



SPEAKER SUBMISSION GUIDELINES

Submissions due Friday, June 7, 2019

AUTO REVOLUTION

The automotive industry is arguably the most dynamic industry in present times. In the midst of technological changes, the emergence of new products, mobility and autonomy, the connected car and continuously higher expectations from customers, it is critical to stay ahead of the timeliest issues impacting the industry from all angles.

At Auto Revolution, the who's who of the automotive industry come together to discuss auto's latest customer intelligence, data analytics and insights, innovations, emerging trends, study results, and their impact on consumer expectations and quality standards.

You can expect to hear from the biggest influencers and become fully immersed in auto's newest innovations.

THEME

Digital disruption is changing every aspect of the global automotive landscape. Explore how innovations in this evolving sector are developed, brought to market and consumed. Success will depend on an intimate understanding of the customer experience.

TRUST: In the midst of constant transformation, trust will be the prime driver of success.

OUR AUDIENCE

Innovative thinkers will gather at Auto Revolution including auto engineers, business leaders, OEM product and quality managers, dealers, suppliers, start-ups, technology innovators, F&I leaders, marketers, data analysts, CX professionals and the investment community.

ABOUT CALL FOR SPEAKERS

J.D. Power is opening a call-for-speakers for deep-dive sessions taking place in breakout rooms on both days of the conference. These sessions should be highly engaging, fast-paced, and full of tools to help attendees advance and win in these dynamic times.

This is your opportunity to join J.D. Power in fueling innovation and driving an automotive revolution.

SUBMISSION DEADLINE

All proposals must be submitted via the online portal by 11:59pm PST on Friday, June 7, 2019.



TOPICS

You will be asked to select the topic(s) your session will cover:

- | | |
|--------------------------|------------------------|
| 1. Customer Experience | 11. Global Automotive |
| 2. Disruption | 12. China Market |
| 3. Innovative Technology | 13. Data & Analytics |
| 4. Mobility | 14. Marketing |
| 5. Electrification | 15. Auto Finance |
| 6. Autonomous | 16. Auto Insurance |
| 7. Connected Car | 17. Voice Assistance |
| 8. Digital Retailing | 18. Industry Investing |
| 9. Digitization | 19. Cyber Security |
| 10. Ride Sharing | 20. Other |

SUBMISSION FORMATS

Presentation: 1 or 2 speakers presenting to an audience in theater style seating

- 1-2 presenters on stage discussing a single topic
- Audience should be left with key takeaways and learnings
- Audience Q/A

Case Study: service provider presenting case study with client

- 1-2 presenters on stage discussing a case study
- Audience should be left with key takeaways and learnings
- Good for client-supplier pairing
- Audience Q/A

Panel: Q&A format with moderator and 2 to 4 SMEs

- One moderator and up to four panelists
- The moderator will facilitate introductions and topic
- Panel discussion
- Audience Q/A

Fireside Chat: service provider interviewing client

- One interviewer with one interviewee discussing relevant topic
- Good for client-supplier pairing
- Audience Q/A

Roundtable: interactive small group discussion around a common topic

- Moderator will lead a small group discussion on one of our topics
- Session is meant for audience interaction and open dialogue



SUBMISSION GUIDELINES

- You may submit no more than two proposals per company
- Proposals must have all speakers identified by name and company
- Proposals must have all required fields completed
- Option to insert link to a video of previous speaking engagement or presentation deck
- If referencing a study or research, please provide results and metrics referred to

Proposals with the following attributes will receive favorable consideration:

- Proposals that showcase new innovations or latest auto intelligence
- Proposals that tie back to the event theme: Amid constant transformation, trust will be the prime driver of success.
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- Proposals that provide actionable data and insights teaching attendees something new
- Proposals that give concrete takeaways to be applied immediately
- High-energy, knowledgeable speakers Proposals that showcase case studies or research results
- Creative session title and presentation of content

REVIEW PROCESS

Submitter will receive an email confirmation upon submission of each proposal.

Content Leaders may reach out to submitters for clarity or additional information throughout the review process.

Proposals will undergo review by the J.D. Power content leaders. Those that meet the criteria and guidelines best will be selected.

All submitters will be notified by email whether they are selected or not.

If your proposal is selected, you will be given one month to confirm identified speakers. Failure to meet this deadline will be cause for proposal dismissal.

SPEAKER BENEFITS

All selected speakers will receive complimentary registration to Auto Revolution which includes all keynotes, sessions, meals and networking events.

emPOWER MAGAZINE

All submissions have the opportunity to be featured in our emPOWER Magazine for distribution at the event. Space can be purchased for a minimal fee to highlight white papers, technology innovations, and company ads. Please contact Ashley.Hession@jdpa.com for more information.