



Top Force Marketing Executives to Speak at 2016 CBT Automotive Conference & Expo

CEO John Fitzpatrick, Vice President of Sales Eric Mercado, and Director of Client Development Cody Tomczyk will all speak at the event, which also features keynotes from Nick Saban, CNBC's "The Profit," and more.

ATLANTA, GEORGIA ([PRWEB](#)) February 05, 2016 -- Force Marketing is proud to announce its presence at the upcoming CBT Automotive Conference and Expo, held Feb. 9-11. Members of the company's executive team will speak in breakout sessions at the event, and the company will be sponsoring a cocktail party.

The following panels and sessions feature members of the Force Marketing team:

-“Marketing to Today’s Consumers: Winning the Click and Driving More Traffic,” Tues. Feb. 9, 10:45 a.m. to noon: Panel discussion featuring Force Marketing CEO & President John Fitzpatrick

-“Increase Market Share, Decrease Ad Expense,” Tues. Feb. 9, 4:00 p.m. to 4:50 p.m.: Breakout session featuring John Fitzpatrick

-“Forget Big Data: Use Your Own and Dominate Your Market,” Wed. Feb. 10, 2:35 p.m. to 3:25 p.m.: Breakout session featuring Force Marketing Director of Client Development Cody Tomczyk and Sheldon Bernstein from Google Channel Sales

-“Using Free Data to Increase Direct Marketing ROI,” Thurs. Feb. 11, 1:30 p.m. to 2:20 p.m.: Breakout session featuring Force Marketing Vice President of Sales Eric Mercado

The automotive multi-channel marketing company will also be sponsoring a cocktail party on the evening of the first day of the conference. Attendees can enjoy drinks, dinner, live music and networking in the Atrium of the Omni Center from 6:30 p.m. to 9 p.m. on Tuesday, Feb. 9, after RSVPing to the party here:

<http://forcemktg.com/cbt-cocktail-party/>

“The CBT Automotive Conference & Expo offers dealers and automotive professionals an incredible opportunity to come together and share ideas,” said John Fitzpatrick, CEO & President of Force Marketing. “We’re looking forward to showcasing our data-driven marketing strategies and meeting with conference attendees right here in our hometown of Atlanta.”

The conference takes place at the Omni Hotel/CNN Center in downtown Atlanta next week. Those interested in attending can register today at <https://www.eiseverywhere.com/ereg/newreg.php?eventid=139952>.

ABOUT FORCE MARKETING

Force Marketing is an innovative automotive multi-channel marketing company headquartered in Atlanta, Ga. The agency offers technology-enabled marketing services to an expansive client base throughout the U.S. and Canada. The company made Inc. magazine’s Inc. 5000 list of the fastest-growing private companies in the U.S. in 2015 for the seventh consecutive year. More information about Force Marketing’s auto dealership marketing services can be found online at www.ForceMKTG.com.



Contact Information

Amy Farley

Force Marketing

<http://www.forcemktg.com>

+1 678-208-0667

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