

An aerial photograph of a marina with numerous white and colorful boats docked at wooden piers. The water is a deep blue-green color. A large, semi-transparent blue oval is overlaid in the center of the image, containing white text.

**Maximize Your
Grow Boating Investment**
Marine Industry Marketing Summit



GROW BOATING STRATEGY SUMMIT 2016

UNDERWRITTEN BY



Why are we here?



The boating experience

Making it easier to get on the water, the industry wants us to take a more active role in increasing boating participation.



Buyer education

Buying a boat isn't easy and buyers (especially those first-time boat buyers) need help navigating the purchase process.



Industry education

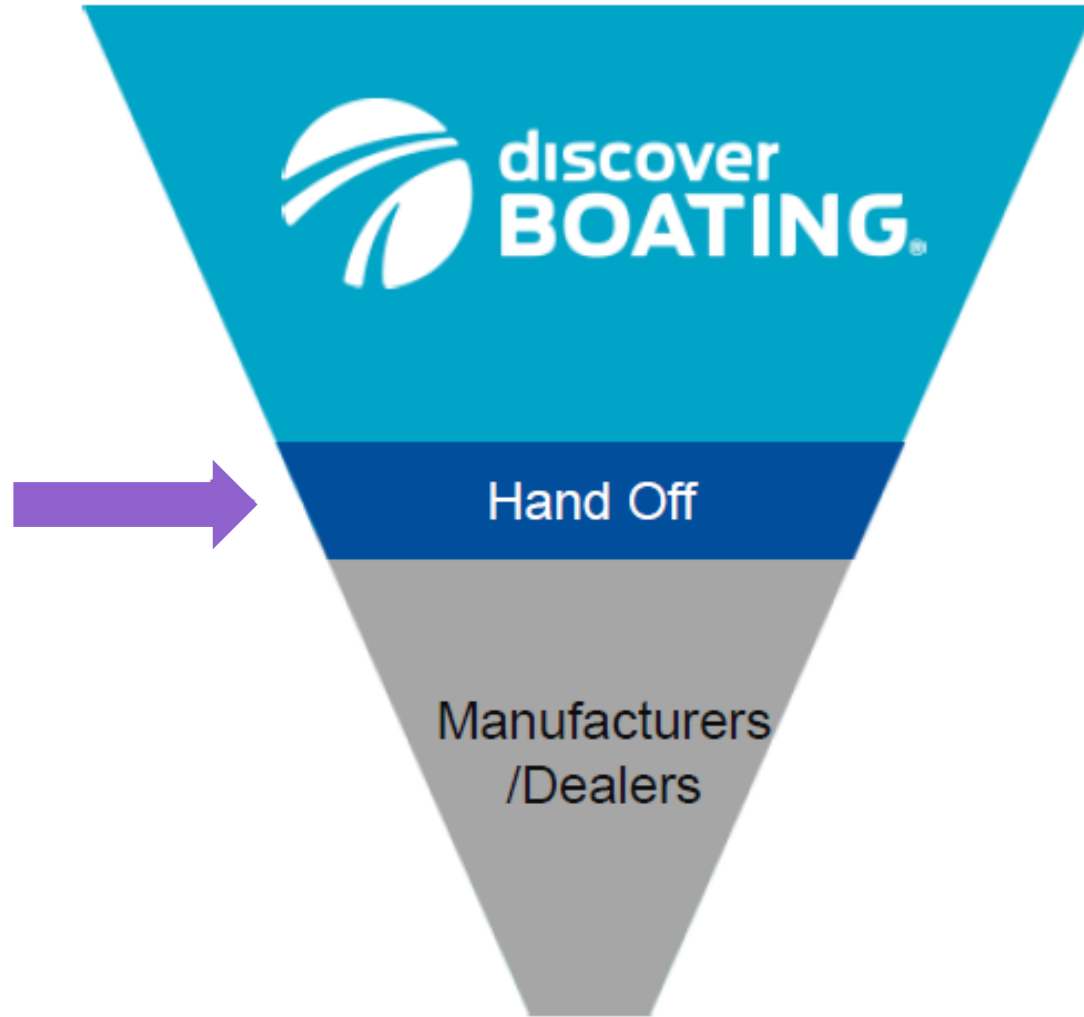
Grow Boating is uniquely positioned to share knowledge with dealers and manufacturers on industry growth opportunities—like how to accommodate the first-time boat buyer digital consumer trends. But we also need to further build industry support of our work.



Research

The findings of the first-time buyer study were well received, but broader questions about boater retention and the impact of macro trends on the industry still persist.

What is Discover Boating's Role?



Summit Goals

- You leave today having gained knowledge that you can apply to your business – maximizing your Grow Boating Investment
- You learn more about the role Discover Boating plays in helping our industry.



Agenda

- ❖ **The Challenge Ahead:** *Industry Insights & Statistics*
 - Peter Houseworth, *Info-link*
- ❖ **Buying & Owning Their First Boat:** *Why People Decide to Enter & Leave Our Category*
 - Meredith Engelen, *Olson*
- ❖ **The Digital Consumer:** *How Today's Buyer has Changed & What Your Business Must Do About It*
 - Marcus Sheridan, *The Sales Lion*
- ❖ **The Conversion Path:** *A Step by Step Guide to Converting Your Website Visitors to Customers*
 - Armida Markarova, *Marketing Strategy Hub*
- ❖ **Boating Industry Digital Scorecard:** *How Boating Stacks Up Against Other Products*
 - Steve Pizzolato, *Avala Marketing Group*