**  
**TRACK 2: ENGINE (REPEAT)**  
Running concurrently

## WEDNESDAY 20 SEPTEMBER

- 7:00AM **AADA MOTORONE BUSINESS BREAKFAST**  
**STEVE SAMMARTINO**, Business Technologist  
AADA Central
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- 9:00AM **AADA BUSINESS PROGRAM**  
**TRACK 3: FUEL CELL**  
Running concurrently
- Drive Post-Sale Revenue At Every Customer Touch Point**  
Paula Tompkins - Laurie Sutton Room
- Turn Your Sales Team Into Selling Superstars**  
Dave Benson - George Altomonte Room
- Hiring To Attract Women. It's Smarter, Fairer And Automated**  
Yvonne Bowyer - Peter Warren Room
- Decisions Using Data At Your Dealership**  
Kane Hocking - Michael Tynan Room

## WEDNESDAY 20 SEPTEMBER CONT.

- 11:00AM **GOOGLE DIGITAL EVENT**  
Running concurrently
- Your Customers Are Deciding Online, How To Make Sure They Choose You**  
Cathy Collins - Laurie Sutton Room
- Your Online Showroom, The Most Important Measure Of Your Future Success**  
Dan Wheble - George Altomonte Room
- Advancing Strategies: How To Win With Video & How To Bring Customers Back In The Door**  
Sally-Ann Nicholson - Peter Warren Room
- The Evolving Dealership Of The Future**  
David Tully - Michael Tynan Room
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- 12:30PM **AADA CARSALES LUNCHEON**  
**DAVID THODEY AO**, Former CEO Telstra  
AADA Central
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- 2:00PM **GOOGLE DIGITAL EVENT (REPEAT)**  
Running concurrently
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- 3:30PM **AADA SUPER SESSION**  
**JARED HAMILTON**, Founder, DrivingSales Inc

- to follow... **AADA ALLIANZ "A" PARTY**  
**ELLA HOOPER**

**EXPO HOURS** Tuesday 19 September: 6:30am - 10:00pm  
Wednesday 20 September: 6:30am - 5:00pm

**DRESS CODE: BUSINESS CASUAL**

### Convention Manager

Shelly Scott  
Phone: 03 9576 9944  
Email: shelly@adaconvention.com.au

### Expo Enquiries:

Geoff Vine  
Phone: 03 9576 9944  
Email: geoff@adaconvention.com.au