

Monday, October 31, 2016

Seminars are free unless otherwise noted

For more information or to register, visit www.semashow.com/education

Start Time	End Time	Room	Track	Fee	Title
9:00 AM	10:00 AM	N258	Keynote & Coffee		Digital Selling Tactics to Boost Business (KC1)
10:00 AM	11:00 AM	N253	Business Management		Putting the Brakes on Online Discounting: What Works, What Doesn't and Why (BM1)
10:00 AM	12:00 PM	N261	SEMA Data Co-op		Product Visibility: 4 Fast Tracks for Increasing Sales (SDC1)
10:15 AM	11:15 AM	N252	Trends & Research		Technologies That Will Improve Your 2017 Profitability (TR1)
10:15 AM	11:45 AM	N254	Human Resources		Your Well-Oiled Team...Keeping Your Peak Performers (HR4)
11:00 AM	12:00 PM	N259	International		Middle East: Opportunities for SEMA Member Manufacturers (IT1)
11:15 AM	12:15 PM	N253	Business Management		Curbing Resale Price Erosion: The Good, the Bad and the Ugly (BM6)
11:30 AM	12:15 PM	N256	Marketing Strategies		Google is Changing How People Buy Aftermarket Parts (MS1)
12:00 PM	1:00 PM	N259	International		Australia/New Zealand – Downunder Opportunities for SEMA members (IT2)
1:00 PM	2:00 PM	N252	Business Management		5 Ways To Increase Your Cash Flow for 2017 (BM2)
1:00 PM	2:30 PM	N258	Vehicle Technology		Vehicle Dynamics Forum: Customizing with Confidence (TBS1)
1:00 PM	2:30 PM	N253	Trends & Research		New Product Development: Ideas, Opportunities, Tools (TR2)
2:00 PM	3:00 PM	N261	SEMA Data Co-op		Unlocking International Sales Success, Great Data is the Key (SDC2)
2:15 PM	3:15 PM	N256	Customer Service & Sales		Creating a Customer Centric Culture (CS1)
2:15 PM	3:15 PM	N254	Marketing Strategies		How Content Marketing is Driving SEO Results in 2017 (MS2)
3:00 PM	4:00 PM	N259	International		China: Insider Tips Sell Specialty Equipment Products In The World's Largest Emerging Automotive Market (IT4)
3:00 PM	4:00 PM	N261	SEMA Data Co-op		SDC User Group (PRIVATE) (SDC3)
3:15 PM	4:00 PM	N252	Trends & Research		How 15,000 Clubs & 5,000 Tracks Affect the Aftermarket (TR4)
3:30 PM	5:00 PM	N264	Women Driven		WOMEN ONLY: Gear Up Girl Networking Event, Powered by SBN (WD1)
4:00 PM	5:00 PM	N258	Exhibitor Exclusive		The 7 Things Successful SEMA Show Exhibitors Must Do (EX1)

