



ORIGINAL EQUIPMENT SUPPLIERS ASSOCIATION AGENDA

Young Leadership Council

May 14, 2013

Google – Ann Arbor Office

201 South Division Street, 3rd Floor, Ann Arbor, MI 48104

Parking Instructions: Parking is available in the Parking Structure at 510 East Washington Street

- 12 p.m. **Registration, Lunch and Tours**
- 12:30 p.m. Tour of Google Office
 - 12:40 p.m. Tour of Google Office
- 1 p.m. **OESA – Mike Shapiro**, Executive Director, Programs & Member Services
- Agenda
 - Anti-Trust Guidelines
 - OESA Upcoming Events
- 1:15 p.m. **Welcome to Google**
Introductions & Discussion of our Business in Michigan, B2B, Community, Google
Chris Genteel, Head of Diversity Markets, Google
- 1:40 p.m. **Google Presentation**
Marc De Schweinitz, Account Executive, Google B2B Sales
- Being Online
 - How a search engine works
 - How PPC works and how it can help your business
 - How Google analytics work and how it can help your business
- 2:15 p.m. **Welcome**
Mike Miller, Director, Business & Industrial Markets and Ann Arbor Office, Google
- 2:25 p.m. **Networking Break**
- 2:45 p.m. **How to leverage your online presence and how it can impact your bottom line**
Linzie Venegas, Chief Marketing, Ideal Group
- Digital Footprint
 - Social Media
 - Creative ways to use technology in a manufacturing world
- 3:30 p.m. **Google Products & How to Use Them for your Business**
Natalie Paul, SMB Sales, Google
- Enterprise Apps (Gmail, Calendar, Docs and Chat)
 - Google (+)
 - Hangout
- 4:15 p.m. **Council Roundtable & Open Discussion**
Submit Roundtable Topics to Kmann@oesa.org
- 4:45 p.m. Feedback, Next Meeting Agenda Topics and Adjournment
2013 YLC Meeting Dates:
Sept. 17
Nov. 5

NOTE: Informal reception at Bar Louie (downstairs of the Google Complex)



Supporting Partner: **Global Automotive Center**

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