



The Dearborn Inn, Dearborn, Michigan

Agenda - April 14-16, 2019

Sunday, April 14

5:00 PM – 6:30 PM
7:00PM

Reception/Meet & Greet - Dearborn Inn
Dinner – On Your Own

Monday, April 15

8:00 AM
8:30 AM
8:45 AM – 9:45 AM
10:00 AM – 12:00 AM

Continental Breakfast
Opening Comments
Contract Law – George Michak
Three Simple Steps to Modern Marketing – John Schultz
Seminar description: In this session, John will walk you through how to use modern marketing techniques including Social Media Marketing and Search Engine Marketing to grow your business. Together, we will explore four consumer trends that have changed the marketing landscape, and how to leverage those trends to grow your business.

12:00 Noon to 1:00 PM
1:00 PM -1:45 PM
1:45 PM – 2:30 PM

Lunch as a group
Auction Edge Update, Dan Diedrich, Auction Edge
Canadian Vehicle Importing and Auction Impact – AVI
Discuss guidelines and regulations regarding vehicles being imported into the United States. The effect of increased volume of Canadian vehicles into the U.S. auto auction market. How current auctions can benefit from targeting Canadian vehicles to U.S buyers to fill their inventory.

2:30 PM – 3:15 PM
3:15 PM – 6:00 PM
6:30PM - 10:00 PM

Future Proofing your Auction for the Modern Buyer,
Kevin Leigh, AuctionSimplified
Tour of Auction Facilities
Dinner - Ford Garage

Tuesday, April 16

8:00 AM
8:30 AM – 9:30 AM
9:30 AM – 11:00 AM

Business Meeting and Continental Breakfast
Today's Auction and the Technology to Bring it Into the Future
Paul Sper, Integrated Auction Solutions
Round Table Discussion Group