



MOTOR DEALER ADVERTISING WORKSHOP

OBJECTIVES

1. For industry leaders to identify current issues and challenges related to the advertising practices of the retail motor vehicle industry in British Columbia.
2. Provide participants with an opportunity to consider and discuss the advertising rules for the retail sale of motor vehicles in British Columbia.
3. Create an opportunity for industry leaders to clarify and consider enforcement issues.
4. For industry leaders to work with the MDC in developing future action plans regarding advertising guidelines and legislation.

AGENDA

- 8:30 - Coffee and Muffins
- 9:00 - Welcome and Introductions
 - Workshop format, Registrar's role

SESSION 1

Advertising Issues and Challenges in British Columbia?

10:30 – BREAK

SESSION 2

Why are we regulating motor dealer advertising – what is important, and why?

12:00 - Working Lunch

PRESENTATION and ACTIVITY

New legislation and new enforcement options

SESSION 3

What can the Motor Dealer Council and industry leaders do to better enforce advertising regulations?

2:00 – BREAK

SESSION 4

Examine advertisements, identify issues and consider suggestions

3:30 - REVIEW and WRAP UP

4:00 - END