

18th May 2018

Strategy Sessions

08:30AM – Participants Accreditation

01 – Electric Attitude

Joerg Heinermann - Head of Sales & Marketing at Mercedes-Benz EQ

02 – L5 Self-driving cars are here

Christophe Sapet - CEO at NAVYA

03 – I lost my Dealership

James Carter - Principal Consultant at Vision Mobility and Passionate Mobility Futurist

04 - 2025 Automotive 360° Vision

Ricardo Oliveira – World Shopper founder, Trends Researcher, Automotive CX specialist

05 – Automotive Leaders Panel

Duarte Paes de Vasconcelos - Global Dealer e Consumer Experience Manager at Ford Motor Company

Ricardo Olalla - Vice-President Sales & Engineering Services Mobility Solutions at Robert Bosch España, S.L.U.

Pedro de Almeida – CEO at SIVA

- Networking Lunch and coffee-breaks
- Q&A
- Car-as-a-Service Panel
- Automotive Leaders Panel
- Best Ideas
- Start-ups
- Activities in the Exhibitors Area
- Demonstrations of autonomous L5 Self-driving vehicle and hydrogen vehicle.
- Awards Ceremony

06:15PM – End of the first day

19th May 2018

Learning Sessions

09:30AM - Participants Accreditation

Mobility, Electrification and Transversal Themes

01 – How to build a mobility start up?	Fernando Saddi - Founder & CEO at Easy Carros and Partner at MAR ventures
02 – Discover the Airbnb of the vehicles	Diogo Mocho – Director at Parpe Mobility Solutions
03 – How to build an electric and hybrid car workshop.	TbD
04 – How to sell electricity as a service	TbD
05 – Driving towards a Hydrogen Society	Didier Stevens - Senior Manager European and Government Affairs at Toyota Motor Europe
06 – How To Really Sell With Social Media (English)	Denise Casagrande – Social Media Director at PCG Companies Author of 'Can You See Me Now?'
07 – How to deal with empty answers (Coaching, Leadership, RH)	Cris Carvalho - CEO at ICL- Instituto de Coaching e Linguística
08 – Digital Transformation	Luis Madureira - SMINT Author & Design Thinker for Competitive Intelligence, Strategy, Innovation, Growth

Automotive Themes

09 – How to Advertise Vehicles on the internet	Miguel Lucas – Standvirtual Business Manager - OLX Group
10 – How to take pictures that sell	Pedro Pereira – P2s
11 – Big Data that changes the way you see your business (spanish)	Carlos San José Prieto – CEO & Founder at AVIautomocion
12 – How to digitalize your business	Dapda
13 – Financial and Data Protection Panel	Financial and Consultancy companies
14 – How to evaluate used cars with technology	Manuel Madeira – Automotive Retail Specialist World Shopper
15 - After Market Out-of-the-box (Portuguese)	Dário Afonso – Managing Director at AutoCoach Management
16 – Increase Sales, Maintain CSI and Increase margins in After Sales (English)	Greg Hall – National After-Sales Training Manager at Ardent Learning and Director General at AEG Iberia
17 – How to get more out of leads	João Roque – World Shopper
18 – How to increase profitability through digital communication (Inglês)	Gordon Grant – Global Sales Director at CiTNow
19 – The after sales of the future (Inglês)	Thaddaeus (TJ) Wilson IV - Director, Automotive Consulting at Ardent Learning
20 – Why is your sales department sick? (Inglês)	Brent Wees - Keynote Speaker and Director of First Impressions, at Nextup

- Networking Lunch and coffee-breaks
- Activities in the Exhibitors Area
- Exhibitors comercial presentations
- Demonstrations of autonomous L5 Self-driving vehicle and hydrogen vehicle.
- Awards Ceremony

04:30PM - Encerramento do segundo dia