



Kansas City Manufacturing Network SWOT SUMMIT 2024 October 15, 2024 Breakout Sessions

This year's breakout sessions are based on the feedback we have gotten from our KCMN members from last year's event and our monthly meetings over the past 12 months. Breakout sessions will feature 1-2 Subject Matter Experts & a session facilitator. Choose one (1) breakout session per time block during the online event registration.

Breakout Session 1 | 10:00 – 10:45 a.m.

A. SWOT 101 for Manufacturing: Unlocking Strategic Insights for Growth

In the competitive landscape of manufacturing, understanding your company's strategic position is crucial for long-term success. SWOT analysis is a powerful tool that helps manufacturers identify their internal strengths and weaknesses and external opportunities and threats. This seminar will guide participants through the fundamentals of SWOT analysis, focusing on its application within the manufacturing sector. By the end of the session, attendees will be equipped with the skills and knowledge to conduct effective SWOT analyses and use the insights gained to enhance their strategic planning processes.

Who Should Attend?

- Manufacturing Executives and Managers
- Strategic Planning and Business Development Teams
- Operations and Production Leaders
- Supply Chain and Logistics Managers
- IT and Technology Professionals
- Anyone Interested in Enhancing Strategic Planning Skills

B. How Registered Apprenticeships Improve Your Company Culture: A Pathway to Growth and Innovation

In today's competitive business environment, fostering a strong company culture is crucial for attracting and retaining top talent. Registered apprenticeship programs offer a powerful solution by providing structured, hands-on training that aligns with organizational goals

while promoting diversity and inclusivity. This seminar will explore how registered apprenticeships can enhance your company culture, improve employee engagement, and drive innovation. Attendees will gain practical insights into implementing and managing apprenticeship programs to create a more dynamic and resilient workforce.

Who Should Attend?

- HR Professionals and Talent Development Leaders
- Business Owners and Executives
- Workforce Development Managers
- Training and Development Specialists
- Diversity and Inclusion Officers
- Anyone Interested in Enhancing Company Culture and Employee Engagement

C. What's New in OSHA/Safety: Navigating the Latest Regulations and Best Practices

Keeping up with evolving OSHA regulations and safety standards is crucial for maintaining a safe and compliant workplace. This seminar will provide an in-depth look at the latest updates in OSHA regulations, emerging safety trends, and best practices for implementation. Attendees will gain practical insights into adapting to new requirements, improving safety protocols, and fostering a culture of safety within their organizations.

Who Should Attend?

- Safety Managers and Coordinators
- HR and Compliance Professionals
- Operations and Facilities Managers
- EHS (Environment, Health, and Safety) Professionals
- Risk Management and Insurance Specialists
- Safety Trainers and Consultants
- Anyone Responsible for Workplace Safety and Compliance

Breakout Session 2 | 1:00 - 2:00 p.m.

A. Learn How to Implement and Enhance E-Commerce for Manufacturers: Strategies for Digital Transformation and Growth

Integrating e-commerce solutions is no longer optional but essential for growth and competitiveness. This seminar will provide manufacturers with actionable insights into implementing and enhancing e-commerce platforms. Attendees will learn how to harness the power of digital transformation to reach new markets, optimize operations, and meet customer demands effectively. From selecting the right e-commerce platform to optimizing

logistics and customer engagement, this seminar covers all aspects crucial to building a successful online presence.

Who Should Attend?

- Manufacturing Executives and Managers
- E-Commerce and Digital Transformation Leaders
- Marketing and Sales Professionals
- Supply Chain and Logistics Managers
- IT and Technology Experts
- Business Development and Strategy Leaders
- Anyone Interested in Enhancing E-Commerce Capabilities in Manufacturing

B. Unlocking Workforce Potential: FAME's Approach to Advanced Manufacturing Education (Federation of Advanced Manufacturing Education)

In today's rapidly evolving manufacturing industry, there is a pressing need for highly skilled workers who can adapt to modern technologies and processes. The Federation of Advanced Manufacturing Education (FAME) offers a unique solution by bridging the gap between education and industry needs through its innovative training programs. This seminar will explore the FAME model, highlighting how it equips students with the skills and knowledge required for success in advanced manufacturing careers. Participants will gain insights into FAME's collaborative approach, which involves partnerships between educational institutions, manufacturers, and communities to develop a sustainable talent pipeline.

Who Should Attend?

- Manufacturing Executives and Managers
- HR and Workforce Development Leaders
- Educators and Academic Administrators
- Community Leaders and Economic Development Professionals
- Anyone Interested in Workforce Development and Advanced Manufacturing Education

C. Marketing Mastery for Manufacturers: Strategies to Boost Your Brand and Drive Growth

In a competitive manufacturing landscape, effective marketing is crucial for standing out and driving growth. This seminar will provide manufacturers with the latest strategies and tools to enhance their marketing efforts, from building a strong brand presence to leveraging digital marketing techniques. Attendees will gain actionable insights into

creating impactful marketing campaigns, optimizing their online presence, and effectively reaching their target audience.

Who Should Attend?

- Marketing Managers and Directors
- Sales and Business Development Professionals
- Brand Managers
- Digital Marketing Specialists
- Trade Show and Event Coordinators
- CEOs and Executives of Manufacturing Companies
- Anyone Interested in Enhancing Marketing Strategies in Manufacturing

Breakout Session 3 | 2:15 – 3:15 p.m.

A. Sustainable Solutions: Transforming Manufacturing for a Greener Future

In today's rapidly evolving industrial landscape, the drive towards sustainability has never been more crucial. "Sustainable Solutions: Transforming Manufacturing for a Greener Future" is a seminar designed to empower manufacturers, business leaders, and sustainability professionals with the knowledge and tools needed to embrace green manufacturing practices.

Who Should Attend?

- Production Managers
- Operations Managers
- Process Engineers
- Quality Assurance Specialists
- Sustainability and Environmental Professionals
- Environmental Compliance Officers
- Green Building Consultants
- CEOs and COOs
- Directors of Operation
- Anyone interested in "going green"

B. Navigating HR Challenges in Manufacturing: Strategies for Success

In the complex and dynamic world of manufacturing, HR professionals play a pivotal role in overcoming industry-specific challenges. This seminar, "Navigating HR Challenges in Manufacturing: Strategies for Success," is designed to provide executive leaders, HR leaders and practitioners with practical insights and strategies for addressing the unique challenges faced in the manufacturing sector.

Who Should Attend?

- Manufacturing Executives and Managers
- HR and Workforce Development Leaders
- Educators and Academic Administrators
- Community Leaders and Economic Development Professionals
- Anyone Interested in HR leadership

C. Securing the Future: Cybersecurity Challenges and Solutions in Manufacturing

This seminar aims to address the critical issues of cybersecurity in the manufacturing sector. As manufacturing processes become increasingly digitized, they face new vulnerabilities that can disrupt operations, compromise sensitive data, and impact business continuity. This event will bring together industry leaders, cybersecurity experts, and policymakers to discuss threats, share best practices, and explore innovative solutions.

Who Should Attend?

- Manufacturing Executives and Managers
- Chief Information Security Officers (CISOs)
- IT Professionals and Cybersecurity Experts
- Supply Chain Managers
- Policy Makers and Regulators
- Technology and Solution Providers