



ATTENDEE SCHEDULE 2024

8:30-9am

Open Seating and Breakfast Bar

Location: **Wynn Hotel** | Lafite Ballroom

9am-12:30pm

Event Programming

Be a Change Agent: What You Can Do to Advance Gender Equality Now

Shelley Zalis

The founder and CEO of The Female Quotient offers action steps to break down barriers of entry and promotion and get more women working and leading dealerships.

Organized Networking Segment

Unlocking Your Social Bravery and Using It for Good in the Workplace

Dr. Amy Cuddy

Dr. Cuddy will share how to activate psychological mechanisms for good to improve workplace culture.

12:30-1:30pm

Lunch

Location: **Wynn Hotel** | Lafite Ballroom

1:30-2:30pm

Transportation to Las Vegas Convention Center (LVCC)

2:30-3:15pm

Workshop Session #1

Attendees choose one of Women Driving Auto Retail-focused workshops:

Data-Driven Leadership: Gaining a Competitive Edge and Driving Growth

Location: **LVCC, West Building, W220**

Welcome to the data-driven era, where data, privacy regulations, and consumer behavior shape businesses and their ability to win. Adopting a data strategy for customers and your team is vital in 2024. Learn to optimize teams, connect with customers, and enhance marketing. Embrace your first-party data and unleash your data power for your 2024 competitive advantage.

Narrowing The Gender Gap: How to Recruit and Retain Women Technicians

Location: **LVCC, West Building, W212**

Female technicians are a historically underutilized market. Using insights from technician and dealer interviews as well as survey data, we will dive into best practices and provide the audience with the necessary tools and resources to best recruit and retain female technicians.

Change Doesn't Have to Feel Like a Four-Letter Word

Location: **LVCC, West Building, W218**

Learn about change management tools from three 2022 40 Under 40 awardees on lessons learned when implementing new technologies and vendors across their dealership. As an industry, we can adopt change at a swifter pace, which helps improve company culture, turnover, and overall dealer success.

A United Dealership is a Profitable Dealership

Location: **LVCC, West Building, W309**

Discover the key connection between collaboration and your bottom line. Learn to think strategically about team building and apply evidence-based practices to develop your employees. Examine ways to turn differences into your advantage. Move beyond the buzzwords and passing fads to construct a cohesive culture that requires and supports a united dealership.

3:30-5pm

Super Session: Unleashing the Combined Power of AI and Human Capital Featuring Female Leaders

Location: **LVCC, West Building, W325**

In today's fast-paced, technological world, the fusion of AI and information saturation is rewriting the rules for businesses across the spectrum. We're in the midst of a revolution where traditional methods collide with cutting-edge technologies. Amidst this change, the challenge of nurturing and retaining top talent takes center stage.

4-4:45

Workshop Session #2

Attendees choose one of Women Driving Auto Retail-focused workshops:

How to Build an Employee Resource Group 101

Location: **LVCC, West Building, W212**

Employee Resources Groups are meant to bring together employees with shared characteristics or experiences, aiming to support them in their personal and professional growth. Discover the basics of an ERG and to build one that will last, no matter your budget, staff, or dealership size. Walk away with a plan to gauge interest in the right ERG for your workplace, steps to get started and ready-made programming ideas.

Proven Tactics and Tips from a Top Sales Performer Featuring Crissy Burton

Location: **LVCC, West Building, W317**

Learn from a top sales performer how to attract customers and close more sales. Crissy Burton, who has created a virtual community for female sales consultants across the country, will share several of her proven tips, including achieving work/life balance, building a personal brand, using Instagram and Facebook Marketplace, and implementing special finance strategies.

NADA Exchange: Community Exchange: Women Dealers

Location: **LVCC, West Building, W304**

Brainstorm and problem-solve in this peer-to-peer roundtable discussion with female dealers and managers. Share challenges and successes from personal career paths and dealerships and receive new perspectives from women in the industry.

NOTE : This session is only open to dealers and managers.

The Science Behind Influence

Location: **LVCC, West Building, W313**

Join us for an overview of the science behind emotional intelligence and gain key insights on ways to be successful by engaging others with EQ. Participants will have an opportunity to take a self-assessment and learn ways to develop five key emotional intelligence skills, among other activities.

4:45-6pm

Closing Event Happy Hour

Location: **LVCC, West Building, Level 3 Terrace**