Tuesday, November 1, 2016

Start Time	End Time	Room	Track	Fee	Title + Code
9:00 AM	10:00 AM	N258	Quick Talks		Experts Talk Digital Marketing (QT1)
9:00 AM	12:00 PM	N238	I-CAR	\$100	I-CAR Collision Repair Training: Synchronizing Workflow through Team Communication (PM120L01)
9:30 AM	10:30 AM	N256	Social Media		Sponsored Content: What It Is And How It Works For You (SM6)
9:30 AM	11:30 AM	N233	SCRS	\$**	SCRS: Repairer Driven Education -Family Business Succession – The Family Component (RDE1)
9:30 AM	11:30 AM	N237	SCRS	\$**	SCRS: Repairer Driven Education - Developing New Talent in a Shrinking Workforce While Reducing Labor Cost (RDE2)
9:30 AM	11:30 AM	N241	SCRS	\$**	SCRS: Repairer Driven Education -The Future landscape of accident repairs (RDE3)
10:00 AM	10:45 AM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: Ford: Collision Repair Update (ICARfree1)
10:00 AM	11:00 AM	S115-116	Tire Management		TPMS at 10: Next Step in TPMS Diagnostics (TM1)
10:00 AM	11:00 AM	S106-107	Tire Management		Truck Tires at 10: Reinforced Shoulder Repairs in the Field (TM2)
10:15 AM	11:00 AM	N253	Conversations		Interviews with Leaders & Legends (CV1)
10:15 AM	11:15 AM	N252	Vehicle Accessorization		A New Approach to Dealership Profit Centers, Powered by PRO (VA1)
11:00 AM	12:00PM	N254	Customer Service & Sales		Customer Service and the Kitchen Sink (CS4)
11:00 AM	12:00PM	N256	Human Resources		Bras, Boyfriends and Tattoos in the Workplace (HR1)
11:00 AM	12:00PM	N258	Social Media		Size Matters! Grow Your Personal Digital Footprint (SM1)
11:30 AM	12:15 PM	SEMA CRRS	SCRS		SCRS: Repairer Driven Education - Lessons from Beyond the Repair: Highlighting the Importance of Proper Repairs with American Honda (FREE1)
12:30 PM	2:30 PM	N233	SCRS	\$**	SCRS: Repairer Driven Education -Today's Marketing Landscape: Reaching People, Not Demographics (RDE4)
12:30 PM	2:30 PM	N237	SCRS	\$**	SCRS: Repairer Driven Education -Maximize Quality Control to Minimize Re-work and Liability (RDE5)
12:30 PM	2:30 PM	N241	SCRS	\$**	SCRS: Repairer Driven Education -You Charge "How Much" Per Hour?! (RDE6)
1:00 PM	1:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: I-CAR: Collision Repair Diagnostics (ICARfree2)
1:00 PM	2:00 PM	N256	Human Resources		Hire Right the First Time (HR2)
1:00 PM	2:00 PM	N254	Social Media		No Longer For Women Only: Pinterest Marketing in 2017 (SM5)
1:00 PM	2:30 PM	N258	Vehicle Technology		Racing and Performance: Golden Age of New Performance (TBS2)
1:00 PM	4:00 PM	N238	I-CAR	\$100	I-CAR Collision Repair Training: Refining the Team and the Business (PM145L01)

2016 SEMA Show Education Days – as of 8/17/16

Tuesday Continued					
1:00 PM	5:00 PM	N240	I-CAR	\$114	I-CAR Collision Repair Training: Vehicle Technology and Trends 2016 (NEW16)
2:00 PM	2:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: BMW: Damage Assessment and Repair Methods (ICARfree3)
2:00 PM	3:30 PM	S115-116	Tire Management		Tires at 2: Successful Tire Dealers Share their Secrets (TM3)
2:15 PM	3:15 PM	N252	Automotive Electronics		Driver Safety Electronics – A Bustling Opportunity for Retailers (AE1)
2:15 PM	3:15 PM	N253	Marketing Strategies		Will Your Website Survive the Hot Seat? (MS3)
3:00 PM	3:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: Abaris: Understanding Carbon Fiber Design and Repair Techniques (ICARfree4)
3:00 PM	5:00 PM	N237	SCRS	\$**	SCRS: Repairer Driven Education -Competing with Consolidation: 5 ways to make more money and outmaneuver your biggest competitors in 2017 (RDE8)
3:00 PM	5:00 PM	N241	SCRS	\$**	SCRS: Repairer Driven Education -The Millennial Takeover- Your 5 Year Survival Guide (RDE9)
3:30 PM	4:30 PM	N254	Business Management		Small Business Guide to R&D Tax Credits (BM3)
3:30 PM	4:30 PM	N256	Retailers		5 Ways Brick n' Mortar is Beating Online (RT1)
4:00 PM	4:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: Fusor: Bonding and Mechanical Bonding (ICARfree5)
4:00 PM	5:00 PM	N252	Builders		Tuner Builder's Panel (BD1)

Wednesday, November 2, 2016

Start Time	End Time	Room	Track	Fee	Title + Code
8:00 AM	12:00 PM	N238	I-CAR	\$114	I-CAR Collision Repair Training: Aluminum Exterior Panel Repair and Replacement (APR01)
8:00 AM	12:00 PM	N240	I-CAR	\$114	I-CAR Collision Repair Training: Vehicle Technology and Trends 2016 (NEW16W)
9:00 AM	10:00 AM	N258	Social Media		Working with YouTube and Facebook Stars to Reach the Next Generation of Automotive Enthusiasts (SM7)
9:00 AM	4:00PM	N242	Legal & Regulatory		ASK THE EXPERTS: Schedule a Free Private Meeting with an Intellectual Property, Tax, or Antitrust Attorney or Investment Banker (LR2)
9:30 AM	11:30 AM	N233	SCRS	\$**	SCRS: Repairer Driven Education -Structural Repair and Materials for 2016 and Beyond (RDE10)
9:30 AM	11:30 AM	N237	SCRS	\$**	SCRS: Repairer Driven Education -Repair Plan Like you Mean It (RDE11)
9:30 AM	11:30 AM	N241	SCRS	\$**	SCRS: Repairer Driven Education -Selling and Marketing in an Increasingly Competitive Marketplace (RDE12)
10:00 AM	10:45 AM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: Collision Diagnostic Services (CDS): Remote Vehicle Diagnostics With Astech2 (ICARfree6)
10:00 AM	11:00 AM	S115-116	Tire Management		ATS at 10: Automotive Tire Service (ATS) Training Program (TM4)

