



Flick Fusion's Tim James Selected by Digital Dealer to Present Special Pre-Conference Session at Digital Dealer 23

First-of-its-kind session for vendors and sponsors focuses on how to effectively work a booth, get more leads and maximize exhibitor ROI

URBANDALE, IA, UNITED STATES, August 28, 2017 /EINPresswire.com/ -- Flick Fusion today announced that COO Tim James was selected by Digital Dealer to give a special presentation to vendors and sponsors on Sunday, September 17th at 4:30 pm PST. The 25-minute, [pre-conference session](#) is the first of its kind and will focus on how exhibitors can maximize their ROI at the show. James will share best practices on how to effectively work a booth, including how to attract attention from passers by, how to come up with an appealing value proposition for attendees, how to build rapport and get more leads.

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Tim James, COO, Flick Fusion Video Marketing

“I have been to so many conferences where exhibitor staff are standing around, texting, looking bored or talking to each other as attendees walk by. Then I hear exhibitors complain they didn't get any leads. Do you think there's a correlation?” said Tim James, COO of Flick Fusion. “Participating in this conference is a significant investment, but you can't expect attendees to magically show up at your booth. I'm looking forward to working with Arnold Tijerina and sharing some of the ideas that have worked well for me over the years.”

Co-presenting with Tim James is Arnold Tijerina, president of Storyteller, LLC. Tijerina has worked many conferences in his career and will share his observations on common mistakes that exhibitors make, as well as exhibitor best practices that have proven to be successful. “Exhibiting is not all about closing deals. Yes, that's the end goal but you're there to meet people, build relationships and network,” said Tijerina.

“Digital Dealer chose to offer this special pre-conference exhibitor session to assist all of our exhibitors—both new and returning—in gaining knowledge and best practices which they can use during the show so they can leave with increased ROI and prospects,” said David Southworth, Vice President, Digital Dealer. “We chose Tim James because he is a long-time industry veteran, National Sales Director, frequent speaker and experienced exhibitor who graciously agreed to assist other exhibitors in leaving our conference with better results.”

“Arnold Tijerina, the co-presenter, has worked behind the scenes at over 18 Digital Dealer Conferences and has intimate insights and observations that we feel can assist our exhibitors in being more successful. Digital Dealer is invested as much in its exhibitors and sponsors as it is in its attendees, and we felt this session would be beneficial to all,” Southworth added.

Digital Dealer encourages all exhibitors to send at least one staff member to the pre-conference session. Attendees will receive several perks, including enhanced social media coverage during the show. Digital Dealer's goal is to ensure that each and every vendor has a successful show and will leave the conference with ample prospects and contracts.

Tim James is a dynamic sales and video marketing strategist with more than 20 years of achievement and success in driving multi-million dollar revenue growth. Tim has been a regular speaker at the Digital Dealer conferences and continues to receive rave reviews of his highly educational sessions.

Arnold Tijerina has over 14 years experience in the auto industry, seven of which were in retail before transitioning to positions that allowed him to share his knowledge and expertise in sales, digital marketing and social media with dealers. His retail experience encompasses most dealership sales and management positions with the majority of it as an Internet Director for two large auto groups in Southern California. He is an active and respected member of the online automotive community and is known for his expertise in digital marketing and social media.

To register for the Digital Dealer pre-conference session click here:

<http://www.digitaldealer.com/conference/exhibitor-workshops/>

To learn how Flick Fusion Video Marketing can help to maximize your marketing ROI, visit Booth #805 at Digital Dealer 23, Las Vegas, NV. Or visit www.flickfusion.com

About Flick Fusion

Flick Fusion offers a full-solution video hosting, marketing and distribution platform to automotive and other inventory-based industries. The platform delivers automated, integrated and rule/behavior-based, including geo-targeted, video content in real-time, across multiple touchpoints and throughout the entire purchase cycle.

Flick Fusion makes it easy for dealers to create desktop and mobile-friendly vehicle inventory videos, video email and customer engagement videos such as testimonials, service department overviews and more. Videos are proven to capture more buyers' attention, advance organic SEO rankings, generate leads and increase conversion rates. The Flick Fusion system builds emotional value and customer loyalty for more than 3,500 brands and preferred partners.

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