

IAA 2020 Convention Speakers and Programs

Insurance for Auctioneers- *Greg Magnus, ER Munro. (2 hours elective)*

Greg will offer an introductory presentation to the unique risks and exposures an auctioneer faces in their daily operations of running an auction business. He will explain the basic insurance policies that will provide protection to auctioneers and why you should make insurance one of the building blocks to your business plan. Greg will explain general liability insurance in case you injure somebody at your auction or damage their property; covering your customer's consigned property; errors and omissions covering your auction contract; workers compensation for employees; and cyber liability insurance to pay for claims when your customers personal information is compromised after you take their credit card and driver license information.

Fire, Ice and Mudslides – *Margaret Sklenar, Metropolitan Title (2 hours elective for auctioneer and 2 hours elective for RE credit)*

The class offers solutions and discussions to foster a favorable result to how to proceed to closing. It focuses on real life situations that occur through the course of navigation toward title and escrow issues. The course also deals with exploring cause and affect of certain contractual issues of the purchase agreement and amendments and offers discussions on how to think about alternative methods including reverse tax prorations and how this can be an effective method on property splits.

Online Auctions- *Bradley Stoecker (2 hours elective)*

In this session the presenter will touch on all things online, including online only, virtual simulcast, and live simulcast from cataloging, to photography and lighting, to simulcast tech. This is primarily for personal property.

Contract Auctioneering/Auto Auction – *Peter Gehres, CAI and Chad Bailey, Akron Auto Auction (1 hour elective)*

Using Social Media & Custom Audiences to Grow Your Business – *Jason Roske, CAI (2 hours elective)*

Are you confused about how to use Facebook, LinkedIn and Instagram? What is an "Influencer" and how can you profit using them? Do your eyes glaze over when you think about Custom Audiences or Customer Segments? How do they work together?

Jason will talk about:

1. Organic (FREE) reach. How to get double industry norms.
2. Finding and using an Influencer to grow your business.
3. Increasing profits with your existing customers and clients.
4. Using all of these methods together to create dynamic posts and campaigns.