

2018 ANNUAL CONFERENCE

LEARNING FROM EXPERIENCE

HOSTED BY HAGERTY INSURANCE—TRAVERSE CITY, MI

Agenda

Thursday, March 15, 2018

1:00pm Arrivals begin-Registration packets available in hotel lobby
8:00pm Welcome reception—Cambria Hotel

Friday, March 16, 2018

Breakfast on your own Registration packets available in hotel lobby
8:30am Shuttles depart hotel lobby for Hagerty
9:00-10:00am Tours of Hagerty facilities
10:00am Welcome and opening remarks
Jonathan Klinger—Hagerty Insurance
David S. Wallens—Classic Motorsports Magazine
Jonathan Stein—Hagerty Insurance
10:30-11:15am Leveraging Social Media
Matt Lewis—Hagerty Insurance
11:30am-12:15pm Creating and Deploying an e-Newsletter
Mike Austin—Hagerty Insurance
12:30-2:00pm Lunch on your own—downtown Traverse City
2:30-3:15pm Enhancing the Client Experience
Nancy Flowers—Hagerty Insurance
3:30pm Shuttles depart from Hagerty insurance to MFD Classic Motors
4:00pm Tour of MFD Classic Motors, car storage facility and race shop
5:00pm Shuttles return to hotel
6:00pm Dinner on your own
Late Informal gathering at the bar

Saturday, March 17, 2018

Breakfast on your own
8:00am Shuttle departs hotel lobby for Hagerty Garage
8:30-9:00am Tour of Garage
9:00-9:30am Introduction of the Employee Restoration Program
Jonathan Klinger—Hagerty Insurance
9:30-10:15am Planning and Strategy for the next 10 years
Eric Okerstrom—Hagerty Insurance
10:30am-12:00pm What Your Customers Need to Know About Insurance
TBD
12:00-1:00pm Lunch at Hagerty Garage
1:00-1:45pm Broadening Your Customer Base
TBD
2:00pm Shuttle departs Hagerty Garage for Hammer and Dolly Restoration
2:30-3:30pm Tour of Hammer and Dolly Restoration
4:00pm Shuttle Returns to Hotel
5:30pm Shuttle Departs Hotel for Hagerty Garage for Happy Hour and Dinner
6:00pm Happy Hour—Wine, Beer and Soft Drinks
7:00pm Dinner
7:30pm Remarks from David S. Wallens, Jonathan Stein, etc.
9:00pm Shuttle returns to hotel
Late Informal gathering at the bar



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WWW.BRITCAR.ORG

Location Details

Host Hotel:

Cambria Hotel and Suites
255 Munson Ave (US31)
Traverse City, MI 49686
(231) 778-9000

Hagerty Insurance Facility:

141 River's Edge Drive
Traverse City, MI 49684

MFD Classic Motors

1701 Park Drive
Traverse City, MI 49686

Hammer and Dolley Restorations

2392 Cass Road
Traverse City, MI 49684

Hagerty Collection

2830 Aeropark Drive
Traverse City, MI

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