



Speaker Submission Guidelines

Submissions due Friday, May 26, 2017

Now in its 12th year, the AMR 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 1200 attendees, the AMR pushes boundaries and cultivates connections.

In an effort to continually improve the content of the conference, J.D. Power sought the input of our advisory board members to help identify topics and categories that were deemed important areas to explore in today's automotive environment.

2017 Main Stage:

2017 and 2018 present challenges for automotive marketers as they all strive to meet volume targets in a market where overall sales are expected to be flat for the industry overall. Through March, new vehicle inventories remain at high levels, and incentive spending is also high as automakers strive to maintain sales volume. In this competitive environment, we know that automotive marketers will be challenged by their leadership to find new and innovative ways to win in the market. This year's AMR will take these challenging issues head on to provide our attendees with the critical insights they need to win in a competitive market environment.

The main stage presentations will focus on four themes that are critical areas for automotive marketers. These themes are meant to tell a story over the course of the event to inspire attendees. Main stage speakers are invite-only.

- 1. The Power of Brand**
- 2. Differentiating the Customer Experience**
- 3. Cultivating Loyalty and Advocacy**
- 4. Drive Conquest**

Breakout Sessions

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.

Submission Topics

You will be asked to select one topic per submission from the following:

1. Focus on the Story, Go beyond the Channel

Consumers live amongst all devices and don't think of them as different channels.

How can you focus on your message and building off of the consumer's last impression instead of focusing on delivery channels?

2. Customer Lifecycle is Key

How can you engage with customers at every step of their journey in the ways they most prefer? Best practices in consumer engagement: contact how they want, when they want and where they want.

3. Content Marketing

The world today is flooded with mass amounts of information. How can you stand out in this over-saturated environment to create content that is so good, audiences actually want to consume it?

4. Account Based Marketing (Agency)

The shift from casting a wide net to personalized campaigns designed specifically for targeted accounts is happening. ABM is now being used by those seeking to acquire specific high-value customers. Is this new trend worth the time and money?

5. Digital Transformation

Balancing the human touch with the outpouring of new marketing technology can be challenging. Artificial intelligence along with augmented and virtual reality are on the rise. What is the right balance?

6. Programmatic Advertising

Too much data and too many choices: How can we be more efficient with our ad buying and gain control over our budgets and campaigns all while deploying personalized experiences and optimizing creativity.

7. Data Driven Marketing: Proof of Performance

The power of data is immense. Data is guiding decisions and driving revenue. It has gone from informing to predicting. How can you harness the power of your data to impact ROI?

8. Alignment: Tier 1 meets Tier 3

Staging your messaging across the Tiers is crucial, yet continues to be a struggle. What attribution is right for your business? How can you conceptualize your marketing and align for optimal story telling?

9. Cross Channel Marketing

Online and offline experiences need to be seamless and personal – but it's not that easy. How can a brand meet a consumer in the right moment with the right message? How can we implement a clear concise story across devices?

10. Mobile is the Future, Still

Mobile has been and will continue to be the future. To provide memorable mobile moments, we need to think Mobile First and place this key device at the center of our digital strategy. What are the best practices in mobile marketing?

11. Agency Accountability

Accountability and proof of performance from agencies is at an all-time high. Agencies are tasked with a bigger role with fewer resources. How can agencies deliver and succeed in this tough environment?

12. Performance Oriented Media

OEMs are relying more than ever on media to help them sustain loyalty and drive sales. They want to see a return and proof of performance. Tips and tricks for media companies to best support OEMs

13. Augmented and Virtual Reality

Are these new trends effective? When will we get the clunky glasses off our faces? What's now and what's next?

14. Emotional Advertising

When it comes to advertising there is the classic battle of art vs. science, right vs. left. Using the power of emotion in advertising is proven to be effective. How can you do it best to see an impact on your bottom line?

15. Brand: What is your message and how can you deliver it clearly

Conveying your message clearly and concisely may not always be as easy as you'd think. This session will explain best practices in how to build a resilient brand in an ever-changing marketing environment.

16. Targeting

Today, targeted marketing is one of the most commonly applied marketing models in practice. Segmenting based on a consumer's age, race, preferred website, blog or video channel is a widespread practice but how can we utilize this information to its full potential?

17. Social Media

Social media is a critical component to modern-day marketing. What are the must-do's for effective social media marketing? How can social be utilized to its full potential?

Submission Formats

1. Live Demo (New this year)

- Up to two speakers giving a live product demo in line with one of our topics
- Audience Q/A

2. Presentation

- 1-2 presenters on stage discussing a single topic
- Audience should be left with key takeaways and learnings
- Audience Q/A

3. Panel

- One moderator and up to four panelists
- The moderator will facilitate introductions and topic
- Panel discussion
- Audience Q/A

4. Small Group Discussion (New this year)

- Moderator will lead a small group discussion on one of our topics
- Session is meant for audience interaction and open dialogue

Submission Guidelines

- 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:

- Inclusion of an OEM panelist or co-presenter
- Proposals that showcase new techniques or insights to help move the industry forward
- High-energy, knowledgeable speakers
- Proposals that showcase case studies or research results
- Creative presentation of content
- A creative session title

Review Process

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

Committee members may reach out to submitters for clarity or additional information throughout the review process.

Proposals will undergo review by the J.D. Power program committee. Those that meet the criteria and guidelines best will be selected.

All submitters will be notified by email whether or not the proposal was selected.

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 new 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.prosser@jdpa.com for more information.

Speaker Benefits

All selected speakers will receive complimentary registration for the AMR