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## Dealer Week announces schedule, session topics

*Dealer Week, the annual conference and expo of the Marine Retailers Association of the Americas, will be hosted online Dec. 8-11. The schedule for the event is now available at [DealerWeek.com](http://DealerWeek.com).*

MINNEAPOLIS — Sept. 28, 2020 — Earlier this month, MRAA's Dealer Week announced that it would be hosted this year online. Today the schedule and education topics for the event were posted at [DealerWeek.com/schedule](http://DealerWeek.com/schedule).

“Since we announced that this year’s Dealer Week would be hosted online, naturally people have been curious how the schedule would compare to last year’s event,” said Mike Davin, Brand Director at the MRAA. “What people will find is that it is very similar to what they would expect from an in-person MRAA conference, with a few tweaks to take advantage of being online.”

Dealer Week’s schedule remains anchored by its education sessions, which will again be divided into three pathways. The pathways focus on challenges related to “The Dealership,” “The Employee,” and “The Customer.”

Session topics planned for the event solve problems including:

- Navigating digital trends in the age of Covid
- How to catch up in service
- How to develop a virtual showroom
- How to recruit and lead people not like you
- How to avoid team burnout
- And much more

The event will also feature live Q&As with the event’s expert trainers, roundtable discussions with other attendees, and time to meet with solution providers in the Expo.

“Like a lot of things online, this year’s edition of Dealer Week makes some aspects of the event more convenient,” said Davin. “The fact that there’s no travel time comes immediately to mind, but there are other advantages as well. For example, you can set meetings from within the app or on

your computer, so there's no chasing someone down in the convention center or waiting in line at a booth. And obviously you can only attend one session at a time, but every session will be available on-demand after it concludes, so you can actually attend them all if you want."

All sessions will be available to attendees through March 31, which was designed for dealerships that want to use them for training after the live event. Prior to the event, the MRAA is hosting a series of Dealer Week exclusive "Ask the Expert" webinars to help dealerships start working on their business before the conference kicks off. The topics for the webinars will be listed on the schedule page as they are announced.

Dealer Week takes place online Dec. 8-11. Registration, which is available now, has been reduced by half to make it more affordable for teams to attend the event together. To register, go to [DealerWeek.com](http://DealerWeek.com).

### **About Dealer Week**

For nearly 50 years, the Marine Retailers Association of the Americas has delivered world class educational programming to dealers, retailers and service operations that power the boating industry and serve today's boaters. Dealer Week is MRAA's annual conference and expo, designed to engage, energize and empower the dealer community. Learn more at [DealerWeek.com](http://DealerWeek.com).

### **About the Marine Retailers Association of the Americas**

At the Marine Retailers Association of the Americas, we believe that for the marine industry to thrive, the retail organizations that interact with the boaters in their community must thrive. With that in mind, MRAA works to create a strong and healthy boating industry by uniting those retailers, providing them with opportunities for improvement and growth, and representing them with a powerful voice. For more information, visit [MRAA.com](http://MRAA.com) or contact us at 763-315-8043.

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