

Convention Business Sessions*

Thursday

Keynote (plenary) presentations

Opening Speech – International Speaker (All workshops), brought to you by Burson Auto Parts Chris Harrington – Regional President of Automotive Aftermarket Bosch APS

As the Regional President of Automotive Aftermarket, Asia Pacific Southeast, Chris Harrington will share his thoughts on how the business will steer its course over the coming years and how that may impact the Bosch Service Network. Chris will also provide an informed overview of where the network is going along with key initiatives currently under development. This is your window to the long-term future of the network.

State of The Industry – Current Challenges, New Initiatives, and the Power of Numbers (Industrial – All workshops)

Nigel Bishop – Australian Automotive Aftermarket Association

Australian Automotive Aftermarket Association will join the Bosch conference to share some highlights from the consumer insights and business confidence surveys. Meanwhile, the aftermarket dashboard industry data service will be introduced together with a newly launched valuable service - local area Car Parc search service.

Partner Presentations

Repc and Castrol will share ideas with you on how they can help you drive innovation and Geoff Upton from Bosch will set the scene at the start of the afternoon.

Friday

Keynote (plenary) presentations

The future of mobility (Industrial – All workshops)

Nikki Gerling – General Manager of AA Bosch Australia

With technology changing faster than ever before, the global automotive industry is undergoing its most profound transformation since the invention of the car itself. Join the session to see a real picture of the key trends already reshaping our industry, as we move towards a future that is electrified, automated and connected.



Panel discussion 1 - Trends of today's automotive repair market

Participants: 2 BCS Owners + Bosch technical team (Chris Tourogianis + Darren Todd) + TaT (Jeff Smit)

The car parc is changing, share of different types of repair jobs is changing and technology of vehicles is also changing. As a result, Representative BCS workshops, industrial representatives and members of the Bosch team will address the trends of today's automotive service and repair market and what we can do to help you embrace the trends.

Perceptions of the Bosch Car Service Brand (Industrial – All workshops)

Ron Klein – TKP

TKP - leader in auto aftermarket research - is currently conducting a comprehensive market research study for Bosch to provide insights on vehicle servicing behaviour and decision making, and on Bosch Car Service relative to competitors. A key focus is to establish customer satisfaction among Bosch Car Service users versus users of competitors and to understand - from a consumer's point of view - the drivers and barriers to using Bosch Car Service. This presentation will deliver an appraisal of business opportunities and challenges and provide practical advice on how you can leverage the value of the Bosch Car Service brand to attract more consumers and make existing customers more satisfied.

Partner Presentations

We will also receive updates today from major partners – [Burson](#) and [SafeTstop](#). Additionally, you will have time throughout the afternoon to meet with our business partners in the networking lounge (expo).

Session 1 – Friday 2.00pm – 2.45pm

Autonomous Driving (ADAS) - Equipment and Calibration (Technical - All workshops)

Darren Todd – Bosch Australia

Driver Assistance Systems (DAS) are no longer just for high end vehicles, they are filtering down into all models from all manufacturers. DAS include emergency braking, lane keeping assistance, adaptive cruise control and blind spot detection amongst others.

There are major implications for the repair industry regarding calibration and replacement of radar and camera sensors, this can be as a result of even minor collision damage, windscreen replacement, sensor replacement, vehicle modifications etc. In this session Bosch will provide you with an overview of the systems, the sensors and the calibration requirements.

Or



Creating a valuable asset that can thrive without you (Business – All workshops)

Andrea Moody – Pathways to Success

Whether you do or don't eventually want to sell your business, applying the eight key principles of what makes a company valuable makes great business sense. Building value is essential to having a successful company as well as a successful exit. However, just know that a successful "exit" takes years of preparation, and only those owners who take the right steps along the way will get the price they want so start planning now.

Session 2 – Friday 2.45pm – 3.30pm

Pressure Transducers (Technical – All workshops)

Jeff Smit – Technical Editor and Director of The Automotive Technician (TaT)

Pressure transducers testing is quickly becoming one of the newest and most exciting new diagnostic tools of this era. These relatively new diagnostic tools can give great insight into the engine condition and greatly increase diagnostic accuracy.

Join Jeff Smit in this training session where he will be exploring the many benefits of this exciting new technology.

Or

Digital Marketing Diagnostics (Business – All workshops)

SmithBrothersMedia (SBM)

"You cannot improve what you don't measure! Learn EXACTLY which marketing works for your business"

Marketing your business can be a daunting and a scary task. Often we become confused with knowing which type of marketing to use, and lose sight of what is truly important about marketing a business. Throughout this inspiring workshop you will be given the tools and knowledge to measure exactly which types of marketing return dollars back into your business. After this session you will be able to start implementing new techniques to measure smarter and ensure you never waste another marketing dollar again.

Session 3 – Friday 3.30pm – 4.15pm

Workshop Dashboard - KPI track and improvement (Business – All workshops)

Sam Alexander – Bosch Australia

What KPIs and dashboards do you measure each month to help steer your business? Join Sam Alexander to give you a firsthand insight into how Bosch manage their own company owned workshops on a weekly and monthly basis. Learn and see for yourself how to put this on auto-pilot





2019 Bosch Service Network Convention

Port Douglas
16 – 19 May 2019



with Bosch Workshop Software program. You'll be amazed on how much data you can get from your Workshop Management System to help drive profitable gains in the right areas.

