



For Immediate Release

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Mitchell 1 Shop Management Workshop to Help Repair Shops Harness the Power of Auto Shop Software

SAN DIEGO, Calif. – June 15, 2022 – Registration is now open for Mitchell 1's Shop Management Workshop, scheduled Sept. 15-17 at the San Diego Mission Valley Hilton Hotel. The workshop is designed to help professional service advisors and shop owners unlock the full potential of Manager SE™ and ShopKey Management systems to improve efficiency and grow their businesses.

“Attendees will have the opportunity to learn new features, best practices and tips-and-tricks to best leverage their powerful shop management systems at this special workshop,” said Tim McDonnell, Mitchell 1's senior marketing manager for Manager SE. “The sessions will also uncover strategies that attendees can use to compete successfully against dealerships, maximize their maintenance and repair opportunities, and enhance their relationships with customers.”

The workshop will be led by McDonnell and Dan Johnson, product manager for management software solutions. Attendees can expect lively discussions on how to use the management system to energize their business, increase profits and boost productivity. The venue will also feature a practice lab equipped with computers and staffed by product specialists.

Training sessions topics will focus on new [Manager SE](#) features, including the time management productivity tracking program that allows shop owners to automatically generate productivity statistics, as well as the new online reports that enable users to easily access reports from anywhere from the cloud. Additionally, attendees will learn more about Mitchell 1's SocialCRM shop marketing software that can be integrated with the shop management software.

Workshop sessions run from 8 a.m. to 5 p.m. on Friday and Saturday, Sept. 16-17, with a cocktail reception planned Thursday evening, Sept. 15. The registration fee is \$250 per attendee, plus applicable tax, which covers seminars, breakfast, lunch and refreshments each day.

Participants are responsible for transportation to San Diego and hotel accommodations, and may reserve a room in the discounted Mitchell 1 hotel block at the San Diego Mission Valley Hilton through Aug. 26.

Attendees can also earn 30 AMI credits toward the Accredited Automotive Manager (AAM) designation by completing the workshop. At the end of each workshop, AMI course completion forms will be handed out to those attendees who wish to pursue AMI credits.

To learn more about the workshop or to register, visit <https://www.buymitchell1.net/form/m1usersinfo.htm>.

For more information about Mitchell 1, visit www.mitchell1.com, call (888) 724-6742, or locate an independent sales consultant at www.mitchellrep.com.

About Mitchell 1:

Headquartered in San Diego, California, Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for more than 100 years. Mitchell 1 offers a complete line of integrated repair shop software and services to help automotive and commercial truck professionals improve productivity and profitability. ProDemand® optimized with SureTrack® is the most complete solution for OEM and real-world repair information and diagnostics. Manager™ SE is the industry standard for mechanical estimating and shop management information. The SocialCRM shop marketing service delivers automated marketing and customer engagement tools to help shop owners improve their bottom-line profits. For the commercial trucking segment, TruckSeries provides information required to estimate labor times, diagnose and repair all makes of Class 4-8 trucks. For more information about Mitchell 1 products and services, visit the company's website at mitchell1.com. Follow Mitchell 1 on social media at <https://www.facebook.com/Mitchell1ShopSolutions>, <https://www.instagram.com/mitchell1shopsolutions> and <https://twitter.com/Mitchell1>.

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