

2024 ATAE

Events & Education

Focus Group Meeting

CO-CHAIRS



KELLY DANISON

Director of Events, OADA
Co-Chair, Events & Education Focus Group



BRUCE KNUDSEN

Executive Vice President, Government Relations, MTADA
Co-Chair, Events & Education Focus Group

ANN MUNLEY

Director of Association Operations, CAR
Co-Chair, Events & Education Focus Group

Agenda

Tuesday, November 5, 2024

*Events & Education Group arrivals

- 4:00 PM-5:00 PM** **Session I**
4:00 PM-4:15 PM Welcome & Introductions
4:15 PM-4:45 PM Gold Sponsor
 Dynatron
- 5:30 PM-6:30 PM** **Reception at The Fairmont**
- 6:30 PM** **Dinner on Your Own**

Wednesday, November 6, 2024

- 8:30 AM-9:00 AM** **Breakfast**
- 9:00 AM-12:00 PM** **Session II**
9:00 AM-9:45 AM Gold Sponsor
 Qore AI
9:45 AM-10:45 AM Roundtable
 • *Charity Events*
 • *Golf Outings*
 • *Educational Webinars*
 • *In-Person Trainings*
10:45 AM-11:00 AM Break
11:00 AM-12:00 PM Roundtable Continues
- 12:00 PM-12:45 PM** **Lunch**
- 12:45 PM-2:30 PM** **Session III**
12:45 PM-1:45 PM Discussion
 Speaker Worksheet
1:45 PM-2:30 PM 2025 Meeting Discussion
 • *Joint Session Feedback*
 • *Decide on 2025 Location*
 • *Choose 2025 Chair*
- 2:30 PM** **Adjourn**
- 6:00 PM-7:00 PM** **Joint Group Reception with the Communications & Public Relations Group**

2024 ATAE

Communications & Public Relations Focus Group Meeting

CO-CHAIRS



AUTUMN HEACOX

Director of Communications & Marketing, CNCDA
Co-Chair, Communications & Public Relations
Focus Group Meeting



KATHERINE CARVER

Director of Events & Communications, LADA
Co-Chair, Communications & Public Relations
Focus Group Meeting

Wednesday, November 6, 2024

Agenda

*Communications & Public Relations Group arrivals

6:00-7:00 PM **Joint Group Reception with the Events & Education Group**

7:00 PM **Joint Group Dinner**
Sponsored by The newsLINK Group

Thursday, November 7, 2024

8:00 AM-8:30 AM **Breakfast**

8:30 AM-11:30 AM **Session I**

8:30 AM-8:45 AM Welcome & Introductions
8:45 AM-10:00 AM Keynote Speaker
Storytelling for Dealerships, ASOTU
10:15 AM-10:30 AM Break
10:30 AM-11:15 AM Interactive Session: State Advocacy Efforts
Katherine Carver, LADA
Natalie Toler, VADA
11:15 AM-11:30 AM Gold Sponsor
StrategicSource

11:30 AM-12:30 PM **Lunch**

12:30 PM-3:15 PM **Session II**

12:30 PM-12:45 PM Gold Sponsor
Vitu
12:45 PM-1:45 PM Interactive Session: NextGen Dealer Programs
Autumn Heacox, CNCDA
Kelly Danison, OADA
1:45 PM-2:00 PM Break
2:00 PM-3:30 PM Association Share and Tell

- *Innovative Communications Tools*
- *Member and Stakeholder Engagement*
- *Media Relations*
- *Webinars and Podcasting*

6:00 PM **Dinner on Your Own**

Friday, November 8, 2024

8:00 AM-8:30 AM **Breakfast**

8:30 AM-11:30 AM **Session III**

8:30 AM-9:00 AM 2025 Meeting Discussion
Feedback on the joint session, communicate meeting location parameters, decide on 2025 location and choose 2025 chair.
9:00 AM-10:00 AM Interactive Panel: Crisis Communication
Moderator: Autumn Heacox, CNCDA
Bridget Johnson, NCADA
Catherine York, NADA
Chris Priest, ComplyAuto
10:00 AM-10:15 AM Gold Sponsor
ComplyAuto

10:15 AM-10:30 AM **Open Forum/Troubleshooting**

10:30 AM-11:15 AM **Open Forum/Departures**