SUBMISSION GUIDELINES

SUBMISSIONS DUE FRIDAY, JUNE 29, 2018

AMR OVERVIEW

Now in its 13th year, J.D. Power's Automotive Marketing Roundtable is the leading automotive marketing event in the industry. This two-day event brings together top speakers from both inside and out of the automotive industry inspiring the most creative and strategic minds in auto. With more than 1,000 attendees, the AMR pushes boundaries and cultivates connections.

This year's conference is designed specifically to bring together the best and brightest from many industries to share, learn and connect with leaders in the automotive industry. Our goal for the AMR is to give you a better understanding of what you and your organizations need to do to become experts in the customer experience journey through digital transformation.

2018 MAIN STAGE STORY

Digital transformation is affecting all aspects of the automotive value chain. This year's AMR will explore the strategic landscape of the industry, and what marketers need to do to attract and retain customers in today's increasingly digital environment. As our industry moves through this digital revolution, auto companies face a tough challenge: how do they stay focused on their customer's wants and needs while evolving their digital marketing and customer experience management strategies to achieve business objectives?

On our main stage, we will explore the importance of a customer-first approach in moving forward with digital transformations. We will showcase successes in leveraging key insights and best practices that deliver on customer expectations at every touch-point. The AMR main stage will bring you thought-leaders across different industries to share insights for successfully navigating digital disruption.

Main stage speakers are invite-only.

ABOUT SESSION TOPICS

J.D. Power is opening a call-for-speakers for deep-dive sessions taking place in breakout rooms on both days of the conference. These sessions are meant to help attendees apply main-stage content to their everyday roles. You will be asked to select one topic per submission from the following:

1. Cross-Channel Marketing
Brand consistency across all mediums is an ever-important to-do for marketers. Consumers should experience the same brand regardless of platform/channel. What are best practices for a cohesive and consistent brand experience and how can a consumer's perceptions/sentiment be measured post-consumption?

2. The post-incentive era: keeping an audience
The golden age of incentives that so many OEMs used to help sustain performance is fading. How can ROI be measured/compared: incentive spend vs. marketing spend? How do you see OEMs maturing their marketing with fewer 'hooks' of incentives?

3. Emotional Advertising
Consumers love to cry. And laugh. The use of emotion in advertising has become even more powerful and relevant in reaching today's consumers, with data available to help quantify consumer reactions and brand sentiment post-consumption. What are the appropriate metrics to judge emotional impact? (share a real-world example of a successful approach)

4. Mobile
What are the most impactful ways to 'market to the transitory'? (the 'ever-connected consumer'). Now more than ever, 'Right ad, right place, right time' needs to be a priority when marketing via mobile. How is success measured? Are there certain mediums that are over-indexing these performance metrics? How and why?

5. Performance-Oriented Media
How is digital advertising best measured? What are the most responsible/transparent metrics? Can consumer sentiment/emotion be measured? How? How have performance metrics changed over the past few years and how do you see them changing budget allocation towards digital? How are agencies best incentivized to make the responsible choices when choosing an investment amount and medium?

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6. Social Media
Responsible usage of paid social has become an ever-impactful piece of a marketer's campaign strategy. What strategies can be implemented through paid social that deliver towards an overall successful campaign? How do marketers gauge the performance of a paid social effort? How is success defined?

7. AR and VR
As augmented and virtual reality have gained popularity, how can OEMs successfully leverage these technologies to educate, inform and entertain consumers? How can AR/VR experiences be judged as successful? Are there best practices to effectively introduce these technologies at a time in the customer lifecycle where they can be the most impactful?

8. Customer Lifecycle
Every step of the customer journey is now influenced by data. But there's a question about that data; does it help you better connect with your customer where they want, when they want, and how they want?

9. Fake News – Building trust in the era of Fake News
Russian influence, chatBots, bad players, click bait. How do companies market in an age of lowered trust in institutions and individuals? What are the trends, strategies and tactics that are helping brands cut through the clutter to build trust and loyalty?

10. Conversion Rate Optimization
Increasing the percentage of users converting into customers through a brand's website is the ultimate goal, but the ability to track CRO means you'll have a better understanding of consumer behavior and ID the elements producing the most conversions. What back-end structures can be implemented now to best ID and track customer journeys on OEM websites?

11. Programmatic Advertising
Programmatic ad buying remains as a formulaic and data-driven option when looking at options to reach customers. But what are the best ways to truly gauge programmatic success? Is it reaching consumers at the right time? Is it really engaging the right consumer targets?

