RECORD 1,500 DELEGATES SIGN UP FOR CAR DEALER CONFERENCE AND EXPO

Monday 1 June, 2015

A record-breaking 1,500 motor trade professionals have signed up to attend the Car Dealer Conference & Expo – the biggest event of its kind in the UK.

The day-long event takes place at Silverstone on Tuesday, June 9 and will feature keynote speeches from industry experts, 12 workshop sessions highlighting key trends, as well as breakout sessions to share experiences and offer insightful tips.

James Baggott, Managing Director and founder of *Car Dealer* publisher, Blackball Media, said: 'We have had a fantastic response from the industry. To have 1,500 sign up so far is great and we've still got a week to go. I am so pleased the industry shares my belief that the UK really needs a NADA-style event to call its own.

"We have a great line-up of keynote speakers and workshops, and a fantastic array of suppliers at our Expo. It's going to be a superb event, and something this country has never seen before."

Offering unparalleled networking opportunities, the event will be attended by delegates from across the automotive retail sector, while the Expo will be filled with more suppliers in one place than anywhere else in the UK, creating a comprehensive who's who of industry suppliers on scores of stands.

Keynote conference speeches will be delivered by Ken Ramirez, Managing Director of Renault and Dacia in the UK; Steve Fowler, Editor of Auto Express; Scott Sinclair, Automotive Industry Manager at Google; and Tim Smith, Group Strategy Director of event partners, GForces.

There will also be a headline presentation by Twitter – the social media channel's only presentation on the UK automotive industry this year.

Meanwhile, delegates can choose to attend a number of fascinating and topical Q&A sessions with senior industry figures, including executives from vehicle manufacturers and leading franchised dealer groups. Among the breakouts will be one on Car Dealer's top 150 dealers on Twitter.

There will also be a special session on women in the motor trade.

Blackball Media Operations Director Andy Entwistle said: 'The Expo will see the largest-ever gathering of motor retail industry professionals in the UK and is an event not to be missed.

'People can sign up at any time or even just turn up on the day – but if you want to be sure of a seat for any of the events and workshops make sure you book soon.'

Tickets for the Car Dealer Conference and Automotive Expo 2015 are free of charge and can be booked by visiting www.cardealermagazine.co.uk/events/conference or by calling 023 9252 2434.

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Attached is an image of Car Dealer Conference and Expo logo

For more information contact James Baggott, Managing Director of Blackball Media, on 02392 522434.

About Blackball Media

Founded by Managing Director James Baggott in 2008, Blackball Media is the publisher of the multi-award winning Car Dealer magazine and a multi-service agency providing editorial, PR, video, photography, design and social media management to the automotive industry.

Based in Gosport, Hampshire, the company's team of skilled motoring journalists provides automotive content for some of the UK's leading motoring websites, including AOL Cars and motors.co.uk as well as other outlets in the in-house stable – superunleaded.com and the newly-launched Workshop magazine.

Through these outlets, the company operates a number of high profile industry events, including the Car

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Dealer Used Car Awards, Car Dealer Power Awards and Car Dealer Conference and Automotive Expo.

Meanwhile, the company's experienced team of PR, design and video production specialists work for many of the motoring world's biggest brands.

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