

Move Up H a Gear



Thursday 25th June 2009
9am-1pm
Lagan Valley Island
Conference Centre
Lisburn

Ideas and Inspiration
to Shift Performance
and Bottom Line
Results



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THE INSTITUTE OF THE MOTOR INDUSTRY

PROGRAMME

08.50	Registration, Light Breakfast, Exhibition & Networking
09.20	Martin Hutchinson, The IMI
09.25	Sir Reg Empey, Minister for Employment and Learning
09.40	Philip Hesketh: Moving Up A Gear!
10.40	Coffee Break - Exhibition & Networking
11.10	Specialist Workshop Choice
	› Customers Escaping? Marketing in the Motor Industry (Niall McKeown)
	› The Challenge of Leadership (Philip Hesketh)
	› After Profit? After-Sales! (Peter Turner)
12.00	Philip Hesketh: Take the Wheel!
12.30	Q&A
12.40	Closing Remarks
12.45	Lunch, Exhibition & Networking

WHO SHOULD ATTEND?

- › From large to small!
- › From franchise to forklift!
- › This event will be beneficial to everyone who runs a motor business or department.
- › *If you're in the Motor Industry – Be there!*

WHAT WILL YOU GET?

- › New Knowledge
- › Fresh Ideas
- › New Contacts
- › Business Opportunities
- › Renewed Customer Focus
- › Perspectives on Efficiency
- › Inspiration & Motivation
- › Perspectives on Teamwork

To book your **free** place...

Call **01992 511521** or register online at www.motor.org.uk/events

For more information email martinh@motor.org.uk or call **07887 591739**

ON THE GRID!



Philip Hesketh ***Moving Up A Gear!***

As founding director Philip developed 'Advertising Principles' from a standing start to a £48 million company employing over 150 people. Philip is now a full-time business speaker helping companies across the globe with 'The Psychology of Persuasion'. We are delighted that he has agreed to share his expertise with the NI Motor Industry on topics such as 'How to Hold High Prices', 'Selling in a Recession' and 'Relationship Building'.



Niall McKeown ***Customers Escaping?*** ***Marketing in the Motor Industry***

Gone are the days when a customer walked into the showroom and you knew you had a sale. Your customers 'channel surf' – the rules of the game have changed and to succeed you must engage them in new ways. As Founder & MD of ION Online Marketing, Niall McKeown creates 'New Marketing' strategies for global firms and local SME's alike. We are delighted that Niall has agreed to share his expertise on how local Motor Companies can find new and improved ways of engaging their customers.



Peter Turner ***After Profit?*** ***After-Sales!***

Peter is co-founder of Automotive Advantage and a specialist in both the challenges and opportunities presented by after-sales. From 'Managing Technicians' to 'Customer Complaints' from 'CSI' to 'Courtesy Cars' Peter is the guru. He has a full spectrum of experience within the motor industry and will help you identify opportunities to improve your after-sales business.



Philip Hesketh ***Take the Wheel!***

Change is now the only constant. To survive and thrive you, your team and your organisation must move from Good to Great. Philip will close the event by outlining the importance of 'getting better' and the steps you can take to do this.

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THE INSTITUTE OF THE MOTOR INDUSTRY

The IMI is the Sector Skills Council (SSC) for the Motor Industry. SSC's are independent, employer-led, UK-wide organisations designed to build a skills system that is driven by employer demand. The IMI is focussed on four key goals:

- › Reduced skills gaps and shortages
- › Improved productivity, business and public service performance
- › Increased opportunities to boost the skills and productivity in the sector's workforce
- › Improved learning supply through National Occupational Standards, apprenticeships and further and higher education.

Move Up 2 Gear



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WHERE TO GO

Entrance to Lagan Valley Island via Queens Road >>>>>>>>

Free parking available

IMI would like to thank the following for their support:



All Exhibitors