12. You can hear me AND see me? Voice Search and Facial Recognition
The keyboard and touchpad continue to fade into the marketing background as consumers become more comfortable having marketing and sales conversations with AI. How is this impacting marketing strategies, and how will advances in technology shift the customer experience?

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13. ID me—Multiple Device Identification
Tracking a single consumer across multiple devices is becoming more manageable. What is making this ID more successful, and how are smart marketers leveraging this data? Can these new journeys help define a concise consumer path to purchase?

14. Live Streaming and Ephemeral Content
The average user watches live video 3 times longer than pre-recorded content, and the days of shaky, awkward live content are over. But does this live streaming drive better results for brands? How is impact measured and judged? Is there a 'next step' in live and ephemeral content? What can automotive brands do now to lead the way?

15. Targeted Marketing
We are in an age where every individual consumer falls into their own marketing segment. Segmenting by age, race, buying power and social media habits can now be cross-checked and personalized. How is it impacting customer experience and how can it be measured? How is success defined? Psychographics and mindsets have become the new demographics and life-stages. Does this make a marketer's job tougher or easier?

16. The 21st Century Duopoly: Google and Facebook
The two biggest influencers on car sales and brand messaging aren't car companies. Is this a good thing or a bad thing for the automotive industry? If given a $10MM spend with each of these two and an alternative of your choice, which delivers the best ROI? What is that ROI and how is it measured?

17. Five Months in: GDPR and lessons learned
Exactly five months ago this week, the EU's General Data Protection Regulation went into effect. Has this affected how brands interact with their customers and potential customers? Are there best practices surrounding GDPR that brands can utilize to ensure they're maintaining customers, building brand advocacy and cultivating environments of trust?

18. Crisis Management and CX
After a PR nightmare or tragedy around a brand, there's plenty of clean up strategies, but have they been tied to data, and ultimately customer experience?

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SUBMISSION FORMATS

Presentation: 1 or 2 speakers presenting to an audience in theatre style seating
- 1-2 presenters on stage discussing a single topic
- Audience should be left with key takeaways and learnings
- Audience Q&A

Case Study: agency or service provider presenting case study with client
- 1-2 presenters on stage discussing a case study
- Audience should be left with key takeaways and learnings
- Good for client-agency pairing
- Audience Q&A

Panel: Q&A format with moderator and 2 to 4 SMEs
- One moderator and up to four panelists
- The moderator will facilitate introductions and topic
- Panel discussion
- Audience Q&A

Interview: service provider interviewing client
- One interviewer with one interviewee discussing relevant topic
- Good for client-agency pairing
- Audience Q&A

Roundtable: interactive small group discussion around a common topic
- Moderator will lead a small group discussion on one of our topics
- Session is meant for audience interaction and open dialogue
- Audience in U-shaped seating for up to 30 attendees

Live Demo: 1 or 2 speakers giving a live product demonstration
- Up to two speakers giving a live product demo in line with one of our topics
- Audience Q&A

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- You may submit no more than two proposals per company
- Proposals must have all speakers identified by name and company
- Proposals must have all required fields completed
- Option to insert link to a YouTube video of previous speaking engagement

Proposals with the following attributes will receive favorable consideration:
- Proposals that showcase new techniques or insights to help move the industry forward
- Proposals that provide actionable data and insights teaching attendees something new
- Proposals that give concrete takeaways to be applied immediately
- High-energy, knowledgeable speakers
- Proposals that showcase case studies or research results
- Inclusion of an OEM panelist or co-presenter
- Inclusion of a J.D. Power panelist or co-presenter
- Creative presentation of content
- A creative session title

REVIEW PROCESS

Submitter will receive an email confirmation upon submission of each proposal.

Proposals will undergo review by the J.D. Power program committee. Those that meet the criteria and guidelines best will be selected. Committee members may reach out to submitters for clarity or additional information throughout the review process.

All submitters will be notified by email whether they are selected or not.

If your proposal is selected, you will be given two weeks to confirm identified speakers.
Failure to meet this deadline will be cause for proposal dismissal.

All submissions have the opportunity to be featured in our AMR magazine for distribution at the event. Space can be purchased for a minimal fee to highlight white papers, client stories and company ads. Please contact Ashley.Hession@jdpa.com for more information.

SPEAKER BENEFITS

All selected speakers will receive complimentary registration for the AMR.

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