



THE AM CUSTOMER SERVICE SUMMIT 2016

April 2016: date& venue tbc

Replacing the AM Aftersales Conference

Introduction

As the gateholders of customer retention and the department tasked with keeping in touch with customers throughout the ownership cycle of the vehicle, the conference will incorporate a firm focus on this area of the business. However, customer service permeates every layer of the dealership and a customer's perception at the time of sale will determine whether or not they will return for service work and ultimately when it's time to replace their vehicle.

AM always seeks views of dealers when collating content for its conferences and Customer Service has been discussed extensively with senior managers at some of the UK's top dealer groups.

The line-up of speakers aims to cover all aspects of customer care whilst focusing on the aftersales area where retention is arguably one of its key objectives, at the same time, AM will seek to appoint high profile speakers from the world of retail to provide a different perspective. In addition, AM will approach organisations such as the National Customer Services Institute to provide speakers from whom many in the industry are unlikely to have heard from in the past.

In addition to the main stage, there will be sponsored breakout sessions focusing on specific areas of customer service along with round tables running throughout the day and alongside plenary sessions for delegates to join as they wish.

Who will attend?

Like all AM conferences, the target audience is senior executives in retail as well as manufacturer partners although service managers and customer contact centre managers would also find the content highly tailored to their needs whilst customer service advisors and service advisors would also benefit.

Why Sponsor/ Exhibit?

- **Influence key decision makers** - in a learning-focused environment through workshop presentations, networking, branding and literature distribution
- **Build brand recognition and align your organisation with examples of customer service excellence** by featuring prominently as a key supporter of this event
- **Target key decision-makers with information about your product, service or message** before, during and after the event – through our many different channels
- **Learn directly from your clients about the challenges they face** and solutions they're looking for
- **Generate new sales leads for rapid ROI** through exclusive access to delegates – supplier access to the event is only through sponsorship/ exhibiting – no supplier tickets will be sold.

For further information please contact an account manager

Sara.donald@bauermedia.co.uk 01733 366474 Richard.kerr@bauermedia.co.uk 01733 366473

Kelly.crown@bauermedia.co.uk 01733 366364

SPONSORSHIP OPPORTUNITIES:

1 x HEADLINE SPONSORSHIP (with main stage speaking slot)

2 x HEADLINE SPONSORSHIP (with masterclass session)

- Main stage speaking slot or Masterclass Session
- Prominent logo on holding slides displayed between presentations and signage at the event; logo's on all marketing materials, including website, brochure, direct mail, emails and advertising.
- 250 words company overview on event website to include a hyperlink to your company's website
- Prospect meeting and product demonstration 3 x 2 space in exhibiting area (premium position)
- 10 tickets for staff (including speaker)
- 10 tickets to your dealer customers
- Additional tickets for your dealer customers can be purchased at 25% discount
- **COST £10,000 + VAT (to include main stage)***
- **COST £8,500 + VAT (to include masterclass session)***

MASTERCLASS SPONSORS

- Introduce and close a masterclass session (opportunity to source the dealer case study to present the session)
- Sponsors logo on holding slides displayed between presentations and signage at the event; logo's on all marketing materials, including website, brochure, direct mail, emails and advertising.
- 150 words about your company on event website to include a hyperlink to your company's website
- Prospect meeting and product demonstration 3 x 2 space in exhibiting area
- 5 tickets for staff (including speaker – No additional tickets for suppliers will be available)
- 5 tickets to your dealer customers
- Additional tickets for your dealer customers can be purchased at 25% discount
- **COST £5,000 + VAT***

***Upgrade sponsorship to include hosting a roundtable for an additional £1,250**

EXHIBITING PACKAGE

- Prospect meeting and product demonstration 3 x 2 space in exhibiting area
- 100 words on event website to include a hyperlink to your company's website
- 100 words and logo in the delegate pack
- 2 tickets for staff (to man stand during day – No additional tickets for suppliers will be available)
- Tickets for your dealer customers can be purchased at 15% discount
- **COST £2,000 + VAT**

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AVAILABLE MASTERCASS TOPICS*

- The art of customer service
- Customer surveys and mystery shops
- The customer portal comes of age / digital engagement
- The future of loyalty schemes
- The role of technology and software systems in delivering customer care
- How to perfectly blend revenue drivers with customer care
- Why your website is a crucial part of your customer service strategy
- How targeted eCRM or digital engagement can build long lasting customer relationships and aid retention
- How to use video to boost test drive appointments and build trust in a aftersales
- Service plans as the driver of customer
- Finance as a central force in customer service

*Alternative session requests must be agreed by AM events

AVAILABLE ROUNDTABLE TOPICS*

The event will also include four roundtables which will each run three times throughout the day and alongside the plenary sessions, offering delegates the opportunity to take part in discussions, debate issues and provide the opportunity to share experience as well as gain insight from others. Hosted by some of the breakout session sponsors, these sessions, which will repeat three times throughout the day, are set to be a lively addition to AM's conference programme.

- What constitutes good customer service and how can dealers deliver a joined-up, integrated experience?
- How much control should the customer have if we are to achieve the very best in customer service?
- What role does digital marketing and the website play in customer service and how can we better use it to improve?
- How will technology and ever changing software affect how we deliver customer service?

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