



Original Equipment Suppliers Association

AGENDA

Automotive Public Relations Council Meeting

Oct. 9, 2019

OESA Conference Center
25925 Telegraph Rd., Ste. 350
Southfield, Mich. 48033-2553

- 12 p.m. Registration & Networking Lunch
- 12:45 p.m. Welcome, Upcoming OESA Activities, Introductions
Jeff Laskowski, Senior Manager, Communications, OESA
- 12:50 p.m. South by Southwest Overview and Opportunities
Katelyn Davis, Director, MICHAuto
Ted Velie, Co-Founder, Michigan House Creative
- 1:50 p.m. Networking Break
- 2:20 p.m. Media Panel
Ian Thibodeau, Automotive Reporter, The Detroit News
Jennifer Vuong, First Shift Anchor and Producer, Automotive News TV
Michael Wayland, Automotive Reporter, CNBC Digital
Moderator: **Christina McKenna**, President,
Bluestone Executive Communications
- 3:20 p.m. Optional Council Roundtable
Jeff Laskowski, Senior Manager, Communications, OESA
- 4 p.m. Meeting Adjourns

2020 APRC Council Dates (tentative):

Feb. 5 - Joint APRC/CEC Meeting

April 1 – APRC Meeting

July 22 – Joint APRC/CEC + MarComm Summit

Oct. 7 – APRC Meeting