

Mobile Tech Expo Orlando 2019 Education

Session Start Time	Business	Detailing	Digital Marketing	IDA	PDR/NAPDRT	Product Knowledge	Products
Thursday 8:00 AM	Increase Your Profits With Mobile Software	Complete Detailing Including Everything Inside, Outside and Engine Compartments		How to Build a Detail Menu	PDR for the Beginner	Microfiber Explained	
Thursday 9:00 AM	Managing Expectations	Marine Restoration and Detailing	Proven Digital Marketing Tactics to Grow Your Business	Why You Should Stop Relying on Social Media Marketing	PDR Estimating 101	HVLP Turbine Basics for the Mobile Repair Industry	
Thursday 10:00 AM	Advanced Professional Selling Skills	Profitable Eco Friendly Detailing	Discover the Difference a Little Marketing Can Do For You	URO Pad Experience	Emerging Technologies and Why You Need to Know How to Use A Scan Tool	DA Polishers and How to Choose Your Proper Tool	
Thursday 11:00 AM	Building Your Business With a Legacy Mindset	The World of Polishing Pads - Choosing, Using, and How They're Improving	How To Market Through Branding	The Science of Coatings	The State of the PDR Industry		Why Every Customer Needs A Coating
Thursday 12:00 PM Lunch provided by Mobile Tech Expo	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
Thursday 1:00 PM	Small Businesses Don't Die, They Just Commit Suicide	Production Detailing with Gear Driven Orbital Polishers	A Comprehensive Web Marketing Training Program	Detailing Efficiency	PDR - Pretty Damn Repetitive? - Learn Body Mechanics, Breathing, Stretching and More	Hazardous Materials/EPA Rule 40/6H Certification	
Thursday 2:00 PM	Black Ink: Cashflow Management Secrets Your Accountant Never Shared	Jeweling Paint with Rotary Polishers		Understanding Paints' Hardness from a Body Shop Background			
Thursday 3:00 PM	Creating A Business Plan or Planning to Fail	Isolated Defect Removal - Wetsanding and Buffing Small Areas		The Many Worlds of Detailing			
Thursday 4:00 PM	Starting Small and Building Your Empire	Cordless Tool Technology - How to Detail without Access to a 110 Electric Outlet		Determining your Shop Rate		MobileTechRX Meeting	
Thursday 5:00 PM		Become the Recognized Detailing Expert In Your Home Town			Large Scale Damage = Large Scale Opportunity		
Thursday 6:00 PM - 8:00 PM				Reception - Room W110A			
Friday 8:00 AM					What's New at MTE 2019?		
Friday 2:00 PM				Benefit of Education Through the IDA			
Friday 3:00 PM				Bulletproof Mindset			

Saturday Keynote

Saturday 9:00 AM	How To Make A Living On Your Terms
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