



Aftersales Conference

BMW tasked Broadstreet to execute the most important annual conference for its Parts and Service Managers in a generation.

General Sessions were structured to enable three-way conversations. After every functional area's presentation, there was a Q&A session to address the audience members' concerns and allow them to be part of the solution. Additionally, breakfast roundtable discussions allowed for more informal discussion of issues.

Managers returned to their dealerships focused on the challenges of the day with an understanding of their role in executing leadership's vision for a successful tomorrow.

