

# The Business Case for Attending Reliable Plant & Machinery Lubrication 2023



[Reliable Plant & Machinery Lubrication 2023](#) is not just a conference and exhibition — it's much more. It is an opportunity to participate in the world's largest and most important reliability event.

It's not just a gathering of people who share a common interest; it's a purposeful and strategic program for knowledge dissemination — from those in the know to those who need to know (and some desperately need to know). Yes, there will be many opportunities to have fun, but the conference is about saving money and increasing machinery reliability.

In a nutshell, Reliable Plant & Machinery Lubrication 2023 is a powerhouse event of 100+ training sessions, panel discussions, workshops, training courses, receptions, vendor events, certification examinations, keynotes and technical programs — all multiplexed into a single four-day frenzy of activity. *That's where the rubber meets the road.*

***To get to this conference, many of you will have to make a compelling case for why attending is smart and justified. In other words, you'll have to make a business case for attending. That may be easier than you think. Try the following:***

## **1. Define and Organize Your Purpose for Attending**

The more thought and effort you put into your plans, the more serious and necessary your plans will be perceived. Explore the [learning sessions](#) and [workshops](#) carefully on the website. List the topics and related activities that directly affect your company and job. Become familiar with the vendors' products and services in the [exhibit hall](#).

## 2. Write a Statement of Purpose and Objectives

Formality has an impact on decisions like this, so put forth your best effort. Your statement, or requisition, needs to build a strong and compelling business case by stating the specific goals and business objectives you will accomplish by attending the conference. Consider including the following in the requisition:

- ✓ List the vendors you'll talk to at the conference and how their products and services might impact specific and necessary improvements in your lubrication or oil analysis programs. Exhibitors include reliability service providers, trainers, lubricant suppliers, oil analysis labs, filter suppliers, instrument suppliers (vibration, ultrasound, thermography), sensor suppliers (IIoT, etc.), data analytics service suppliers, software companies (CMMS, APM, ERP), etc.
- ✓ Identify which workshops you want to attend. You may later bring some of these workshops onsite for plant training programs of your staff.
- ✓ Include a list of specific savings and cost avoidance opportunities and how you expect your company to benefit from the information and knowledge gained at the conference. Read the abstracts of each session for ideas. Potential session ideas include higher OEE and planned work, reduced unnecessary work orders/PMs, fewer emergent repairs, reduced oil consumption, etc.
- ✓ Promise to write a trip report when you return and include a bulleted list of action items generated from what you learned at the conference in the report.

Finally, mention that the conference focuses on the needs of users and practitioners in maintenance, reliability and asset management.

## 3. Present Your Proposal in Person

This next point is the most important: state your case most compellingly and passionately as possible. There is a massive difference between *"Wouldn't it be a good idea if we went to Reliable Plant & Machinery Lubrication 2023?"* and *"We must attend Reliable Plant & Machinery Lubrication 2023 if we are serious about reducing costs and increasing machine availability."* Wishy-washy doesn't sell.

***So, what exactly are the value propositions for your four days at Reliable Plant & Machinery Lubrication 2023? Go to the next page.***



# Ten Compelling Reasons to Attend Reliable Plant & Machinery Lubrication 2023

Reliable Plant & Machinery Lubrication 2023 is not a meeting of academics. It is a revolutionary movement in machine reliability by a community that shares a common passion: the journey to achieve and sustain an optimum state of reliability.

