Business Case and Strategy for Attending the Annual Meeting

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Director of Professional Development
Presenter: Robert Gresham

- Director of Professional Development (STLE HQ Staff)
- Primary responsibilities:
  - Bob is the technical face of our staff, writing for TLT and interfacing with many of our members regarding technical initiatives, committees, questions, etc.
  - He is heavily involved in a variety of our international activities which include education and certification programs
  - He further oversees our education and certification programs in collaboration with Alicia and Kara
The Economy

- Business Challenges
  - Layoffs
  - Consolidations
  - Competitive Pressure
  - Technical Direction
  - Lower Sales
  - Higher Raw Material Costs
  - Cut Backs in Spending
  - New Regulations
  - Lower Profits
Why Attend an STLE Annual Meeting?
What Goes On?

- Presentation of Technical Papers
- Education Courses
- Commercial Marketing Forums
- Trade Show
- Committee Meetings
- Opportunity for Networking
Who are We?

First, STLE is well known for one of its core strengths, its diverse membership. It is this diversity that cross-pollenates our thinking, experiences and knowledge:

- Sales and Marketing—40%
- Research/Corporate R & D—20%
- Senior Management—10%
- Engineering—10%
- Consultant—5%
- Maintenance—5%
- Others—10%
Sales and Marketing

Key issue—Increase Sales:

- Product and Service Knowledge—Can’t Help!
- Professional Skills
- Access to the Customer
- Technical Knowledge and Experience
- Credibility in the Marketplace
Research and Development

What are the key issues?
- Publish in Credible Journals
- Present Work to Peers
- Stay on the Cutting Edge
- Benchmark the Work of Others
- Secure or Retain Funding
- Partner with Others
Senior Managers

What are the key Issues?
- Benchmarking
- Business Direction
- Regulatory Environment
- Industry Credibility
- New Employees
Consultants

- What are the Key Issues?
  - Access to Customers
  - Visibility and Credibility
  - Partnering Relationships
Out of a Job?

- What are the Key Issues?
  - Stay Visible
  - Access to Decision Makers
  - Develop/Exploit Key Relationships
  - Improve Skills—Stay Current
Haven’t Registered Yet?

- No problem!
- See the article that presents the business case (summary of the first part of the presentation – good to show your supervisor)
- Register online or by fax/phone (download form)
- Book your hotel – Renaissance Grand or see list of other hotels if rooms unavailable
- Explore St. Louis – get driving directions, public transport options if arriving by plane, lists of things to do, etc.
- See the Program Guide to make your plans
- Stay updated by visiting our AM page
Strategies for the Annual Meeting

- Create your objectives for attending
- Read the Program Guide
- Map out where you should spend your time
- **Tips for First Time Attendees** (also a good refresher for meeting veterans)
- Connect with attendees and STLE
  - Tweet with us – use hashtag #STLE2012 to talk about the meeting, follow discussions, tell people about good sessions, and get updates on room changes, etc. from STLE
  - Follow @STLE_Tribology
- Follow-up when you get home
  - **Annual Meeting Idea Swap** – register for FREE, contribute ideas, see what others took away
What goes on?

- **Sunday**

  **Education Courses**
  - Basic Lubrication 103
  - Bearings and their Lubrication (ABMA)
  - Condition Monitoring in the 21st Century
  - Metal Removal Fluids 115
  - Synthetic Fluids 203

  **Nanotribology Special Session**
  **Section Leaders Panel Discussion:**
  *Best Practices for Local Sections*
What goes on?

- **Monday**
  - Technical Sessions
    - Vote for your favorites in the *AM Highlights Program* (pick up a sheet when you walk into a room, vote on the session you watch, and we’ll follow up after the meeting with the presenter to capture and share the recording of that presentation).
  - Commercial Marketing Forums ([Presenter List](#))
  - Exhibit Set-up: Exhibit Floor Opens at Noon ([Floor Plan](#); [Exhibitor List](#))
  - Keynote Presentation—[Margaret Stack](#)
  - [Student Poster Sessions](#)
  - Committee Meetings
  - Welcoming Party
What goes on?

- **Tuesday**
  - Technical Sessions
  - Don’t forget about the AM Highlights
  - Commercial Marketing Forums ([Presenter List](#))
  - Exhibits ([Floor Plan; Exhibitor List](#))
  - President’s Luncheon
  - [Student Poster Sessions](#)
  - Committee Meetings
  - [Student & Young Professionals Networking Event](#)
    - 7:30-10:30 PM @ The **Flamingo Bowl**
What goes on?

- **Wednesday**
  - **Education Courses**
    - Advanced Lubrication 301
    - Automotive Diesel Engine Lubrication 201
    - MWF Health & Safety 125
    - Principles of Metallurgy (ASM International)
    - Synthetic Lubricants 204
  - **Technical Sessions**
    - Don’t forget about the AM Highlights
  - **Commercial Marketing Forums** ([Presenter List](#))
  - **Exhibits** (Close at Noon; [Floor Plan](#); [Exhibitor List](#))
  - **Committee Meetings**
    - **Panel Discussion** on Heavy Duty Diesel Engines & Driveline Lubrication
      (live broadcast for both attendees and those off-site)
What goes on?

- **Thursday**

  Technical Sessions

  Don’t forget about the AM Highlights (last day to turn these in at the Membership or Reg Booths)

  Commercial Marketing Forums ([Presenter List](#))

  [Certification Examinations](#) including **CLS, CMFS**, and **OMA I/II**
Why Attend an STLE Annual Meeting?

To Seize the Opportunity for You and Your Organization
Questions?
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www.STLE.org