



2022 ATAE Communications & Public Relations Focus Group Meeting

AGENDA

Wednesday, November 2, 2022

6:00 - 7:00 PM Group Reception Cabanas

Thursday, November 3, 2022

8:00 - 8:30 AM Breakfast Satisfaction

8:30 - 12:00 PM Session I Revolution

Welcome & Introductions

Print & Multi Generation Communications

Sophie Hanson, The newsLINK Group

For the first time in history, there are five generations in the workplace which also means associations are juggling the interests, needs, and communication styles of members whose ages span over half a century. Print speaks to all generations and should be considered as a core strategy for engagement with members.

Show and Share

This segment has traditionally been popular with attendees! Share your print pieces and gather new ideas from your peers.

Digital Communications (SEO and OTT FOCUS)

Sydney Rubin and Amar Elaasar, Data Drive

Data Drive uses data-driven audience targeting to help reach potential customers. Not only is this data designed to help better understand customer behavior, but also to help understand the products bought.

Social Media: Success Stories

12:00 - 12:45 PM Lunch Satisfaction

-OVER-

1:00 - 3:30 PM	Session II	Revolution
	<p>Digging through the Data David Wall and Allen Faith, Cross-Sell Cross-Sell has been providing industry leading registration data for over 30 years. Trusted by dealers, media outlets, and countless others within the automotive space, Cross-Sell is established as a premier registration data provider within the industry.</p> <p>NADA's EV Initiative and Resources</p> <p>All In For EVs A case study by NCADA As part of NCADA's effort to fight to protect the franchise system, the association launched the "All in on EVs" campaign. The purpose of the campaign is to show that, with the coming of age of electric vehicles, local franchised dealers are the best trained, best equipped, and best prepared resource to assist consumers with the purchase and repair of tomorrow's new EVs.</p> <p>Best Practices Roundtables:</p> <ul style="list-style-type: none"> - Membership Directories - Partnerships and Endorsements - Auto Shows - Websites 	
6:30 PM	Group Dinner Meet in lobby to walk over.	Lou & Mickey's

Friday, November 4, 2022

8:00 - 8:30 AM	Breakfast	Satisfaction
8:30 - 11:30 AM	Session III	Revolution

Meeting location and chair for 2023.

Fundraising

Increasing Member Participation As We're Post-Covid

Final Thoughts/Discussion