



**April 16 – 18, 2012 | Toronto | The Fairmont Royal York  
Call For Speakers**

The Call for Speakers for the 2012 *Auto Remarketing* Canada conference is officially open and accepting speaker proposals through February 10<sup>th</sup>. With educational tracks focusing on dealer-specific interests, remarketer education and legal/compliance issues, AR Canada 2012 will not only bring the industry together for valuable relevant insights, but will also provide distinct, targeted information for each of these industry segments.

This year's event theme is "Bringing it All Together," and that's exactly the goal: To bring everyone involved in the pre-owned vehicle industry in Canada to one location for a three-day event that will inform, educate and empower attendees. Auto Remarketing has gathered a list of proposed topics, but welcomes other suggestions as well. Please keep in mind Auto Remarketing has a strict speaker practice that content is limited to informational and educational value only. No product pitching allowed!

Proposed topics for AR Canada 2012 include:

**Retailing Strategies**

- Profitable social media strategies for your pre-owned department.
- I've got it! Now what do I do with it? – inventory management
- Online, Print, TV and Social Media Advertising ... Can't we all just get along? – making the most of your advertising dollars
- Successfully selling F&I products on your pre-owned inventory for great profit.
- Come back and see us again! – Customer retention
- Fixing what's broke. – Service operations

**Remarketing Strategies**

- Residual forecasts & analysis
- Used car market reports
- Wholesale market trends
- iDunno but iMlearning – technology spotlight
- Where'd you find that? – inventory sourcing

**Finance/Legal/Compliance Strategies**

- Motor Vehicle Dealers Act (MVDA)
- Funding the pre-owned customer
- Finding the right fit for the hard-to-finance customer
- Import and export HST exemptions and regulations
- The fine print – Special event sales and promotions
- Curbsiders

Submit your proposal to be a speaker to [bzadeits@autoremarketing.com](mailto:bzadeits@autoremarketing.com) with the subject line ARC 2012 SPEAKER SUBMISSION. In the email, be sure to include your contact information, as well as which workshop you are interested in speaking for, or your proposed topic, and a brief description of what you would be presenting.

*Bringing it All Together* | AR Canada 2012