



March Virtual Events: Frame your Competitive Future

Get the guidance you need to take your organization to the next level from IMEC and partners during this month's virtual trainings. Sessions will focus on improving sales skills, improving processes, retaining talent, leadership development and much more.

View the complete list of events below or visit the [IMEC Events Page](#) to register!

STRATEGY FOR SUCCESS: Your Guide to Achieving Organizational Excellence Webinar

March 2 | 11:30 am

[Register!](#)

How can your organization benefit from a strategy framework to accomplish your mission, improve results, and become more competitive? Learn how the IMEC Excellence Recognition Program can help you start on the road to organizational excellence. Based on a nationally recognized management framework, you will learn the core values of world-class organizations and develop an understanding of how to get started by focusing on the things most important to your organization and making sure your team is all on the same page.

SALES DEEP DIVE: Improving Virtual Sales Skills Training Series for Illinois Manufacturers

March 4 and 18 + April 1 | 8:00 am

[Register!](#)

Take a deep dive into skills for virtual selling at the 3-part training series on March 4, March 18, and April 1. In the first session, we will explore how to improve virtual close rates with pre-call planning and rapport questions.

How do we improve the sales effectiveness of virtual sales calls? In this webinar, we will share the role pre call planning plays and what we should know before we have the conversation to create

conversations that drive revenue. Once we win the opportunity to have a conversation we need to be prepared to have a warm conversation that builds relationships, establishes competence, and builds trust. In this session, we will share rapport-building techniques and examples of rapport building questions that can be crafted and personalized by attendees.

QUALITY OF PRODUCT: Bridging ISO 9001 and ISO 17025 to Meet FDA Regulations Webinar

March 4 | 11:30 am

[Register!](#)

Amazon, Walmart, and other major retail distributors demand their products conform to FDA and industry regulatory standards. Manufacturers of these raw materials, ingredients and finished products are responsible for ensuring that their products are safe before they go to market. Join this FREE webinar to learn more!

Attend the **QUALITY OF PRODUCT** webinar to learn how a focus on chemical measurements through ISO/IEC 17025 compliments those of ISO 9001 and cGMPs. Along with the AOAC Guidelines, these requirements provide guidance to ensure product quality and the well-being of your customers in the food and pharmaceutical space.

INCREASE ONLINE SALES: Role for Manufacturers in the eCommerce Marketplace 6-Part Series

March 9, 12, 16, 19, 23, and 26 | 10:00 am

[Register!](#)

Spark sales growth with attention to your eCommerce strategy, developed through 6-part training series on March 9, 12, 16, 19, 23, and 26. Small and mid-sized manufacturers have large growth opportunities awaiting in the world of digital sales. Through 6 sessions, led by eCommerce experts, this series outlines where, why, and how to solidify your company's place in the online marketplace.

KEEP YOUR TALENT: Retain your Workforce with Stay Interviews Webinar

March 10 | 11:30 am

[Register!](#)

Through all the challenges to the manufacturing industry over the last year, your workforce continues to be key to your success and resiliency. Employees are the ones who are continuing to generate revenue, produce quality goods, and satisfy customers. It is critical to retain those skilled workers. But how can you truly make each individual employee a priority?

Stay interviews – one-on-one conversations with your current team – are used to reveal what is important to each employee and how their aspirations can be satisfied. Having meaningful conversations, those that aren't about topics like performance or attendance, can build trust and ultimately retains key players.

VISION GUIDED ROBOTICS: Set Up Machine Vision for Robot Position Offsets Webinar

March 11 | 11:30am

Register!

Most robot applications include some form of pick and place where part presentation is just as important as the robot programming itself. Vision Guided Robotics, or “VGR,” adds a level of dynamic response to your part presentation. Parts placed in random locations on a single flat plane are located by a camera, and the live positions are sent to the robot which can locate the part in real time.

In this highly practical webinar, IMEC and FPE Automation will discuss the newest technology related to 2D VGR including a live programming example of a pick and place application using a Universal Robots collaborative robot and 2D vision offsets. Attendees will also learn about opportunities to support companies in the process of becoming an [Industry 4.0 Showcase Manufacturer](#).

INCREASE CASH FLOW: Research and Development Tax Credits Webinar

March 17 | 11:30am

Register!

