

Digital Dealer 27 Conference & Expo
Mandalay Bay Resort & Casino
3950 S Las Vegas Blvd, Las Vegas, NV

Friendemic
Booth #1431

Day 1: Monday, August 19

12:00 pm – 12:30 pm

How to Optimize Facebook Ad Campaigns Using Oracle Data

Speaker: **Chris Marshall, Oracle**

2:30 pm – 3:00 pm

How Luxury Brands Use Digital to Enhance Customer Experience: A Conversation with Porsche and INFINITI

Speakers: **Issam al Mutawaly, Porsche** and **Matt Wilson, INFINITI**

3:35 pm – 4:05 pm

Online Reviews: More Is Not Always the Answer

Speaker: **Steve Pearson, Friendemic**

5:30 pm – 6:00 pm

How to integrate Video in All Areas of Your Dealership

Speaker: **Brent Albrecht, Friendemic**

Day 2: Tuesday, August 20

10:00 am – 10:30 am

Facebook Q & A: What's New and How to Get Better Results with Your Ads

Speaker: **Coleman Craddock Willis, Facebook**

12:00 pm – 12:30 pm

How Dealers Can Use YouTube to Reach In-Market Shoppers

Speaker: **Tim Mueller, Google**

1:20 pm – 1:50 pm

Online Reputation Across the Automotive Industry: How Do You Stack Up?

Speaker: **Steve Pearson, Friendemic**

2:25 pm – 2:55 pm

How to Save \$000s on Facebook Ad Costs

Speaker: **Becca Rettenberger, Friendemic**

3:30 pm – 4:00 pm

Best Practices on Selling Your Pre-Owned Inventory on Facebook Marketplace

Speakers: **Becca Rettenberger, Friendemic**, and **Nima Hedayati, Tap Classifieds**