



Invest in yourself to benefit **your business...**

The automotive industry is one of the fastest-moving in the UK and is constantly facing new and pressing challenges. These informative, one-day introductory seminars focus on technological advances in the automotive industry.

The speakers, each a specialist in their field, will cover developments in technology, how these developments impact on how a business needs to work to remain competitive, and demonstrate how vital it is to keep your skills up to date.

Tuesday 14 October 2014 – Bentley Motors, Crewe

Tuesday 4 November 2014 – Mercedes Benz World, Weybridge

You'll automatically achieve IMI membership at Affiliate level* by attending. As an IMI member, you'll not only be recognised as a professional within your field of expertise, but you'll also be able to enjoy the comprehensive range of products and support services specifically developed to meet your professional needs.

*membership runs until 31st March 2016. Delegates can upgrade their membership level if eligible and be listed on the IMI's Professional Register. Details will be available at the event.

Who is the IMI?

IMI is the professional association for individuals working in the retail motor industry, and the authoritative voice of the sector. IMI is transforming the automotive industry by setting, upholding and promoting professional standards – driving skills acquisition, establishing clearer career paths, and boosting public confidence.

Reasons why you should attend

- 1 Understand how technological developments in our industry could impact you and your business
- 2 Opportunity to update your current skills
- 3 Network with other businesses and industry professionals
- 4 Meet the organisation working to raise standards in the retail automotive industry
- 5 Opportunity to visit spectacular venues
- 6 Demonstrate your professional status with post-nominal letters
- 7 Gain access to a comprehensive range of products and support services, developed specifically to meet your professional needs

Who should attend

- Light Vehicle Technicians
- Electrical Installation Technicians
- Roadside Recovery Technicians
- Autoglazing Technicians
- Independent Business Owners and Managers
- Workshop Controllers and Managers
- Vehicle Damage Assessors
- MET Technicians
- Panel Technicians
- Fast-fit Technicians

Meet the experts

James Dillon:
Technical Director,
Technical Topics



Andrew Marsh:
Engineering Director,
Auto Industry Consulting Ltd



Jim Gilmour:
Technical Consultant,
Automotive Distributors Ltd



Seminar programme

Tuesday 14 October 2014

Bentley Motors, Crewe

Pyms Lane, Crewe, Cheshire CW1 3PL

9.00 ■ Registration & tea/coffee

9.30 ■ Tour

10.30 ■ Tea/coffee

10.45 ■ Session 1 – Jim Gilmour: CAN bus.

Jim will discuss and demonstrate two systems to reveal the physical layers of the CAN bus system. He'll explain signal generation and also the coding system and strategies employed to avoid conflict and failure. A live CAN system will be used to demonstrate tolerance of failure and the diagnostic process.

12.15 ■ Lunch & Networking

13.15 ■ Session 2 – Andrew Marsh: Autonomous cars or super heroes for the future automotive aftermarket?

The answer? Both. Such is the rapid expansion of technology that without engineering content-led education/CPD, the aftermarket needs skills ranging from craft to academics along with awareness of software/electronics for all. Nothing less than continuous learning will enable us to keep up with the technology evolution, and Andrew's demonstration will include valuable updates to assist you in doing so.

14.45 ■ Event end

Tuesday 4 November 2014

Mercedes Benz World, Surrey

Brooklands Drive, Weybridge, Surrey KT13 0SL

15.00 ■ Registration & tea/coffee

15.30 ■ Session 1 – James Dillon: Diagnostic techniques

James' demonstration will cover the levels of vehicle technology within the motor vehicle and the technology life cycle compared to other industries. During his session we will consider how specific diagnostic techniques apply to several real world vehicle repair case studies.

17.00 ■ Tea/Coffee

17.15 ■ Session 2 – Andrew Marsh: Autonomous cars or super heroes for the future automotive aftermarket?

The answer? Both. Such is the rapid expansion of technology that without engineering content-led education/CPD, the aftermarket needs skills ranging from craft to academics along with awareness of software/electronics for all. Nothing less than continuous learning will enable us to keep up with the technology evolution, and Andrew's demonstration will include valuable updates to assist you in doing so.

18.45 ■ Tour

19.45 ■ Buffet and networking

20.45 ■ Event end

*Agenda is subject to change.

Changing public perception

IMI Membership

Membership demonstrates to colleagues and employers that individuals are recognised motor industry professionals and serious about their careers, business and the industry. It serves to recognise, support and help develop those who have shown their commitment to the highest level of ethical behaviour by signing the IMI Code of Conduct.

IMI Professional Register

IMI Professional Register is an online, industry-wide database that enables consumers to search for individuals working in the automotive industry. These professionals have been recognised for their experience, up-to-date skills and knowledge, and their commitment to ethical working practices. When a consumer buys a car, hires a vehicle or takes one in for parts, servicing or repair, the Professional Register is there to make sure they end up in skilled, competent and trustworthy hands.

IMI Employer Recognition Scheme

The Scheme is a mechanism for recognising employers and businesses that have a minimum of 50% of their staff on the Professional Register. It demonstrates that a business is committed to investing in the skills and knowledge of its employees and that they work to an ethical code of conduct.

How to book

- 1 Book online at www.theimi.org.uk/new
- 2 Or, complete, scan and email this booking form to:
kayleighg@theimi.org.uk
- 3 Or, post this booking form with payment to:
Kayleigh Goldsmith, The IMI, Fanshaws, Hertford SG13 8PQ

Price information

Non-members £99 (ex VAT) / IMI Members £79 (ex VAT)

Please provide your IMI membership number here (If relevant):

If you have any problems registering, please call 01992 511521

Booking Form

☐ Bentley Motors, Tuesday 14 October 2014, Crewe ☐ Mercedes Benz World Tuesday 4 November 2014, Weybridge

Your details

Mr/Mrs/Miss/Ms		First Name		Surname	
Company name				Position	
Company Address					
Telephone				Email	

*Single bookings only. For multiple bookings please call 01992 511 521 or book online at www.theimi.org.uk/new

How to pay - by cheque or credit card

Complete the payment slip below and return to the address above. Please make cheques payable to 'The Institute of the Motor Industry' and enclose with this form.

☐ I wish to pay by cheque or banker's draft, which is enclosed

☐ I wish to pay by credit/debit card. My card details are: ☐ Visa ☐ Mastercard ☐ Maestro

Card Number Security Code (Last three digits on signature strip). Issue No. (if applicable)

Cardholder's Name

Company Name (if applicable)

Booking conditions

Once we have received your booking we will send you a confirmation of your place(s). Payment must be received prior to the event. If payment is not received, delegates will be asked to guarantee with a credit card.

Data protection

If you are happy to be contacted by the IMI by email, please tick this box ☐

Your email address will not be passed on to 3rd parties in any circumstances.

Cancellation policy

Only written cancellations received up to 21 days prior to the event will be refunded.

Signature		Date	
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