The federal research and development (R&D) tax credit has been a valuable tax planning opportunity since it became part of the tax code in 1981. Providing a dollar-for-dollar reduction in tax liability, the tax credit allows businesses of all sizes to reduce their taxes and increase cash flow, and many businesses can qualify for R&D tax credits for things they do every day. Are you missing out on tax credits without realizing it? IMEC welcomes [Wipfli](#) to share how manufacturers may qualify for tax credits with the adoption of advanced manufacturing technology services. Attendees will also learn about opportunities to support companies in the process of becoming an [Industry 4.0 Showcase Manufacturer](#).

EXPAND YOUR REACH: Insider Ways To Use Facebook & LinkedIn to Increase Your Manufacturing Sales Webinar

March 18 | 11:30 am

Register!

Tired of posting to your Facebook Business Page and getting 10 views?

IMEC welcomes Strategic & Creative Marketing to teach you how to reach more potential customers to increase your sales! In this session, you will learn what must be included in every post, how to reach potential customers for free, what you must change today on your LinkedIn profile, how to get free advertising space on both platforms, and more. No matter how much you know (or don't know) about using social media, you will leave this session ready to implement the changes with step-by-step instructions.

ADAPT AND IMPROVE: Learn to Apply Lean Six Sigma to Continually Improve Webinar

March 23 | 12:00 pm

[Register!](#)

All businesses and people must seek to improve continually how they work and be ready to respond to the ever-changing environment that surrounds us. Let's explore together how to become agile and resilient to face the unexpected challenges coming from customers, competitors, public health and the environment. Lean Six Sigma helps organizations of all industries and sizes to increase revenue, reduce costs and improve collaboration in today's increasingly competitive economy. Find out a new way to think about problems, a method to turn your teams into problem-solvers, and tools to support your evolution towards operational excellence.

GET TECH READY: 2021 Illinois Advanced Manufacturing Virtual Summit

March 24 | 8:00 am

[Register!](#)

Factories and supply chains interconnected through advanced networking and computing technologies that enable products and production capabilities. Implementing advanced manufacturing technology services, referred to as Industry 4.0, can help your company to:

- Achieve better product quality and innovation
- Improve manufacturing process efficiency and productivity
- Increase supply chain connectivity
- Collaborate with and cater to your customers

Incorporation of any of the 9 core advanced manufacturing technology can make you more competitive in the marketplace and fuel your business growth. Advanced manufacturing experts will be on hand on March 24 to explain these technologies and how they can resolve manufacturing challenges.

DEVELOP YOUR LEADERS: Communicating for Leadership Success Workshop

March 25 | 8:30 am

Register!

Organizations need leaders who can do more and be more in order to succeed in today's complex environment. They need frontline leaders with strong interpersonal skills who can get things done by mobilizing and engaging others.

The Communicating for Leadership Success workshop is a foundation course, helping leaders to communicate effectively so they can spark action in others. The workshop teaches leaders the Interaction Essentials they need to handle the variety of challenges and opportunities they encounter every day in the workplace and beyond.

KEEP IT RUNNING: Roadmap to Maintenance 4.0 Webinar

March 25 | 11:30 am

Register!

This webinar will introduce the basic steps to transform your current maintenance program from reactive to preventative and predictive. We will discuss best practices that can improve your company's bottom line by reducing downtime and non-value add activities.

Join IMEC for an overview of the roadmap to maintenance excellence, increasing the operational effectiveness of your equipment.

FRAME THE FUTURE: 2021 Virtual IMEC Conference on Enterprise Excellence

March 30 | 8:30 am

Register!

Announcing 16 breakout sessions – plus 2 world-renowned keynote speakers – sharing tips and strategies you can use to immediately build your competitive future. With FREE registration, why would you miss it?

Attention all Illinois organizations: The [FRAME THE FUTURE: 2021 IMEC Conference on Enterprise Excellence agenda](#) is now available! Take a look at the top-notch speakers, sharing best practices to improve all aspects of your organization.

Session topics include:

- Fundamental skills and tools to thrive in a world of extreme change
- Leading through disruption and future-proofing your organization
- Plus:
 - An interactive workshop to improve how your organization works through challenges with improved skills of problem solving, collaboration, and creativity
 - 16 unique breakout sessions highlighting best practices in leadership, strategy, customer engagement, operations, and workforce
 - Celebration of the [recipients of the 2020 IMEC Awards for Excellence](#)

Questions about any of the training options? Contact Emily Lee at elee@imec.org or 608.445.4905.

Missed a Webinar? Recordings of all past webinars and resources are available on demand. Visit the **IMEC Coronavirus: News & Updates Page** to download and listen to all of the past sessions.

Share with a friend!

