

# The Blend 2024 Agenda

Registration 8:30am — 9:30am

📍 Affinity

**Keynote** 📍 Ray Dilsons 📍 Castrol ⌚ 9:30am — 11:20am

📍 Affinity

**How to Win The Game of Garage!®**

**John Batten**

Auto IQ

⌚ 11:50am — 12:30pm

📍 Ashstead 1 & 2

**The 7 steps I use to keep myself and my business relevant in 2025**

**Nathan Taylor**

Walsall Wood Tyre & Service

⌚ 11:50am — 12:30pm

📍 Ashstead 3

**From rock bottom to the very top**

**Dean Lomas**

DC Lomas

⌚ 11:50am — 12:30pm

**Business expansion is never easy. Story 1-45 employees so far.**

**Matt Jeffreys**

St John's Garage and RPM Malvern

📍 Meeting Room 4

**Office Hours Live**

**Dawn Metcalfe & Rhys Hill**

Garage Hive

⌚ 11:50am — 12:30pm

📍 Meeting Room 4

**Speed Networking**

**Katie Haycock**

Forge Garage

⌚ 1:15pm — 1:45pm

**Lunch Break** ⌚ 12:30pm — 1:50pm

📍 Affinity

**End of an Era: A Deep Dive into Diesel's Decline and what it means for Independent garages**

**Andy Crook**

Atomic Success

⌚ 1:50pm — 2:30pm

📍 Ashstead 1 & 2

**Understanding oil for your workshop & the challenges of wet belts & DPFs**

**Dan Bridges & Dave Roberts**

Castrol/The Race Group

⌚ 1:50pm — 2:30pm

📍 Ashstead 3

**The future of the aftermarket – exploring new revenue streams**

**Matt Robinson**

LKQ Euro Car Parts

⌚ 1:50pm — 2:30pm

📍 Meeting Room 4

**Life after Websites**

**Al Preston**

GSF Car Parts

⌚ 1:50pm — 2:30pm

📍 Affinity

**Can AI supercharge your garage business?**

**James Dillon**

Technical Topics

⌚ 3:00pm — 3:40pm

📍 Ashstead 1 & 2

**The unspoken reason why your employee may resign, underperform, or cause problems.**

**Jennifer Webb**

HR Vitals

⌚ 3:00pm — 3:40pm

📍 Ashstead 3

**Customer Profiling: Shaping your customer base**

**Michael Shaikly**

Shaikly Motor Company

⌚ 3:00pm — 3:40pm

📍 Meeting Room 4

**Ending Your Day Well To Start Your Day Right / Meet the Training Team**

**Garage Hive Training Team**

Garage Hive

⌚ 3:00pm — 3:40pm

📍 Affinity

**To EV or not to EV... part two!**

**Matt Cleevely**

Cleevely Motors & EV

⌚ 4:10pm — 4:50pm

📍 Ashstead 1 & 2

**Inspiring the motor trade with relentless determination and passion**

**Louise Baker**

Womanic

⌚ 4:10pm — 4:50pm

📍 Ashstead 3

**Accelerating achievements –starting a business in the pandemic**

**Chay Blyth**

Fife AutoTech

⌚ 4:10pm — 4:50pm

**Scaling up your business –tripling the size of your garage good or bad?**

**Paul Griffiths**

Elite Landrover

📍 Meeting Room 4

**Package Power – Revisiting Service Packages**

**Garage Hive Support Team**

Garage Hive

⌚ 4:10pm — 4:50pm

📍 Affinity

**Closing Session & Community Photo** ⌚ 5:20 pm — 5:45 pm

**Refresher Break** ⌚ 5:45 pm — 6:45 pm

## The Evening Event

📍 Affinity ⌚ 6:45pm — late