2016 SEMA Show Education Days – as of 8/17/16

Wednesday Continued					
10:00 AM	11:00 AM	S106-107	Tire Management		Truck Tires at 10: The Facts about Torquing Wheels (TM5)
10:15 AM	11:00 AM	N253	Conversations		Women at the Wheel in Racing: Driving STEM Careers, Powered by SBN (CV2)
10:15 AM	11:00 AM	N252	Retailers		Selling Value is Winning Back Customers at Brick n' Mortar Shops (RT2)
11:00 AM	12:00 PM	N254	Automotive Electronics		What's New In Dashboard Technology – Apps, Smartphone Connectivity and More. (AE2)
11:00 AM	12:00 PM	N256	Human Resources		Employee Handbooks: Comply with State & Federal Laws (HR3)
11:00 AM	12:30 PM	N258	SEMA Launch Pad		SEMA Launch Pad - The Next Great Business: Entrepreneur's Pitch their Ideas (LP1)
11:30 AM	12:15 PM	SEMA CRRS	SCRS		SCRS: Repairer Driven Education - Accessing and Utilizing OEM Collision Repair Procedures and Documentation (FREE2)
12:00 PM	1:00 PM	S106-107	Tire Management		TIA's 2016 Legislative Review: The Issues that Affect You and How to Protect your Bottom Line (TM6)
12:30 PM	2:30 PM	N233	SCRS	\$**	SCRS: Repairer Driven Education -Marketing To Your Referral Sources – The Business of Acquiring Business Leads (RDE13)
12:30 PM	2:30 PM	N237	SCRS	\$**	SCRS: Repairer Driven Education -Address Problems in the Shop Before They Happen (RDE14)
12:30 PM	2:30 PM	N241	SCRS	\$**	SCRS: Repairer Driven Education -2020 The Future of Staffing - How to find, train & pay qualified people (RDE15)
1:00 PM	1:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: I-CAR: The Need for Training on Today's New Vehicles and Technologies (ICARfree7)
1:00 PM	2:00 PM	N252	Customer Service & Sales		The Intersection of Customer Service and Social Media (CS2)
1:00 PM	2:00 PM	N253	Women Driven		Women Only: Body Politics-The Nonverbal Differences between Men and Women, Powered by SBN (WD2)
1:00 PM	2:30 PM	N258	Vehicle Technology		Performance Branding and Design: Cars and Car Culture (TBS3)
1:00 PM	5:00 PM	N238	I-CAR	\$125	I-CAR Collision Repair Training: Understanding the Cycle Time Process (GE001L01)
1:00 PM	5:00 PM	N240	I-CAR	\$114	I-CAR Collision Repair Training: Sectioning of Steel Unitized Structures (SPS11)
2:00 PM	2:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: Honda: Collision Repair Update, Including 2016 Pilot/Civic (ICARfree8)
2:00 PM	3:00 PM	S115-116	Tire Management		Management at 2: Improving Sales and Profits (TM7)
2:15 PM	3:15 PM	N254	Social Media		Getting Started with Facebook & Instagram Ads (SM3)
2:15 PM	3:15 PM	N256	Vehicle Accessorization		A Restyler's Guide to Successful Dealer-Direct Sales, Powered by PRO (VA2)
2:30 PM	4:00 PM	N262	Women Driven		Women Only: Creating a Community that Drives Change, Powered by SBN (WD3)
3:00 PM	3:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: Audi: Multi-Material Hybrid Construction (ICARfree9)
3:00 PM	5:00 PM	N241	SCRS	\$**	SCRS: Repairer Driven Education -How to find "Open Capacity" in any Body Shop – Uncovering Your Hidden Factory (RDE16)
3:00 PM	5:00 PM	N233	SCRS	\$**	SCRS: Repairer Driven Education -Who Pays For What? Interpreting the results for your business (RDE17)

