

## IAA 2019 Convention Speakers and Programs

### **Selling Rural Land at Auction- *Craig King, CCIM, CAI, RLI, AARE, CEO of J.P, King Auction Co. (2 hours elective)***

Craig and his company has sold hundreds of thousands of acres at auction and Craig will share some fundamentals for successfully selling land at auction and pitfalls to avoid. Topics will include subdividing property, conservation easements and dealing with wetland issues.

### **Contracts, Ethics – *Mike Brandly, CAI, AARE (6 hours mandatory)***

Mike will present three (3) hours of Contracts and three (3) hours of Ethics for the total six (6) hours of required mandatory credits to renew the Indiana Auctioneer license.

### **Auctioneer Best Practices - *Mike Brandly, CAI, AARE (2 hours elective)***

Mike shares court cases and his expert witness experience with the attendees. This is a class of what you should and should not do as an Auctioneer to ensure you are not in court.

### **The Future of Video and It's Impact on Auction Marketing – *Wes Sigler with Blue River Digital (2 hours elective)***

Are you using video to promote your auctions on your website and social media? If not, you should be. In 2019, internet video traffic accounts for 80% of all consumer internet traffic. Effectively communicate your message through video and reach more potential bidders.

### **A Walk-Through Google Ads – *Billie Jo Schultz, CAI, AMM and Ambra Sanner, AMM (2 hours elective)***

During this session, we will walk you thru the step by step processes of setting up display and search campaigns in Google Ads. This will provide you with experience needed to do it yourself in the future!

### **Follow the Light ... Photography for Auctioneers – *Sarah Pugh (2 hours elective)***

During this session, Sarah will give you tips on proper lighting, angles for uploading your photos to your websites, social media, and print advertising.

### **Tips and Tricks for the Traveling Auctioneer – *Laura Mantle, CAI, CAS (2 hours elective)***

Chicago? Miami? Houston? United Kingdom? Have gavel, will travel! Being a traveling Auctioneer can not only be financially rewarding, but also gives you a chance to see the world. What do experienced traveling Auctioneers have in common? They are ready to depart on a moments notice and they know all the ins and outs to ensure a successful auction far from home.