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ASSOCIATES

CLIENTS AND FRIENDS

DIGITAL

SUCCESS

WORKSHOP

2026

OFFICIAL

2026 AGENDA

Agenda Sponsored By



2026 Clients & Friends Official Agenda



## PRE-EVENTS: Tuesday, September 8

12:00 pm - 4:00 pm

2<sup>nd</sup> Floor Entry Hallway

**Early Registration**

4:30 pm - 6:00 pm

Grand Ballroom

**Kick-Off Dealer Roundtable**

**Presented by Misty Tippetts and Jordan Parker**

**Sponsored by Podium**

6:00 pm - 7:00 pm

Grand Ballroom & Foyer

**Vendor Showcase Opening**

6:00 pm - 8:00 pm

Grand Ballroom & Foyer

**Mainframe Mixer**

**Sponsored by Shortloop -**

**Light Food, Drinks, & Networking**

6:00 pm - 8:00 pm

Grand Ballroom

**The 2026 SWIRL Grand Prix**

**Sponsored by SWIRL - Racing Simulator & Awards**

7:00 pm - 7:30 pm

Grand Ballroom

**Opening Keynote Panel**

**"Is it a Traffic Problem or a Conversion Problem?"**

**Presented by Vishnu Vinjam & Ashley Cavazos**

**Sponsored by Shortloop**

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**ActivEngage**

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# DAY ONE: Wednesday, September 9

7:30 am - 8:30 am

2nd Floor Grand Ballroom & Foyer

Breakfast

Sponsored by Spectrum Reach

7:30 am - 9:20 am

Grand Ballroom & Foyer

Vendor Showcase

8:40 am - 9:00 am

Roanoke Room

Wake-Up Workshop With Spectrum  
Reach

*"The 3 Questions Dealerships Should  
Ask Before Spending Another Dollar on  
CTV"*

Presented by Tara Rego and  
Derek Orf with Spectrum Reach

9:20 am - 9:45 am

Grand Ballroom

Welcome and Official Start

Welcomed by Ashley Cavazos &  
NCM Team

9:50 am - 10:20 am

Grand Ballroom

Impact Keynote Speaker

*"Which Staff Behaviors Show Up in  
Dollars per RO?"*

Presented by Cuyler Owens,  
CEO of Widewail

10:25 am - 11:00 am

Grand Ballroom

Premium Keynote Speaker

*"The Data Problem Behind Every  
Broken AI Promise"*

Presented by Mike Morgan,  
Chief Revenue Officer at Launch Labs

11:05 am - 11:45 am

Grand Ballroom

Title Sponsor Keynote With  
ActivEngage

*"Return-on-Relationship: The ROI of  
Emotional Intelligence"*

Presented by Ted Rubin, CEO of  
ActivEngage

11:45 am - 12:55 pm

Grand Ballroom & Foyer

Lunch Break & Vendor Showcase

Sponsored by Search Lab Digital



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## DAY ONE: Wednesday, September 9

12:05 pm - 12:25 pm

Roanoke Room

Lunch & Learn With

Search Lab Digital

*"GEO Lessons Learned From Our AI Study"*

Presented by Dane Saville, Head of Search and AI Visibility for Search Lab Digital

1:00 pm - 1:40 pm

Grand Ballroom

Signature Sponsor Keynote With Auto Genius

*"Welcome Is a Performance Metric: How to Turn Core Web Vitals into Digital Hospitality"*

Presented by Ben Hadley, Founder of Auto Genius

1:45 pm - 2:15 pm

Grand Ballroom

Impact Keynote

*"Missing Expenses That Impact Profits: Transport Dwell, Carrier Fraud, and the Logistics Costs Dealers Don't Measure"*

Presented by Frank Zombo, VP of Sales at Auto Hauler Exchange

2:15 pm - 2:45 pm

Grand Ballroom & Foyer

Break & Vendor Showcase

Sponsored by HRIZN

2:50 pm - 3:30 pm

Grand Ballroom

Celebration Keynote With NUMA

*"The Standard for AI in Sales"*

Presented by Derek Simonds, Executive VP Automotive at NUMA

3:35 pm - 4:10 pm

Grand Ballroom

Premium Keynote Speaker

*"How Dealers Win by Meeting Customers Where They Shop: Online and In-Store"*

Presented by Mohamed Desouky, Principal, Business Development Manager at Amazon Autos

