

2017 EXPO FAST TALKS

June 20, 2017

MotorCity Casino Hotel

In 2017 the MCA Expo will feature "Fast Talks" to leave every attendee taking away key information to take back to your wash. Fast Talks will take place on the Expo floor during show hours so you never leave the action.

We encourage all exhibitors to consider presenting on a topic. A list of suggested topics is below.

- Social Media Tips and Tricks
- Free Vacs – Yes or No?
- LED Lighting
- Water Management
- Creative and effective social media/marketing
- Equipment Safety - Training for your Employees
- Managing Customer Claims
- New Credit Card Rules
- Detailing for Profit
- Vending Options at the Self-Serve
- Financial Security
- Finding the Next Great Site for your Next Wash
- Managing Growth in your Business
- How to Create a Dynamic Sales Culture

Each presentation is meant to be a quick overview of a specific topic with criteria as follows:

- Each Fast Talk Session is 15 minutes in length
- Each talk has 2-3 key take-aways for the participants
- Each session is "low-tech" - no need for PowerPoint!

Thank you in advance for your submission!