

Reputation Management Lab Schedule

NADA Convention and Expo | Moscone Center, Room 122 North Hall

SAT. • 2.5.11 • A.M.

8-9:30 **Rise-and-Shine Breakfast: The Power of Promoters**
Heather Brunner, COO, Bazaarvoice
Learn how you can put your customers to work for you to drive online word of mouth, referral business, customer loyalty and profitability from a leader in consumer-generated marketing tasked with powering reviews for brands such as AT&T, Ford Motor Co. and Home Depot.

10-10:45 **Good Reviews Begin with Good Process**
Jared Hamilton, DrivingSales.com Founder
This session will provide several case studies from automotive retail and beyond right help you develop a process that powers a favorable online reputation.

11-11:20 **Tips in 20: Monitoring Online Reputation**
Kathy Kimmel, Cars.com Training Director
This session will offer practical tips to find out what's being said about your store and give you an efficient process to track the online conversation.

11:40-12 **Cars.com Dealer Reviews Sneak Peek**
Cars.com Product Expert
Get a first look at the all new Dealer Reviews feature from Cars.com before it launches this spring.

12:30-1 **Online Reputation Leadership: Steering Your Store for Success**
Andrew DiFeo, GM, Hyundai of St. Augustine and Joe Orr, GM, Dick Hannah Honda
Learn from leading dealers how they shape the voice of the dealership and lead the brand management charge in their stores.

1:30-1:50 **Tips in 20: Responding to Online Feedback**
Jack Simmons, Cars.com Dealer Training Manager
How you respond to online feedback can have just as much impact as the comments consumers leave online about your store. Find out how to shape your reputation with responses that showcase your commitment to service and set your store apart.

2:30-2:50 **Cars.com Dealer Reviews Sneak Peek**
Cars.com Product Expert
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3:15-3:35 **Tips in 20: Driving Reviews - Display. Communicate. Follow-Up**
John Vierheller, Executive Vice President - Automotive, Aspen Marketing Services
Learn from one of the leading marketing experts in the automotive industry as he shares tips and insights on how to utilize proven direct mail and email tactics to help you successfully gather positive online reviews.

4-4:30 **Cars.com Dealer Reviews Sneak Peek**
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8-9:30 **Rise-and-Shine Breakfast: Embracing Radical Transparency**
Andy Beal, Author of "Radically Transparent"

People are talking about your store online. What are they saying? How do you find out? How do you respond? And how can you use the conversation to your benefit? The explosion of social media has ushered in a new era of digital transparency that puts the power to enhance or destroy a reputation in the hands of the consumer. In this session, learn from one of the world's most respected experts in online reputation management how to harness the power of social media with proven tactics and strategies for every phase of online reputation management.

10-10:30 **Creating a Culture Driven by Customer Feedback**
Kathy Kimmel, Cars.com Training Director with John D. Hill, GM, Sam Swope Honda and Tom White, GM, Suzuki of Wichita

Learn from leading dealers, John Hill and Tom White how the emergence of social media and online reviews is driving a car buyer-focused culture in their stores from the top down.

11-11:20 **Cars.com Dealer Reviews Sneak Peek**
Cars.com Product Expert
Get a first look at the all new Dealer Reviews feature from Cars.com before it launches this spring.

11:30-11:50 **Tips in 20: Take Your Customer Service Social**
Kathy Kimmel, Cars.com Training Director
In this session, you'll get practical tips you can take back to your store to put social media to work for you as a way to both enhance customer service and showcase positive customer feedback.

12:30-12:50 **Tips in 20: Driving Reviews - Display. Communicate. Follow-Up**
John Vierheller, Executive Vice President - Automotive, Aspen Marketing Services
Learn from one of the leading marketing experts in the automotive industry as he shares tips and insights on how to utilize proven direct mail and email tactics to help you successfully gather positive online reviews.

1:30-1:50 **Tips in 20: Putting Feedback to Work to Make Your Store Even Better**
Jack Simmons, Cars.com Dealer Training Manager
Regularly keeping your sales and service teams aware of your customers' feedback keeps them focused on delivering the positive experience customers want. This session reviews how to recognize top performers and shore up areas of the business that are falling short. Gain valuable tips on how your store can improve by listening to online feedback and putting it to work to enhance the customer experience in your store.

2:30-2:50 **Cars.com Dealer Reviews Sneak Peek**
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Confidence Comes Standard.®

8-9:30 **Rise-and-Shine Breakfast: Achieving Open Leadership**
Charlene Li, Altimeter Group Founder;
Author of "Open Leadership" and Co-Author of "Groundswell"

Social media expert and bestselling author Charlene Li will share thought-provoking information and advice about how providing more instead of less "inside" information about sales and service operations can actually strengthen your competitive edge. She will show you how to drive more revenue by monitoring, responding to, requesting and promoting online reviews about your dealership.

10-10:30 **Fueling Sales with Online Reviews**
Jack Simmons, Cars.com Training Manager
with Tom White, GM, Suzuki of Wichita
and Jeff Kershner, Director of Marketing, Younger Motor Cars

Leading dealers Jeff Kershner and Tom White discuss how their dealerships use reviews to drive more service appointments and accelerate new- and used-car sales.

11-11:20 **Cars.com Dealer Reviews Sneak Peek**
Cars.com Product Expert

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11:30-11:50 **Tips in 20: Online Reputation Management Playbook**
Joe Orr, GM Dick Hannah Honda

Joe Orr took his store from 17 online reviews with mediocre star ratings to more than 2,000 shining reviews. Want to learn the secrets behind his success? In this session, Joe will share his step-by-step online reputation management playbook, packed with advice on how online reputation Management can transform your culture and drive sales.

1-1:20 **Tips in 20: Service Reviews Drive Sales, Service Revenue**
Jack Simmons, Cars.com Dealer Training Manager

Car buyers today want to know the experience they can expect of your service department before buying a new car. We'll examine the effect of favorable reviews of your service department on both new- and used-car deals and fixed-ops revenue.

2-2:20 **Cars.com Dealer Reviews Sneak Peek**
Cars.com Product Expert

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Please note:

Seats are very limited for the Rise-and-Shine Breakfasts. Please register for breakfasts today at <http://dealers.cars.com/reviews>.

Registration is not required for the other sessions.