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## DAY ONE: Wednesday, September 9

4:15 pm - 4:50 pm

Grand Ballroom

Premium Keynote Speaker

*"The High-Performance Dealer:  
Navigating the AI wave in Dealership  
Operations"*

Presented by Ross Tinkham, VP  
Automotive at Podium

4:55 pm - 5:15 pm

Grand Ballroom

Partner Session

*"Standardized Digital Data: The  
Foundation for Smarter Marketing  
Decisions"*

Presented by Michelle Roberts, and  
Riley Ocker with Foundation Data

5:15 pm - 5:25 pm

Grand Ballroom

End of Day Wrap-Up

Presented by Ashley Cavazos & NCM Team

5:40 pm

South Side of the Marriott

Begin Loading Buses for  
Sporting KC Park

Transportation Sponsor - HRIZN

6:00 pm - 8:45 pm

Sporting KC Park

Signature Social With  
Auto Genius

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## DAY TWO: Thursday, September 10

7:00 am - 8:00 am

Grand Ballroom & Foyer  
**Breakfast and Vendor Showcase**  
Sponsored by Strategic Source

7:30 am - 7:50 am

Roanoke Room  
**Wake-Up Workshop With**  
**Strategic Source**  
*"Stop the Bleeding: The 150 Expense*  
*Categories That No One Watches."*  
Presented by Chris Mandery,  
Senior Vice President, New Business  
Development at Strategic Source

8:00 am - 8:15 am

Grand Ballroom  
**Welcome and Kick Off**  
Welcomed by Ashley Cavazos &  
NCM Team

8:15 am - 8:55 am

Grand Ballroom  
**NCM Feature Session**  
*"How Many Brands Does Your*  
*Dealership Have?"*  
Presented by Andrea Dalton & Chelsea  
Stillwell, Digital Ops Trainers with NCM

9:00 am - 9:30 am

Grand Ballroom  
**Special Guest Keynote Speaker**  
*"AI Today: It's Already Tomorrow"*  
Presented by Bruce Bailey,  
NCM Moderator & Chris Hudson and  
Ben Reuling from Mark Miller Subaru

9:35 am - 10:05 am

Grand Ballroom  
**Impact Keynote Speaker**  
*"From Search to Service Bay: The Fixed*  
*Ops Digital Journey"*  
Presented by Erin Zaborac,  
Director of Marketing at DealerOn

10:05 am - 10:45 am

Grand Ballroom & Foyer  
**Break & Vendor Showcase**  
Sponsored by Click Here Digital

10:50 am - 11:25 am

Grand Ballroom  
**Premium Keynote Speaker**  
*"Cutting Through the AI Noise: A*  
*Dealer's Framework for Choosing the*  
*Right Partners"*  
Presented by Robert DeGeorge,  
Director of Product Consulting at  
COX Automotive



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## DAY TWO: Thursday, September 10

11:30 am - 11:50 am

Grand Ballroom

**Insight Keynote Speaker**

*"The New Physics of Service-to-Sales:  
How Technology + Education  
Transforms the Service Lane into a  
High-Performance growth Engine"*

**Presented by Daniel Govaer,  
Executive Vice President of Product at  
VINCUE**

11:50 am - 12:40 pm

Grand Ballroom & Foyer

**Lunch Break & Vendor Showcase**

**Sponsored by Dealer eProcess**

12:10 pm - 12:30 pm

Roanoke Room

**Lunch & Learn With Dealer eProcess**

*"Is Your Dealership AI-Ready?  
Engineering Your Dealership Site for  
AI Search Engines."*

**Presented by Gino Cipperoni,  
Chief Revenue Officer at Dealer eProcess**

12:45 pm - 1:00 pm

Grand Ballroom

**System Reboot With RevDojo**

*"LIVE CALLING: Real Calls, Right  
Now!"*

**Presented by Kyle Disher,  
CEO & Owner of RevDojo**

1:05 pm - 1:40 pm

Grand Ballroom

**Premium Keynote Speaker**

*"The Wrong Lever: Why More Leads  
Won't Sell More Cars"*

**Presented by Jeremy Rodrigues, Sr  
Director of Product Operations at  
Protomiq**

1:45 pm - 2:15 pm

Grand Ballroom

**Impact Keynote Speaker**

*"The New Sales Playbook: AI, Speed,  
and Personalization"*

**Presented by Steve Roessler,  
Chief Evangelist Officer at DriveCentric**



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## DAY TWO: Thursday, September 10

