



Polk '08

Automotive Intelligence Summit

Lead Management—A Framework for Success and Competitive Advantage

Please join R. L. Polk & Co. with featured guest Gartner, Inc. for a business and technology session on lead management, lead scoring, and how to leverage both to obtain a competitive edge in the digital automotive marketplace.

You will learn how to take your organization to a new level of retail automotive marketing by understanding what is relevant, where automotive lead marketing is today and what to expect in the future. Most of all, you will walk away with the knowledge to help you move your organization forward with minimal risk and maximum impact.

The playing field is shifting rapidly—Traditional marketing strategies utilizing newspaper, television and radio are becoming more costly and less efficient. To be a true competitor in today's marketplace, you must have a lead marketing strategy. The days of simply focusing on driving generic prospects into the showroom are over. If you are employing a lead marketing strategy that doesn't match prospects' expectations and needs to product, then you are at serious risk of losing profitable sales.

With over 85% of all eventual car and truck purchasers using the Internet to conduct their research, it is important to note that the vast majority of those users actually become leads. What you learn during this half day session will help you better understand the mystery around how you should focus on leads and effectively manage the Internet sales process; unlocking a new and exciting opportunity for marketing success.

Lead Management—A Framework for Success and Competitive Advantage, will provide you with:

- A state of the industry assessment from one of the industry's leading voices
- Compelling insights addressing what types of online experiences influence brand loyalty
- A direct view into advanced lead management, marketing, and technology at the retail level
- A framework for implementing the optimal lead management and digital marketing strategy for your organization that leverages advanced technology and industry leading intelligence

When: Friday, April 4, 2008

Where: Park Ridge Marriott, Park Ridge, NJ

Time: 8:00 am – 2:00 pm

Agenda:

8:00 am - 8:45am	Breakfast
8:45 am - 9:00 am	Opening Remarks
9:00 am - 10:00 am	Thilo Koslowski, Gartner, Inc.
10:00 am - 10:45 am	David Metter, MileOne
10:30 am - 11:00 am	Break
11:00 am - 11:45 am	Lonnie Miller, R. L. Polk & Co.
11:45 am - 12:45 pm	Lunch
12:45 pm - 1:30 pm	Mike Spadafore, R. L. Polk & Co.
1:30 pm - 2:00 pm	Closing Remarks

To register for this event, please go to www.regonline.com/PolkSummitNJ



Gartner

Featuring: Thilo Koslowski
Vice President Automotive and Vehicle ICT
Manufacturing Industry Advisory Service, Gartner, Inc.
Lead Management—State of the Industry



Mile ONE
AUTOMOTIVE

David Metter
Chief Marketing Officer, MileOne Automotive
Advanced Lead Marketing for Competitive Advantage



Polk

Lonnie Miller
Director Industry Analysis, R. L. Polk & Co.
Consumer Expectations for Internet Lead Marketing



Polk

Mike Spadafore
Global Director, Consumer and Commercial Marketing
R. L. Polk & Co.
Lead Marketing Management—A Framework for Success