



For Immediate Release

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Mitchell 1 to Hold Spring Shop Management Workshop in San Diego

SAN DIEGO, Calif. – Jan. 30, 2024 – Registration is now open for Mitchell 1’s Spring Shop Management Workshop, scheduled for April 25-27 in San Diego, California. The workshop is designed to help professional service advisors, shop owners and managers 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 leverage more of the workflow capabilities within their shop management systems,” said Tim McDonnell, Mitchell 1’s senior product marketing manager for Manager SE. “The sessions will also highlight new features, uncover strategies that attendees can use to maximize their efficiency with repair service opportunities and enhance their relationships with customers by way of expanded communications.”

The two-day workshop will be led by McDonnell and Dan Johnson, product manager for Mitchell 1’s 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 Mitchell 1 product specialists.

The workshop will guide users through all levels and functionality of Mitchell 1’s [Manager SE](#) version 8.5.3. as well as other recent versions of the shop management solutions. Instructors will explore program setup values, inventory, reporting, advanced transactions, as well as integration with the latest multi-supplier aftermarket catalogs.

Sessions run from 8:30 a.m. to 5 p.m. on Friday and Saturday, April 26-27. The event will commence with a welcoming cocktail reception on Thursday, April 25, from 6-8 p.m. There will also be a casual evening reception on Friday, April 26, where attendees can gain insights into Mitchell 1’s SocialCRM shop marketing services. The presentation will focus on the exclusive Google Optimization Suite, aimed at helping shops enhance their online visibility and boost their Google rating.

The registration fee is \$300 per attendee, plus applicable tax, which covers seminars, breakfast, lunch and refreshments each day.

Participants are responsible for transportation to San Diego and booking their own hotel accommodations. Mitchell 1 has reserved a discounted hotel block at the San Diego Marriott Del Mar through April 5.

To learn more about the workshop or register, visit <https://get.mitchell1.com/2024-spring-workshop>.

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:

Mitchell 1 offers a full suite of sophisticated software and services, including vehicle repair information, business management and marketing services, that help auto repair shops improve efficiency and profitability at every step of the repair process. Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for over 100 years and is part of the Snap-on® TOTAL SHOP SOLUTIONS brand family – where real-world insights integrate with OEM specifications, procedures and more to help technicians speed repairs with confidence. Key products include ProDemand auto repair information, Manager SE shop management software and SocialCRM shop marketing services. For more information, visit the company's website at mitchell1.com.

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