

## **AM F&I Breakfast Club 2016**

Proposed May/ June and Oct/ Nov timings

### **WHAT IS IT?**

The F & I Breakfast Clubs will continue to provide an intimate platform for those with F & I responsibility to come together to share views, experiences and best practice learnings on industry changes, challenges and issues facing their franchises.

AM will hold two meetings throughout the year, looking to attract an audience of between 10 – 15 attendees at each meeting.

### **TARGET AUDIENCE**

The target audience will be those with F & I responsibility typically made up of managing directors, dealer principals, operations directors, business managers, group F & I managers and finance directors.

### **LOCATION**

A location and venue will be researched against the AM database as evidence suggests potential delegates are happy to travel within an hour's radius to where they are based. As Oxford attracted our key audience to the F & I Conference in November this will be our starting point.

### **WHY SPONSOR**

Companies supporting the AM F&I Breakfast Club will benefit from an association with the quality and value recognised by these events along with the exclusive opportunity to interact with this targeted audience.

Each partner will have the opportunity to lead one of the breakfast meetings to effectively involve and engage each audience member by asking questions, requesting feedback on new initiatives you may have, or maybe just sharing some best practise case studies that your business has learnt.

By doing this attendees will view you as a portal of information and support the building of better relationships throughout the industry. It will also enable you to drive discussion and debates around F&I related issues and utilise this intimate setting to understand the real issues affecting the Franchised Dealer Market, gain valuable insight and competitor advantage.

### **PARTNER PACKAGE**

- 2 senior decision making sponsor representatives to be present at each breakfast meeting.
- Opportunity to address the audience as a thought leader during one of breakfast meetings (each sponsor will be allotted one of the breakfast meetings).
- Each presentation will be covered editorially in an issue of AM.
- Cost/ Investment £10,000 per year\*\* (£5,000 per breakfast)

For further information please contact an account manager

[Sara.donald@bauermedia.co.uk](mailto:Sara.donald@bauermedia.co.uk) 01733 366474 [Richard.kerr@bauermedia.co.uk](mailto:Richard.kerr@bauermedia.co.uk) 01733 366473

[Kelly.crown@bauermedia.co.uk](mailto:Kelly.crown@bauermedia.co.uk) 01733 366364