2:20 pm - 3:00 pm

Grand Ballroom & Foyer

Break & Vendor Showcase

Sponsored by Hey Green Light

4:00 pm - 4:20 pm

Grand Ballroom

Insight Keynote Speaker

*"The Dealership Growth Playbook:  
Data, Engagement, and Retention"*

Presented by Lauren Donalson,  
CEO of PureCars

3:00 pm - 3:20 pm

Grand Ballroom

Insight Keynote Speaker

*"The AI Follow-Up Gap: Why Dealers  
Are Losing Customers Between the  
Lead and the Appointment"*

Presented by Dave Purgason,  
Head of US Business for SPYNE AI

4:25 pm - 4:45 pm

Grand Ballroom

Insight Keynote Speaker

*"Unlocking the Hidden Value of Your  
Service Drive"*

Presented by Jennifer Sanford, Vice  
President of Marketing and Enablement  
at automotiveMastermind

3:25 pm - 3:55 pm

Grand Ballroom

Impact Keynote

*"The Future of Automotive Visibility:  
What One Year and 2 Million AI  
Prompts Reveal About Dealership  
Visibility, Reputation, and Influence"*

Presented by Dave Spannhake and  
Chad Graves of Reunion Marketing

4:50 pm - 5:10 pm

Grand Ballroom

Insight Keynote Speaker

*"Price Is a Number. Value Is a Story."*

Presented by Amber Starr,  
Vice President of Major Accounts  
at iPacket

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## DAY TWO: Thursday, September 10

5:10 pm - 5:20 pm

Grand Ballroom

[End of Day Wrap-up](#)

**Presented by Ashley Cavazos &  
NCM Team**

5:30 pm

South Side of the Marriott

[Begin taking the StreetCar to the](#)

[College Basketball Experience](#)

**Transportation Sponsored by HRIZN**

5:40 pm

Southside of Marriott

[Optional Transportation Departs for the](#)

[College Basketball Experience](#)

**Transportation Sponsored by HRIZN**

6:00 pm - 8:30 pm

The College Basketball

Experience

[Celebration Reception](#)

**Reception Sponsored by NUMA**

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## DAY THREE: Friday, September 11

7:00 am - 8:00 am

Grand Ballroom & Foyer  
**Breakfast & Vendor Showcase**  
Sponsored by Dealer Stream

7:30 am - 7:50 am

Roanoke Room  
**Wake-Up Workshop With Dealer Stream**  
*"Things That Make You Go HHHHHMMMM... What Your OTT Provider Isn't Explaining! "*  
Presented by Owen Moon, CEO of Dealer Stream

8:00 am - 8:10 am

Grand Ballroom  
**Welcome and Kick Off**  
Presented by Ashley Cavazos & NCM Team

8:15 am - 9:00 am

Grand Ballroom  
**Keynote Panel**  
*"Building the AI-Powered Dealership"*  
Presented by Ashley Cavazos (NCM), Kyle Mountsier (MoreThanCar), and 2 Dealer Panelists

9:05 am - 9:25 am

Grand Ballroom  
**Insight Keynote**  
*"Co-Op Isn't a Process, It's a Sales Engine"*  
Presented by Mark Baruth, CEO of COOPABLE

9:30 am - 9:50 am

Grand Ballroom  
**Insight Keynote**  
*"Stop Feeding the Funnel. Start Fixing the Leads. How Dealers Can Convert More of the Opportunities They Already Have"*  
Presented by Kerri Wise, Executive Vice President of Marketing at CarNow

9:55 am - 10:25 am

Grand Ballroom & Foyer  
**Final Break & Vendor Showcase**  
Sponsored by RockED

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## DAY THREE: Friday, September 11

10:25 am - 10:55 am

Grand Ballroom

Partner Session

*"Next Gen Portfolio Management:  
Return on Time Commensurate to  
Return on Capital?"*

Presented by Jamie Albertine, Managing  
Director at The Presidio Group

11:00 am - 11:30 am

Grand Ballroom

NCM Keynote

*'20 Tips from Moderating  
20 Groups"*

Presented by Shaun Kniffin with NCM

11:35 am - 12:15 pm

Grand Ballroom

End of Event Wrap-Up,

Door Prizes, Final Thoughts

Must Be Present to Win Door Prizes

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