J.D. POWER

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2018 TalkAUTO Canada

Submissions due by Wednesday, May 30, 2018

J.D. Power and Canadian Black Book invite you to submit a proposal to speak at the **2018 TalkAUTO Canada Conference** on **Wednesday, November 7, 2018** that adheres to the guidelines and suggestions provided below.

Proposals will undergo review by the J.D. Power and Canadian Black Book Conference committee.

IMPROVE YOUR CHANCES OF SELECTION

You may submit up to **two** proposals. You will receive a confirmation upon submission of each proposal. **Providing duplicate submissions or more than two proposals will disqualify your submitted proposals from the selection process.** All proposals must have all speakers identified by name at the time of submission to be considered.

If your proposal is selected, you will be given a reasonable time frame to confirm identified speakers and provide their biographical information and photo. Please note that failure to meet the speaker/bio submission deadline may be cause for proposal rejection.

Proposals with one or more of the following attributes will receive favorable consideration:

- A high-energy, knowledgeable speaker (attach a URL of previous presentation/moderation, if available)

- Creative presentation of content

- A creative presentation title to attract participants to your presentation

- Inclusion of bios and photos for each speaker to be considered

- Presentations with innovative content, insights, ingenuity and cleverness

The ideal TalkAUTO speaker is:

- Experienced and comfortable speaking in front of large groups, up to 450

- Interested in sharing expertise, real-world strategies and knowledge with other professionals

- Willing to partner with TalkAUTO to deliver the best possible experience for the audience

- Interested, schedule permitting, in attending the whole event and engaging with attendees

- Open to helping spread the word about the event

Proposals that are deemed sales pitches will be rejected.

Presentation Formats

Proposals will be considered for one of two formats: panel or presentations with potential audience of up to 450 people. When submitting, simply select the topic of your choice for each proposal. The program committee will be responsible for selecting the top proposals and determining which format they best fit.

www.talkauto-canada.com

TOPIC CATEGORIES

Submit a proposal to address one of the following topic categories:

The Automotive Industry in a Future State—Areas to explore in this topic could include: companies who are successfully creating new market and value networks; who the disruptors will be and what the innovative products, services, and business models will be; rate of change and what's next.

The Mobile Consumer—Areas to explore under this topic include: integrating OEM and retailer objectives; how mobile evolves to shape automotive shopping and buying habits; use of location data to understand the customer; measuring the effectiveness of mobile data; the value of gaming in mobile automotive apps.

Marketing in a Future State—Areas to explore under this topic could include: who the overlooked customers are and how their needs will be met by disrupters; shifts in purchasing power...the future customer, their needs and expectations; evolving marketing strategies for companies to continue to thrive and grow; how smart vehicles are changing the transportation experience and the role of infotainment in marketing.

Data Measurement and Attribution—Areas to explore under this topic include: speed of obtaining market data; data management platforms—what's working and not working, build or buy; connecting the data in the purchase funnel and across tiers; evaluating the quality of data; issues of privacy and protection; KPI's and metrics for measuring optimal business benefits.

Automotive Industry Trends and Issues—Areas to explore under this topic could include: emerging trends leading to new value networks; technologies driving evolution, such as autonomous vehicles, connectivity, transportation services, infotainment and electrification; other industries that influence and impact change in the automotive industry; rate of change and the need for data-driven insight for businesses to respond to rapidly evolving trends and solutions.

The Retail Experience—Areas to explore under this topic include: connecting digital information to in-dealership experience; enhancing the dealership shopping experience with interactive technologies; bringing the on-line and dealership shopping experience up to the standards of non-auto retailers like Apple; the future of automotive retail marketing; the importance of marketing parts and service in customer loyalty; leveraging CRM data.

Multichannel Marketing—Areas to explore under this topic include: messaging across all channels including social media; what is the right mix for quality and performance; tracking and measuring viewership.

Ready to get started?

SUBMIT YOUR PROPOSAL