



An exclusive V.I.P. invitation to DealerLab clients:

"I highly recommend that our clients take advantage of this very special training opportunity in the Seattle region." – Yago de Artaza Paramo, CEO

"Mastering Automotive Digital Marketing"

A special day with Brian Pasch and his new book

Tuesday, November 4, 2014 • DealerLab registered clients ONLY

DoubleTree Hilton Seattle Airport, Seattle, WA

This is a full-day, invitation-only opportunity for the clients of DealerLab who register for certification classes on Wednesday & Thursday, November 5-6. Three great speakers will present their latest marketing trends – learn ways you can leverage new ideas for your dealership.



Brian Pasch, PCG Consulting

A one-on-one opportunity to preview the textbook "Mastering Automotive Digital Marketing" with the author and explore its powerful digital marketing strategies.



Yago de Artaza Paramo, CEO, PGI DealerLab

Yago will show how the ContentMotive team maximizes your dealership's web presence with content marketing specifically tooled to boost your website's search engine rankings and visibility.



Dave Page, DealerLab

Dave will show you our new products and technologies. Be the first in your market to see and sign-up for ground breaking digital marketing tools and strategies.

Exclusive Digital Marketing Education for DealerLab Clients

Who	Dealer Principals / General Managers General Sales Managers / Internet Sales Managers
When	Tuesday, November 4, 2014
Where	DoubleTree Hilton Seattle Airport, Seattle, WA
RSVP	Call 732-200-9543 to Register
More Info	courses@pcg-mail.com • www.pcgconsultingservices.com/certification

