

## TRI-ASSOCIATION MANUFACTURING CONFERENCE



### **Annual Tri-Association Manufacturing Conference Goes Virtual on October 22, 2020!**

**Northumberland, ON (September 10, 2020)** - “While this wasn’t the way we had originally envisioned our 2020 conference, we are thrilled to share that the event is still on and we will be hosting it through one of the world’s leading, interactive virtual event platforms available”, states Northumberland Manufacturer’s Association (NMA) Managing Director, Darla Price.

With Innovation Partner, Northumberland Community Futures Development Corporation (CFDC), the Tri-Association are utilizing an event platform that allows for all conference activities that happen at a physical event, to happen online from the comfort of your office or home.

“At Northumberland CFDC we have always believed in the pathway of technology and innovation. We are pleased to partner with the Tri Association on this initiative and support this innovative approach to a traditional offering. Our goal is to foster innovation at all levels and to see our local manufacturing leadership utilize this new collaborative technology platform to offer opportunities for education, networking and sharing of best practices within their sector is very exciting” shared Wendy Curtis, Executive Director, Northumberland CFDC.

This year’s virtual conference is centred on the theme of “Resilience” – how Canadian manufacturers innovate, create and overcome disruption. Highlights of this year’s event lineup include; Keynote Speaker Liane Davey, who is a New York Times bestselling author of the book *You First: Inspire Your Team to Grow Up, Get Along, and Get Stuff Done*. She will share her expertise on Building Resilient Teams, Improving Communication, and Increasing Leadership Effectiveness. Also offered will be a panel discussion spotlighting local manufacturers focused on digital transformation, ensuring guests will enjoy a full interactive day with the qualities one has come to appreciate at a physical event.

“When we took a holistic look at how COVID-19 had affected our ability to host our physical event, we searched for a solution far and wide and found a platform that allowed us to pivot our execution to not only support workshop presentation, but our needs of a tradeshow, live networking, and plant tours”. Darla shared.

This year's event will also showcase a 20 exhibitor tradeshow, networking lounge with live chat, and pre-taped plant tours with live Q&A.

With the ability to host in a virtual manner, this opens the door to expanded attendee participation and who we can be invited to the day. Participation is open to all - Manufacturers and partners locally, provincially or nationally - all can attend!

The Tri Association Educational Partner Sponsor, Cameco has provided conference access to students from Loyalist, Fleming and Durham Colleges and Ontario Tech University. In addition secondary school students focused in trade, manufacturing and culinary from both local schools boards can attend virtually from their school location to learn firsthand from leaders across the industry.

"We are very excited to offer this full inclusive virtual package to our members, partners, stakeholders and our industry. We could not be more thrilled about this new approach and the opportunity to connect to an expanded attendee market with this innovative technology platform. Join Us October 22<sup>nd</sup> – you will see we haven't missed a thing!" exclaimed Ms. Price.

Visit our website today for our full lineup and Registration details:

[www.themanufacturingconference.ca](http://www.themanufacturingconference.ca)

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For more information contact:

Darla Price, Managing Director

Northumberland Manufacturers' Association

T: 905-424-4232

E. [darla.price@thenma.ca](mailto:darla.price@thenma.ca)