2016 SEMA Show Education Days – as of 8/17/16

Wednesday Continued					
3:00 PM	5:00 PM	N237	SCRS	\$**	SCRS: Repairer Driven Education -What the Collision Industry Needs to Know, Today (RDE18)
3:30 PM	4:30 PM	N258	Builders		Restoration Builder's Panel, Powered by ARMO (BD2)
3:30 PM	4:30 PM	N253	Customer Service & Sales		Body Language In Business: How it Can Help or Hurt You. (CS3)
3:30 PM	4:30 PM	N252	Retailers		Retail Perspectives: Universal Principles of Retail Success (RT3)
4:00 PM	4:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: Ford: Collision Repair Update (ICARfree10)

Thursday, November 3, 2016

Start	End	location	Track	Fee	Seminar Title/ Speaker(s)
8:00 AM	12:00 PM	N240	I-CAR	\$125	I-CAR Collision Repair Training: Understanding the Cycle Time Process (GE001L01W)
9:00 AM	10:00 AM	N258	Quick Talks		Experts Talk Vehicle Technology, Powered by ETTN (QT3)
9:00 AM	12:00 PM	N238	I-CAR	\$100	I-CAR Collision Repair Training: Synchronizing Workflow through Team Communication (PM120L01W)
9:30 AM	11:30 AM	N241	SCRS	\$**	SCRS: Repairer Driven Education – OEM Collision Repair Technology Summit - Restoring Vehicle Functionality through Electronic Technology and Diagnostics (OEM1)
10:00 AM	10:45 AM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: 3M & I-CAR: Ford F-150 Boxside Replacement (ICARfree11)
10:15 AM	11:00 AM	N253	Conversations		Interviews with Leaders & Legends (CV3)
10:15 AM	11:00 AM	N252	Retailers		7 Low-Cost Design Ideas for Small Retail Spaces (RT4)
11:00 AM	12:00 PM	N258	Builders		Hot Rod Builder's Panel, Powered by HRIA (BD3)
11:00 AM	12:00 PM	N254	Legal & Regulatory		How Manufacturers, Suppliers and Consumers Can Take Advantage of the New Replica Car Law (LR1)
11:00 AM	12:00 PM	N256	Vehicle Accessorization		Navigating the Evolving Technology Landscape, Powered by PRO (VA3)
11:30 AM	12:15 PM	SEMA CRRS	SCRS		SCRS: Repairer Driven Education -Color Matching and Styling: More than Painting by Numbers (FREE3)
12:30 PM	2:30 PM	N241	SCRS	\$**	SCRS: Repairer Driven Education – OEM Collision Repair Technology Summit - Advanced Vehicle Materials, Construction and Repair Considerations (OEM2)
1:00 PM	1:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: I-CAR & Collision Hub: Cool Tools (ICARfree12)
1:00 PM	2:00 PM	N252	Marketing Strategies		TV on a TV dinner budget! (video marketing tips) (MS4)
1:00 PM	2:00 PM	N253	Marketing Strategies		Doing New with Less - Shoestring Marketing Ideas (MS5)
1:00 PM	2:30 PM	N258	Vehicle Technology		Vehicle Electronics Forum: Smart, Cool and Connected (TBS4)
1:00 PM	5:00 PM	N238	I-CAR	\$115	I-CAR Collision Repair Training: Advanced Steering and Suspension Systems Damage Analysis (DAM15)

2016 SEMA Show Education Days – as of 8/17/16

Thursday Continued					
2:00 PM	2:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: BMW: "New 7 Series" - New Design, Technology, and Repairs (ICARfree13)
2:15 PM	3:15 PM	N254	Automotive Electronics		Automotive Interior Fabrication Tricks – Build Interiors like the Pros (AE3)
2:15 PM	3:15 PM	N256	Marketing Strategies		The Power of the Inbox (MS6)
3:00 PM	3:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: Aluminum Association: Advances in Automotive Aluminum (ICARfree14)
3:00 PM	5:00 PM	N241	SCRS	\$**	SCRS: Repairer Driven Education -OEM Collision Repair Technology Summit - MEET THE TRAINER: A candid discussion with individuals responsible for manufacturer training and curriculum development for technical staff and industry outreach (OEM3)
3:30 PM	4:30 PM	N252	Builders		Off-Road, Truck, & Jeep Builder's Panel, Powered by LTAA (BD4)
3:30 PM	4:30 PM	N253	Business Management		The Best QuickBooks Tricks No One Ever Told You About (BM4)
3:30 PM	4:30 PM	N258	Legal & Regulatory		The SEMA Way to Emissions Legal Products (LR3)
4:00 PM	4:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: Honda: Collision Repair Update, Including 2016 Pilot/Civic (ICARfree15)
9:00 PM	12:00 AM	WLV	SCRS	\$**	SCRS: Repairer Driven Education - SCRS' RDE Sky Villa After Party (RDE)

