



Educational Seminars Institute
Automotive Management Specialists

Since 1984

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Registration Open for ESi Mega Marketing Symposium in May

Simi Valley, Calif. – March 26, 2013 – Educational Seminars Institute (ESi) will hold its second annual Mega Marketing Symposium on Saturday, May 4 and Sunday, May 5, in Buena Park, Calif. The two-day event is designed for automotive service professionals and will cover creating an effective marketing plan, branding a business, demystifying Google, using social media to connect with customers, understanding customer buying habits and the latest direct mail strategies. It will conclude with vendor presentations and a vendor expo.

Registration for the marketing symposium is open on the event's website, www.fillthebays.com, and an Early Bird special is offered to attendees who signup by Sunday, March 31. All sessions will take place at the Holiday Inn Buena Park Conference Center, www.hibuenapark.com, which is located near several area attractions including Disneyland® Park, Knott's Berry Farm and Angel Stadium of Anaheim.

Sessions topics for this year's event include: "Marketing: What's Your Plan," "Branding Your Business Through Marketing," "Customers Showed Up, Now What?" "Google – Driving Your Business or Driving You Crazy™," "The Magic of Mail," and "New Channels of Marketing, Advertising and Communications in Today's Social Media Space."

The speaker lineup includes Roger Bland, managing editor, GEARS magazine; Bill Haas, owner, Haas Performance Consulting LLC; Maylan Newton, owner and senior instructor, ESi; Tim Ross, president, Mudlick Mail; Danny Sanchez, CEO, Autoshop Solutions Inc.; and Tim Wendling, Western regional manager, Demandforce.

Mega Marketing Symposium 2012 attendee Nick Modesti, Modesti's Car Care Center, Culver City, Calif., said, "This was the first time I've attended an event in our industry dedicated to just marketing and let's just say my box was kicked wide open by some

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new ideas that I learned. I walked away with a list of solid marketing ideas and practices that could be implemented immediately at our shop.”

ESi was founded in 1984 and offers “Independent Solutions for Individual Needs” through its Professional Business Development training series, an In-Shop Training Support Program, a Phone Coaching Program, the Service Writer’s School of America, the Mega Marketing Symposium and Customer Service Group Web Meetings. All ESi programs are taught by automotive professionals with at least 20 years of experience in the automotive industry. For information, visit www.esiseminars.com, email: esi@esiseminars.com, or call toll-free (888) 338-7296.

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