

10 good reasons to attend an Automation University Event



AUTOMATION
UNIVERSITY

Budgets are tight and time is often too short. Professionals such as you must prove the value of participating to events before attending. To help you demonstrate this value, we've listed 10 good reasons to visit an Automation University event.

1 Get ideas on how to stay ahead

At Rockwell Automation, helping manufacturers and machine builders succeed and grow is what we do best — with industrial automation control and information solutions designed to give our customers a competitive advantage. From stand-alone, industrial components to enterprise-wide integrated systems, our solutions have proven themselves across a wide range of industries and in some of the most demanding manufacturing environments.

2 Learn about new technologies with a local touch

The Automation University events are definitely Europe's most significant manufacturing events. Each one is specifically designed to give professionals in the fields of management, engineering, maintenance, purchasing and IT an opportunity to discuss current and emerging challenges with industry colleagues, technical specialists and business consultants... all in a relaxed and friendly environment.

The programme

3 Enriched programme

Following on from the success of last years' events, Rockwell Automation has pulled together a programme full of insight, vision, ideas and practical solutions. Each session, led by industry visionaries, partners and Rockwell Automation experts, will cover everything you need to stay ahead from your competition.

4 Listen to industry experts

The round tables and presentations sessions welcome the participation of industry leaders who will explore the challenges of today's manufacturing environment through discussion and customer success stories.

5 Design your personal workshop programme

For you to take the most of your presence at an Automation University event, the programme has been developed over two days offering multiple hands-on labs, live demos, presentations and industry round tables. On the Automation University website, you can design your personal workshop programme to meet your personal business interests and needs.

The exhibition

6 Interactive demonstrations

On our comprehensive exhibition floor you will find both interactive and static displays from our own offering, as well as stands showcasing complimentary products, systems, services and expertise from Rockwell Automation's partners.

7 Meet key Partners in one place

Automation University events welcome a number of partners, either through presentations and industry round table or via displays on the exhibition floor. Join us and find out how you can benefit from their cutting edge solutions or from our Global Alliances with key players such as Cisco and Endress+Hauser.

8 Meet & discuss with peers

The Automation University events are an excellent opportunity to meet fellow professionals and decision makers from within and outside your industry.

During the event, the regular breaks on the exhibition floor provide excellent opportunities to exchange ideas, lessons learned, best practices, etc. with your peers.

Unique in the Industry!

9 No travel required

Held at multiple European venues every year, there is always an Automation University event near you so you don't have to travel far and wide to stay ahead of the competition.

10 These must-attend events are completely free!

All of the Automation University events are completely free of charge – but places are always in great demand, so anyone wishing to attend is encouraged to register their interest early. Don't miss this unique opportunity to see, touch and experience the complete offering from Rockwell Automation.

More info:

<http://www.rockwellautomation.com/events/au>