

# Heavy Duty Marketing & Sales Forum (HDMSF)

The Heavy Duty Marketing & Sales Forum is a forum for Sales and Marketing Executives to discuss business trends, market forecasts, customer topics, technology trends and gain insights from OEMs, fleets and dealers as it relates to OEM and aftermarket sales.

## Discussion Topics Include...

## Council Perks

### How's Business Roundtable...

The most popular portion is an open discussion about current business topics led by forum members on topics such as: branding, forecasting, digitalization, recruiting, etc.

Discussion & Networking  
Insider Insights to Trends  
Advocacy

### Advocacy Update...

Mema's Washington D.C. office gives a regular update on topics in Washington and how members can help guide policy

## Council Benefits

### Business Trends...

Recently HDMSF has heard from experts on topics including: future of EV's, the economic outlook, AI business applications, strategies for workforce recruitment and retention, and the future of digital marketing

- Insights to latest market developments from experts
- Learn how to become involved in Advocacy work
- Develop insight to new tools & technologies

### Customer Updates...

Frequently speakers from truck OEMs, trailer OEMs, fleets, dealers and aftermarket distributors present updates on their businesses and discuss their outlook for the future.

Contact us today to learn how you can participate!



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