



2020

VIRTUAL

Annual Meeting & Conference

October 6-15, 2020

Tuesday, October 6, 2020

2:00 - 4:00 PM*

“Registration” Open and Getting to Know the App

(get familiar with everything and ask for help if needed - our team will be here to assist you)

7:00 - 8:30 PM*

Virtual Welcome Reception & Opening General Session

Kick off the event with special accommodations that arrive in your conference box, including wearing your own conference t-shirt. Points are accumulated by attending events and participating in activities. More details to come.

Wednesday, October 7, 2020

12:00 - 1:30 PM*

Management Training: Green Light Sales Process - Your Path to Higher Profits & Client Satisfaction

by Jeremy O'Neal | sponsored by AdvisorFix

Effective selling today puts the customer in a position of wanting to buy vs. being sold. Learn how to identify the roadblocks that create sales objection and jeopardize relationships. Increasing sales can be done in an easy and effortless way. It is simple, make sure you have the green light before you proceed. The Green Light Sales Process will show you how to gain your clients permission through every step of the sales process. Learn how to spot potential obstacles and ensure your get the green light at the end to proceed with the repairs.

Wednesday, October 7, 2020 (cont.)

12:00 - 2:00 PM*

Technical Training: BMW ISTA - AIR

by Drew Wolfe | sponsored by WORLDPAAC

AIR is the application used by dealers to reduce the time spent searching for fault codes, find labor times and repair information.

7:00 - 9:00 PM*

Management Training: Profitability Analysis: A Better Understanding of Your Numbers

by Hunt Demarest

sponsored by Paar, Melis & Associates

The objective of this course is to provide auto shop owners with a comprehensive understanding of their financials. We provide the important analytical tools for understanding the operations of the business.

7:00 - 9:00 PM*

Technical Training: BMW Data Analysis - Fixing BMW's Without Breaking the Bank

by Scot Manna | sponsored by WORLDPAAC

This presentation will examine several BMW vehicles that will be diagnosed and repaired to illustrate an efficient path to determining the root cause of failure. During this presentation we will ANALYZE DATA and perform testing to determine our repair path. With an understanding of the operation and strategy used in control systems the correct repair can be determined without “replacing everything”!

Wednesday, October 7, 2020 (cont.)

7:00 - 8:30 PM*

Technical Training: PicoScope Tips and Tricks

by Matt Fanslow

Have you heard about PicoScope Math Channels, Filtering, Rotational Cursors, and Advanced Triggers but don't know where to begin on using them? Join Matt and he shares is PicoScope screen live and takes you through the features and offers tips and tricks along the way. See features of the PicoScope 6 and 7.

Thursday, October 8, 2020

12:00 - 1:30 PM*

Management Training: How to Showcase Your Value to Customers

by Carolyn Coquette

sponsored by Shop-Ware and Bosch

This class will demonstrate collaborative methods you can use to display your shop's technical expertise while educating your customers on the valuable services that you provide. Going above and beyond Digital Vehicle Inspections, you'll walk away with a deployable guide on how to document and sell your work.

12:00 - 1:30 PM*

Technical Training: BMW Diesel Diagnostic Strategies

by Seth Thorson and Justin Morgan

sponsored by LMV

Are Diesel engines tricky to diagnose? There are many common codes that come up with the M57y, and N57t. Nox sensors, SCR, and DEF filling problems to name a few. Join Seth and Justin as they present an overview of theory on these engines and introduce you to some diagnostic strategies to save you time and money.

7:00 - 8:30 PM*

Exhibitor Showcase: Meet with Exhibitors, Door Prizes, and Reward Points

Tuesday, October 13, 2020

12:00 - 1:00 PM*

Management Training: Onboarding for Success

by Seth Thorson | sponsored by LMV

Seth would like to share how he goes about onboarding his staff. He will cover how he hires and trains his staff to be great stewards of his company. Included will be how to implement an LMS, as well as proper 30-60-90/day process to set your employees up for success.