Or

Smarter Marketing 101 (Business – All workshops)

SmithBrothersMedia (SBM)

"Learn the 3 MUSTS to market smart in 2019"

With new marketing trends and technological advancements in communication, we can often become overwhelmed and tired of “keeping up”. James will share with you the framework for smarter marketing in 2019, even in a world of ever changing and adapting marketing channels. At the end of the Smart Marketing 101 presentation you will walk away with the confidence to apply smarter thinking to your existing marketing strategies, and the inspiration to try new ones.

Saturday

Keynote (plenary) presentations

Panel discussion 2 - Challenges and opportunities in running an automotive aftermarket workshop

Participants: 2 BCS Owners + Bosch consulting team (Sam Alexander) + AAAA (Nigel Bishop) + TaT (Geoff Mutton)

Representative from the BCS workshops and Bosch team will sit down on stage and bring an honest discussion on all challenges faced by an automotive aftermarket workshop today and possibly how to overcome them.

Internet of Things (All workshops)

Gavin Smith – Regional President of Bosch Oceania

As the President of Bosch Oceania, Gavin Smith will share the recent trend of connectivity of everything – internet of things. It's not far away from us and it's interesting to see some area of applications already existing today, i.e. industrial applications, consumer applications, commercial and infrastructure applications, and how they are actually impacting our life. Gavin will also share some information of what Bosch is doing in some of these areas.

Closing Speech – Don Elgin (All workshops) brought to you by VACC (OurAuto)

Don Elgin

Don is living proof that with the right attitude, anything is possible. Having excelled in elite sport and mixed with some of the biggest names in the film industry, business and leadership, he will deliver a custom presentation based on his real-life experience.

Don's approach to life will have you walking away with a spring in your step at the end of his presentation. He is upbeat and makes no secret of the fact that he considers himself the happiest



bloke alive. And he can't wait to share his real-life, practical strategies to get the most from every day. His message is one for all ages.

Partner Presentations

Today we will also hear from partners [VACC \(OurAuto\)](#) and [Austbrokers ABS](#). You will also have the opportunity to talk with all our exhibitors in the networking lounge.

Session 1 – Saturday 11.00am – 11.45am

Mental Health in the automotive workplace (Business – All workshops)

[Sue Constable](#)

The presentation aims to raise awareness about mental illness in the workplace and in our communities. Health @ Work workshop will equip managers with the skills and confidence to encourage conversations about mental health in the workplace, reduce stigma and support staff experiencing a mental health condition.

Or

Know Your Numbers (Business – All workshops)

[Andrea Moody – Pathways to Success](#)

Business owners work hard, hoping their efforts will eventually lead to wealth or financial freedom. But it takes more than hard work. It takes knowledge and a laser focus on the necessary numbers that keep you headed in the right direction.

- The 15 most important financial numbers & ratios
- How to find, calculate and use them to improve your business
- Bring your financial statements – Compare your numbers to your own industry's benchmarks!

Or

Panel discussion 3 - Challenges and opportunities of diesel repair market (Diesel workshops)

Participants: All diesel workshops + Bosch technical team (Sean Randall + Satya Datt + Chris Tourogianis)

Is diesel dying as the media is promoting? Join Bosch together with representatives from the diesel network to have an open discussion on the general diesel market, changes of car parc and technology, and possibly address how Bosch could work with you to embrace these trends.





2019 Bosch Service Network Convention

Port Douglas
16 – 19 May 2019



Session 2 – Saturday 11.45am – 12.30pm

Utilizing technology in your office (Business – All workshops)

Geoff Mutton – Business coach and Director of The Automotive Technician (TaT)

Many workshops are investing heavily in new tools and equipment in order to keep up with the demands of the modern-day vehicle. But very few are investing and fully utilizing new office technologies.

Most workshops prefer to do it the same as yesteryear. Unfortunately, this will eventually result in the office becoming the bottleneck of your workshop.

Join Geoff Mutton in this training session where he will be exploring workshop technologies designed to improve your office efficiency, workshop profitability and customer experience.

Or

Workshop Quality (Business – All workshops)

Sue Constable

This business session is to equip you with the tools and information that will help you to identify opportunities within your business to improve efficiencies and enhance the overall service quality level for your customers.

Or

Bosch diesel test bench equipment and VDO testing (Technical – Diesel workshops)

Chris Tourogianis – Bosch Australia

DCI700 CRI Test Bench, due to be released in 2019 (Q3) has technology to test the new generation of common rail Injectors which cannot be tested with existing test benches. VDO Continental (Siemens) has authorised for testing on Bosch EPS as well.

Register online at www.gener8.com.au/bosch

For more information about the convention contact our event partners;

gener8 Events

Phone: 03 9018 9629

Email: bosch@gener8.com.au

*These sessions may change due to circumstances beyond our control.