Friday, November 4, 2016

Start	End	location	Track	Fee	Seminar Title/ Speaker(s)
8:00 AM	12:00 PM	N240	I-CAR	\$100	I-CAR Collision Repair Training: Understanding and Preventing Refinish Defects (REF10)
9:00 AM	10:00 AM	N258	Keynote & Coffee		Consumer Buying Decisions: The How, What & Why. (KC2)
9:00 AM	12:00 PM	N238	I-CAR	\$	I-CAR Collision Repair Training: Refining the Team and the Business (PM145L01W)
9:30 AM	11:30 AM	N233	SCRS	\$**	SCRS: Repairer Driven Education -Scheduling and Workflow Solutions (RDE19)
9:30 AM	11:30 AM	N237	SCRS	\$**	SCRS: Repairer Driven Education -Managing Collision Centers Technical Training needs of today and tomorrow (RDE20)
9:30 AM	11:30 AM	N241	SCRS	\$**	SCRS: Repairer Driven Education -Optimizing the Consumer Experience (RDE21)
10:00 AM	10:45 AM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: I-CAR: Knowledge and Skills - The Requisite Foundation for Repair Excellence (ICARfree16)
10:00 AM	11:00 AM	N253	Social Media		Building Your Brand via YouTube Video Marketing (SM4)
10:00 AM	11:00 AM	N254	Vehicle Accessorization		Ten Steps to Operating a Successful Restyling Shop, Powered by PRO (VA4)
11:30 AM	12:15 PM	SEMA CRRS	SCRS		SCRS: Repairer Driven Education - Documenting Commonly Performed, and Often Overlooked Collision Repair Estimate Items (FREE4)
12:30 PM	2:30 PM	N233	SCRS	\$**	SCRS: Repairer Driven Education -Competing with the Talking Car - Virtual Steering (RDE22)

2016 SEMA Show Education Days – as of 8/17/16

Friday Continued					
12:30 PM	2:30 PM	N237	SCRS	\$**	SCRS: Repairer Driven Education -Advanced Vehicle Systems: Are We Ready? (RDE23)
12:30 PM	2:30 PM	N241	SCRS	\$**	SCRS: Repairer Driven Education -Case Study of the Procedures for Steel Quarter Panel Replacement (RDE24)
1:00 PM	1:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: Porsche: Collision Repair Update (ICARfree17)
1:00 PM	2:00 PM	N253	Business Management		7 Traits of Aftermarket Success (BM5)
1:00 PM	2:00 PM	N258	Social Media		Creating Fantastic Social Media Content (SM2)
1:00 PM	2:00 PM	N254	Trends & Research		SEMA Market Research (TR3)
2:00 PM	2:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: I-CAR: Advanced Joining Techniques (ICARfree18)
3:00 PM	3:45 PM	SEMA CRRS	I-CAR		I-CAR Collision Repair Training: Collision Diagnostic Services (CDS): Zero-Point Calibration for Occupant Classification Systems (ICARfree19)

Rooms –

WLV	Westgate Las Vegas Resort & Casino
N###	Las Vegas Convention Center, North Hall, Upper Level
S###	Las Vegas Convention Center, South Hall, Upper Level
SEMA CRRS	SEMA Collision Repair & Refinish Stage, Booth #10879

[Click here to register for SCRS: Repairer Driven Education**](#)

RDE Regular Session Tickets*	\$75 each (advanced)
	\$85 each (after early bird deadline/onsite)
OEM Collision Repair Technology Summit Sessions*	\$75 each (advanced)
	\$85 each (after early bird deadline/onsite)
SCRS RDE Sky Villa After-party (THURS)*	\$85 (advanced)
	\$100 (after early bird deadline/onsite)
RDE Full Series Pass BEST VALUE!	\$375 each (advanced)
	\$400 each (after early bird deadline/onsite)

Full series pass includes one regular session in each available time slot + + OEM Collision Repair Technology Summit Sessions + 1 Ticket to After-party on Thursday night.

*Items included in Full Series Pass

[Click here to register for I-CAR: Inter-Industry Conference on Auto Collision Repair](#)