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## Expo seminars address key workshop business issues

**Educational seminars are a popular and heavily booked part of the *Australian Auto Aftermarket Expo*, because they directly address the issues challenging mechanical repair workshop businesses.**

Hosted by the Australian Automotive Aftermarket Association (AAAA), the *Australian Auto Aftermarket Expo* will be held from Thursday 6 to Saturday 8 April 2017 at the Melbourne Convention and Exhibition Centre.

Seminars will be offered on Friday 7 and Saturday 8 April with separate seminar programs designed for the mechanical repair and collision repair workshop sectors.

The underlying seminar theme will be how technology will soon dominate almost every aspect of the automotive service and repair industry. Specific seminar themes were selected following qualitative research among aftermarket businesses across Australia.

These themes will offer you solutions to vital business concerns, including:

- Accessing diagnostic and solutions data.
- Understanding the rapidly evolving fault finding modes.
- Identifying the right scan tools for your business model.
- Finding and keeping top technicians.
- Plus much more!

### **Seminars where you don't turn off your mobile phone**

AAAA Executive Director Stuart Charity said the *Auto Aftermarket Expo* seminars will be delivered by top Australian and international automotive experts. "Our Seminar Program Coordinator and Seminar Facilitator Colin Bockman has 30 years' experience consulting with workshops. He has identified star problem solving presenters to share their knowledge and experience," said Stuart Charity.

"Their seminar content will give you practical information and tips you can use immediately in your business to improve bottom line performance.

"To ensure that you get answers to your specific questions, the mechanical repair seminars will include technology based question and answer sessions. By simply "texting" your question to facilitator Colin Bockman live during the seminar, he will ask the expert speakers to give you an answer.

"This seminar program is only one way in which the Expo will deliver value to Australia's service and repair workshop businesses. In addition, the Expo presents the latest products and technology, and three days of networking and business development opportunities," said Stuart Charity.

To attend the *Auto Aftermarket Expo* seminars of your choice, visit [www.aftermarketexpo.com.au](http://www.aftermarketexpo.com.au). Select the sessions you want to attend and register on line. **Due to the popularity of the Expo Seminar Program, you must register in advance.**

### **About the Australian Auto Aftermarket Expo:**

Hosted every two years by the Australian Automotive Aftermarket Association (AAAA), the next Expo is being held at the Melbourne Exhibition Centre from Thursday 6 April to Saturday 8 April, 2017. It will be the nation's most comprehensive exhibition of vehicle repair and servicing equipment, replacement parts, tools and accessories. This is a trade only show run by the industry for the industry. An Expo highlight is the education and information program featuring industry experts to update businesses on the latest technologies and new trends in workshop management. More than 400 top Australian and international brands will be displayed across five acres at the *Auto Aftermarket Expo* and the adjacent *Collision Repair Expo*. Visit: <http://www.aftermarketexpo.com.au/>

**About the Australian Automotive Aftermarket Association Limited (AAAA):**

The AAAA is the national industry association representing manufacturers, distributors, wholesalers, importers and retailers of automotive parts and accessories, tools and equipment in Australia. The Association has over 2,000 member companies in all categories of the Australian automotive aftermarket and includes major national and multi-national corporations as well as a large number of independent small and medium size businesses. Member companies are located in metropolitan, regional and rural Australia. The parts and maintenance sector of the \$108 billion Australian automotive industry represents about \$11 billion. AAAA member companies employ more than 40,000 people and export over \$800 million worth of product a year. Visit <http://www.aaaa.com.au/>

**Further information:**

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