



Sean V. Bradley

SYNERGY SESSION 2009, ATLANTA GEORGIA

By the time you read this, Synergy Sessions 2009 in Atlanta is in the history books! This was the Fourth Annual Synergy Sessions. Last year's event was absolutely amazing in New Orleans, and the results from this year's event is sure to surpass that one. This year's event featured John Ferber, CEO of USO Networks, as the keynote speaker. Ferber was the owner of the *world's largest* digital marketing company, Advertising.com, and sold that company in 2004 to AOL for almost 500 million dollars. It is currently worth approximately *10 billion dollars* today, so, having Ferber as the keynote speaker is truly an honor. "He had discussed digital marketing as well as stats and research points that are great to consider for any digital marketing field," said Stan Sher, Internet director of Teddy Nissan. This man can offer some powerful insight to our industry, and can guide dealers as to where to properly allocate their advertising dollars to maximize ROI in a downed market.

There were more than 13 nationally acclaimed vendor sponsors for the 2009 Synergy Sessions:

- Dealer Synergy
- *AutoSuccess* Magazine
- *Dealer Marketing* Magazine
- Royal Administration
- Synergized Media
- AutoTrader
- CarsDirect
- VinSolutions
- TK Carsites
- DealerOn
- FranklinCovey
- vAuto
- CarFolks
- Bird Dog Club
- Widestorm

Synergy Sessions had the absolute elite of elite national experts on hand for some powerful workshop presentations. This was *not* a timeshare pitch. Speakers understood that the automotive industry is at a critical

state, and that the economy still is not in good shape. So, the Synergy Sessions speakers came with it. I personally created the instructional design and curriculum design as an expert consultant and trainer. I found expert speakers in each of the selected topics who could deliver powerful training content, packed with a lot of take-away ideas so dealers could hit their stores hard immediately with strategies and best practices for an instantaneous incremental increase in volume and gross. "My store is going to start using this program in the next few days and I am pumped for it," said Sher of the presentation by vAuto's Darin Cantu, who spoke about new products and best practices. That is what the Synergy Sessions are about — tangible and immediate results.

Some of the national leading experts in the automotive industry that spoke at this year's event:

- **Sean V. Bradley and Karen M. Bradley (Dealer Synergy)** — "Video Search Engine Optimization" and FranklinCovey's "7 Habits of Highly Effective People Associates Course"
- **Jim Rucker (TK Carsites)** — "Understanding Social Media and How to Use it for Your Dealership (The Right Way)"
- **Ralph Paglia (ADP)** — "Free Resources to MacGyver your Internet Department"
- **Sean Stapleton (VinSolutions)** — "CRM"

This year's event was also amazing because we had so many wonderful companies and entities behind us. It was *not* just a Dealer Synergy and *AutoSuccess* Magazine event. This year we also had *Dealer Marketing* Magazine as a host, who promoted and endorsed this event as "the event to go to this year." We also had two major contests that ran on the two biggest and most relevant blogs in our industry... Automotive Digital Marketing and DealerRefresh.com. We gave away two *full VIP* trips to the 2009 Synergy

Sessions event — our winners were **Jesie West** and **Mitch Gallant**. As a matter of fact, one of the winners we flew all the way from Canada to Atlanta.

As in the previous Synergy Sessions tradition, we had an *amazing* VIP party on the 25th floor of the downtown Renaissance Hotel with a breathtaking view of Atlanta. "It was great because I had a chance to network with speakers and people I have not seen in a long time as well as people from other dealerships," said Sher.

We will be posting *all* of the amazing pictures and tremendous amount of video content to the www.synergysessions.com Web site very soon. Here is what you can expect to see online shortly:

- Interviews with both contest winners from DealerRefresh and Automotive Digital Marketing
- Interviews from event hosts Susan Givens (*AutoSuccess*) and Sean V. Bradley (Dealer Synergy)
- Interviews from the *amazing* speakers and sponsors of the 2009 Synergy Sessions
- Interviews with Karen M. Bradley (Dealer Synergy & FranklinCovey trainer)
- Testimonials from a *ton* of attendees
- And of, course, *highlights* of the *entire* workshop, including all of the Speaker's presentations...
- Behind-the-scenes looks at Synergy Sessions 2009
- VIP Networking event

I seriously hope you did not miss the event of the year... but if you did, you can catch highlights for the event online, and we only have 11 more months to next year's event!

Sean V. Bradley is the founder and CEO of Dealer Synergy, a nationally recognized training and consulting company in the automotive industry. He can be contacted at 866.648.7400, or by e-mail at sbradley@autosuccessonline.com.