



For Immediate Release

Contact:

Janet Dayton
Mitchell 1
858-391-5251

Janet.Dayton@mitchell1.com

Lynn Konsbruck
Maximum Marketing Services
773-547-0488

lkonsbruck@maxmarketing.com

Registration Open for the Mitchell 1 Spring Shop Management Workshop in Philadelphia

SAN DIEGO, Calif. – Feb. 4, 2025 – Registration is now open for Mitchell 1’s Spring Shop Management Workshop, scheduled for April 25-26 in Philadelphia, Pennsylvania. This workshop is designed to help auto shop service advisors, shop owners and managers unlock the full potential of the Manager SE™ and ShopKey® management systems.

“By learning from the experts, participants will have the opportunity to gain a deeper understanding of the software’s advanced features,” said Tim McDonnell, Mitchell 1’s senior product marketing manager. “We’ll also uncover the latest product updates that will help maximize shop efficiency, repair services and customer communications.”

This workshop is intended for users with at least one year of experience. Attendees will review all levels and functionality of Mitchell 1’s [Manager SE](#) version 9.1 and other recent versions of the shop management solutions. Instructors will explore program setup values, inventory, reporting and advanced transactions, as well as integration with the latest multi-supplier aftermarket catalogs.

The registration fee is \$325 per attendee and includes the workbook, breakfast, lunch, evening reception and refreshments each day. During the evening reception on Friday, April 25, attendees can network and 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 visibility online and improve their Google rating.

The workshop will be led by McDonnell and Dan Johnson, product managers for Mitchell 1’s shop management software. Mitchell 1’s technical support team will also be onsite for one-to-one training and to answer questions throughout the event.

To learn more about the workshop or to register, visit <https://get.mitchell1.com/2025-spring-workshop-0>.

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:

As a member of the Snap-on® Total Shop Solutions brand family, 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 software and services, including vehicle repair information, business management and shop marketing services, to help automotive and commercial truck professionals improve productivity and profitability. For more information, visit the company’s website at mitchell1.com.

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