**Ready to join the movement? Here are the ten most compelling reasons to attend Reliable Plant & Machinery Lubrication 2023:**

- 1. Launch Your Reliability Journey.** No one gets it right the first time. Learn from 100+ peers as they will share the steps and milestones of their journey, so you can plan your journey to reliability excellence.
- 2. Assemble an All-Star Team of Trainers and Advisors.** Numerous engaging trainers and advisors will be ready to share their decades of wisdom and learning. Leverage their expertise and build your network.
- 3. Get the Intel on Emerging Trends.** We are in the golden age of reliability, the Fourth Industrial Revolution. Discover sessions and solutions on smart factories, lights-out factories and the digital revolution while uncovering technologies in APM, IoT, data analytics, cognitive learning tools, connected machines and more.
- 4. Network with Transformation Experts.** Experts will be everywhere, sharing diverse opinions. Get intel from solution providers on the latest digital products and ask them to share their crystal ball on what to expect next.
- 5. Architect Your Digital Roadmap.** Your digital transformation journey is waiting to be launched, but what is the roadmap and execution plan? Is it adding a digital twin in your APM platform? Bolting on a Lubrication Management System (LMS) to your CMMS? What about finely tuned wireless IoT sensors? Explore them all.
- 6. Unify Your Condition Monitoring Portal.** Learn how multimodal condition data across a fleet of machines can be mapped to a single diagnostic portal. Determine which PdM and APM platforms best serve your needs and why.
- 7. Get Smart on Asset Management.** Why modern asset management is more of a business model revolution than a technology revolution. Discover the difference between asset management and managing assets and how ISO 55000 and ICML 55 provide an essential framework for continuous improvement and program sustainability.
- 8. Get Lubrication Right!** The rules of lubrication have changed as leading practitioners have turned their programs into profit-producing "Centers of Excellence," dispensing with ritual practices and old-school notions common in legacy programs. Uncover enabling products and services.
- 9. Get Precision Maintenance Right!** Ensuring that precision maintenance becomes standard practice is foundational to machine reliability. Learn precision maintenance from vendors and experts in workshops, learning sessions and exhibit hall.
- 10. Fix Dysfunctional Culture.** Someone once said reliability is 80% culture and 20% everything else. A positive, nurturing maintenance culture is a critical plant asset. Learn the steps to culture intervention and permanent change.





# Ten Compelling Experiences at Reliable Plant & Machinery Lubrication 2023

It's a no-brainer that Reliable Plant & Machinery Lubrication 2023 is a revolutionary movement in machine reliability by a community that shares a common passion for achieving and sustaining an optimum state of reliability.

Along with our [Top Compelling Business Reasons to Attend](#), we're sharing how the event will culminate in an immersive, collaborative and memorable experience that can positively impact your professional and personal growth.

***Want to learn more? Here are the ten most compelling experiences for attendees:***

- 1. Everyone's a Winner at Casino Night.** Featuring Blackjack, Texas Hold'em and more, Casino Night is a fun-filled time for you to unwind with colleagues.
- 2. Meet Spot® and Boston Dynamics.** Gain a sense of the future and experience seeing Spot® up close and in person throughout the conference.
- 3. Discounted Theme Park Tickets.** Make memories with the family and experience the magic at Walt Disney World® or Universal Orlando® with discounted tickets.
- 4. 25+ Prizes to Win.** Besides taking home new reliability tips and strategies, several lucky attendees can win fantastic giveaways.
- 5. Relax and Recharge at the Resort.** Take a break from the event and renew yourself at the Caribe Royale. Take advantage of the swimming pool, spa services, fitness center and more.
- 6. Get Out of this World with Gatorland.** Experience the Wild with Gatorland. Get ready for a walk on the wild side with Gatorland's exotic animals at the Tuesday Night Meet & Greet Reception.
- 7. Boost Your Mood with Puppies.** Looking for a little break and mood boost? Pet Rescue by Judy will have plenty of furry friends to interact with during Wednesday at the conference.
- 8. Experience Unique Culinary Delights.** The Caribe Royale offers several fine dining experiences, including Calypso's Pool Bar & Grille. Orlando also has various restaurants and food trucks, serving everything from traditional Southern cuisine to international fare.
- 9. Bring Home a Bit of Conference.** Who doesn't love conference swag? Be sure to grab commemorative items as well as fun and valuable tchotchkes.
- 10. Create Lasting Memories.** Whether experiencing Reliable Plant & Machinery 2023 for the first time or returning this year, you'll create lasting memories and new connections.



[Learn more](#)