12:00 - 1:30 PM*

Technical Training: BMW DCT Transmission Technology

by Niel Speetjens and Dirk Fuchs

sponsored by ZF

The attendees will gain knowledge of the DCT transmission. Topics like torque flow and shifting elements will be covered as well as the valve body will be discussed. The Trainer will introduce common failures as well as the best diagnostic strategy for these units. Participants will be exposed to oil and filter change service and there will learn to set the oil level correctly.

7:00 - 9:00 PM*

Technical Training: ISTA, J2534 & ICOM (Part 1)

by Brandon Mathews | sponsored by Opus IVS

Computer requirements & installation of the ISTA software using both an ICOM and J2534 pass-thru interfaces. Interface connections, & settings will be overviewed along with outlining the ISTA software user interface. Navigation & ISTA functionality will be the highlighted focus.

7:00 - 9:00 PM*

Technical Training: BMW Three Phase Motors

by Gary Smith & Eric Scharping

sponsored by WORLDPAAC and DiagNation

Pulse Width Modulation (PWM) theory and specifically how it applies to various automotive systems. The web class will flow theory to scanner and scope analysis during diagnosis of several recent case studies. Anyone seeking a deeper understanding of the concepts of PWM motor control, AC current flow and motor controls from DC drivers should attend.

Tuesday, October 13, 2020 (cont.)

7:00 - 8:30 PM*

Technical Training: BMW Driver Assistance Systems

by Brian Chaffe | sponsored by Opus IVS

An in depth view of how these systems operate: Speed Control Systems; Collision Prevention; Systems; Parking System; Head Up Display; Night Vision.

Wednesday, October 14, 2020

12:00 - 1:30 PM*

Technical Training: Oil Seals and the Effects of Different Material to the Repair

by Trainer TBD | sponsored by ElingKlinger

Using oil seals made of PTFE vs. FPM requires different background knowledge to do a proper repair. There are challenges such as the incorporation of integrated sensor rings which require special tools for a replacement. There are many tips and tricks are lesser known. It's also import to understand how to use sealing compounds on those applications and which different sealants are in the market.

7:00 - 8:00 PM*

Management Training: Cyber Insecurity Workshop

by Mark Claypool

Cybersecurity is a major issue that can have a severe negative impact on you, and/or your business. Just ask Ryan Cropper, owner of Able Body Shop in Anchorage, Alaska. A hacker got into Ryan's office computer via an open port and took over, holding Ryan's computer system for a \$4,000 ransom. Learn how to protect yourself from this and other threats in this important workshop.

7:00 - 8:30 PM*

Technical Training: BIMRS Diagnostic Challenge

by Seth Thorson and Justin Morgan

sponsored by LMV

Put your thinking cap on and allow Seth and Justin to present a problem vehicle. We split up into private groups. You will diagnose and map out the problem amongst yourselves and present your findings to the group at the end of the session.

Wednesday, October 14, 2020 (cont.)

7:00 - 9:00 PM*

Technical Training: ISTA, J2534 & ICOM (Part 2)

by Brandon Mathews | sponsored by Opus IVS

Thursday, October 15, 2020

12:00 - 1:30 PM*

Selecting the Proper BMW Engine Oils for your Shop

by Stefan Braun | sponsored by LIQUI MOLY

Learn the engine oil basics for BMW engines and why it's important to use the proper BMW longlife specification. We will cover basics of oils, viscosity, ACEA v. OE specifications, the latest oil specification offerings available, and more. Attending this seminar will help you choose the best oils for the vehicles you service.

7:00 - 8:00 PM*

Management Training: Reviews and Responding

by Mike Delacruz | sponsored by Broadly

7:00 - 8:00 PM*

Technical Training: Latest Gasket Technology for Cylinder Head Gaskets with Stopper Technologies with Failure Analysis

by Trainer TBD | sponsored by ElingKlinger

The most important aspect to understand is how to install properly and which mistakes can be avoided. This includes using failure analysis which trains you to identify leaking gaskets and the reason for this leakage.

8:00 - 9:00 PM*

Closing Exhibitor Reception and Giveaways

(must be present to win)

Register online at bimrstraining.com/register

Visit bimrstraining.com/agenda for updates/changes

Visit bimrstraining.com/training for class details

*All times are Central Time Zone.