

Friday, April 16, 2010

Area automotive "geeks" invited to discuss auto industry on April 22

The Center for Integrated Business Research and Education (CIBRE) at OU's School of Business Administration is partnering with Edict Incorporated and the Society of Automotive Analysts to host a fast-paced, fun and thought-provoking event designed to elicit and promote ideas on how to help the American auto industry bounce back from it's steady decline in the world market.

On Thursday, April 22, the "Ignite Automotive" event will welcome a select group of automotive "geeks" with perspective on any aspect of the industry to get on stage for five minutes and tell a gathering of hundreds of people their ideas. Those interested in the opportunity to speak can sign up at igniteautomotive.org/speak.html.

A national initiative run by local volunteers in communities across the country, Ignite aims to raise the collective IQ and build connections in each city. Via streaming and archived videos of local talks, local Ignites are sharing accumulated knowledge and passion with the world.

The April 22 event is set in the Oakland Center Banquet Rooms on Oakland University's campus in Rochester, Mich. All are welcome to either get involved or just come to listen. For more information on the event, visit igniteautomotive.org. For tickets, visit igniteautomotive.org/tickets.html.

SUMMARY

CIBRE hosts "Ignite Automotive" event for automotive "geeks" with perspective on any aspect of the industry on Thursday, April 22.

Created by Katherine Land - Deleted (land@oakland.edu) on Friday, April 16, 2010
Modified by Katherine Land - Deleted (land@oakland.edu) on Friday, April 16, 2010

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