



MARINE DEALER CONFERENCE & EXPO

FOR IMMEDIATE RELEASE

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MDCE 2018 Issues Call for Presentations

MINNEAPOLIS, MN — Organizers of the [Marine Dealer Conference & Expo](#) are seeking educational session proposals from potential speakers for the 2018 conference, which will take place Dec. 9-12 in Orlando, Fla.

Each year, MDCE show producers strive to build an educational event that gives dealership owners, managers and employees the tools and insight to improve their performance in areas such as sales, leadership, service, marketing, parts, accessories, finance and insurance. The deadline for submissions is March 22.

“We seek out new guidance from the dealer community to build a fresh educational line-up each year,” says Liz Walz, vice president of the Marine Retailers Association. “In researching and selecting speakers and topics, we focus on not only the strategies for success dealers tell us they need most in a changing market, but also what attendees require to implement these strategies and achieve measurable results when they return to the business.”

In addition to soliciting presentations and workshops on business topics that are timely, informative, applicable to the marine industry and offer concrete takeaways, organizers seek presenters who can successfully engage, educate and motivate a large and diverse audience of marine retailers.

“In every aspect of MDCE, we look for ways to improve the experience and value we offer to participants,” says Tim Hennagir, editor of *Boating Industry*. “Given the priority our attendees place on education, we put particular focus on raising the bar in this area.”

If you have an idea for an educational seminar that would make a meaningful contribution to MDCE 2018 and the presentation skills to engage and inspire the conference’s audience, please [submit a proposal](#) or [email Liz Walz](#) for additional information.

About the Marine Dealer Conference & Expo

The marine industry’s only dealer-specific educational conference, MDCE offers an in-depth lineup of educational topics, a full-featured expo hall and a series of fixed networking opportunities, all of which are designed to help marine dealers connect with and learn from others who can foster their success. MDCE is co-produced by MRAA and *Boating Industry*, and it features Educational Tracks, Pre-Conference Workshops, multiple keynote presentations, the Learning Lab, the Innovation Spotlight, and Dealer-to-Dealer Roundtable Discussions. The 2018 event will be held Dec. 9-12 at the Orange County Convention Center and Rosen Plaza Hotel in Orlando, Fla. For more information, visit marinedealerconference.com.

About *Boating Industry*

Boating Industry is the leading trade magazine serving the marine industry. For more than 85 years, boating professionals have turned to *Boating Industry* for market intelligence, product updates, best practices and industry

news. For more information, visit BoatingIndustry.com.

About the Marine Retailers Association of the Americas

The Marine Retailers Association of the Americas works to create a strong and healthy boating industry by uniting marine retail businesses, providing them with opportunities for improvement and growth, and representing them with a powerful voice. For more information, visit MRAA.com.