



FIA MARKETING WORKSHOP SEPTEMBER 18-19, 2019

Amada Schaumburg Solution Center
180 Amada Court
SCHAUMBURG (Metro-Chicago), IL 60173

PROGRAM AGENDA

Wednesday, September 18, 2019

10:30 a.m.- 12 p.m. Marketing Committee Meeting (*Invite only*)

12-12:15 p.m. Registration/Check-in

12:20-1 p.m. Lunch and FIA O&S Survey Presentation
Ian Stringer, AMT- The Association for Manufacturing Technology

1:05-2:25 p.m. Sales & Marketing Keynote
James Soto, Industrial Strength Marketing

2:30-2:45 p.m. Refreshment Break

3-4 p.m. Automotive Market Overview
Bernard Swiecki, CAR (Center for Automotive Research)

4:15-5:15 p.m. Economic Update
Dr. Chris Kuehl, Armada Corporate Intelligence

5:30-6:30 p.m. Networking Cocktail Reception

Thursday, September 19, 2019

7:30-8:30 a.m. Continental Breakfast & Tour of Amada Schaumburg Solution Center

8:45-9:45 a.m. Construction Market Overview
Lorne Day, Caterpillar

10- 11 a.m. Aerospace Market Overview
Weston Gillfillan, Weber Metals

11:15-12:30 p.m. Energy Sector Overview
Dr. Bernard Weinstein, Maguire Energy Institute

12:45 p.m. Workshop Conclusion