



Colorado Automobile Dealers Association

Automotive Internet Marketing Seminar

This classroom presentation covers what's happening in the industry, today's automotive consumer, emerging trends, and what's new with advertising and marketing on the Internet.

	Date / Time	Location
Denver	Wed., Aug 5 th , 2009 8:00am to 9:30am <i>Breakfast included</i>	William D. Barrow Building CADA Headquarters 290 E. Speer Blvd (SW Corner of Grant/Speer), Denver, CO Phone: 303.831.1722

HOWARD POLIRER, DIRECTOR OF INDUSTRY RELATIONS FOR AUTOTRADER.COM,

Howard Polirer is Director of Industry Relations for AutoTrader.com, the ultimate automotive marketplace. He joined AutoTrader.com in 2003 as a National Dealer Trainer and has trained more than 8,000 dealers in over 200 major markets on the industry's best practices to reach automotive consumers. With over 30 years of experience, as one of the nation's leading Internet automotive educators in the retail automotive business, he has delivered programs for a wide breadth of OEMs and has spoken and conducted workshops at conventions and conferences for NADA, NIADA, NABD and many state and local dealer associations.

Topics covered:

- The changing context of automotive marketing
- Today's automotive consumer
- Consumer-centric marketing
- Maximizing Online ad spending
- Online merchandising best practices
- In-store process



TO REGISTER, PLEASE RETURN THIS FORM AND PAYMENT OF \$119 / 1ST PERSON AND \$99 / ADD'L PERSON

CADA, 290 East Speer Blvd, Denver, CO 80203, Fax: 303.831.9100 [*Checks payable to "CADA"*] or rsvp@coloradodealers.org or Online www.coloradodealers.org/registration

Dealership Name _____ City _____

Credit Card # _____ Exp _____ Check to request invoice
(*Visa / MasterCard / American Express accepted*)

Name _____ Title _____

E-mail _____ Phone _____ Fax _____

Name _____ Title _____

E-mail _____ Phone _____ Fax _____

CANCELLATIONS MUST BE RECEIVED TWO DAYS PRIOR TO THE TRAINING SESSION

Questions:

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