

AMT 101

Introduction to Automation for Manufacturers

Sep. 23, 2025
Jan. 15, 2026

This course focuses on the strategic aspects of automation adoption in manufacturing, emphasizing benefits, ROI analysis, and project development. Designed for manufacturers with varying levels of automation experience, this course provides a comprehensive understanding of how to effectively leverage automation to improve productivity, efficiency, and cost.

Through interactive discussions, case studies, and practical exercises, participants will learn how to assess the feasibility of automation projects, calculate ROI, and develop well-defined implementation plans tailored to their manufacturing needs.

By the end of this course, participants will have the knowledge and skills to strategically assess, plan, and implement automation projects within their manufacturing facilities, leading to tangible improvements in productivity, efficiency, and cost.

Course Highlights



- Understand the strategic importance of automation in modern manufacturing
- Identify and evaluate the potential benefits of automation for a manufacturing operation
- Learn techniques for assessing the ROI of automation projects
- Develop skills in project planning and implementation for successful automation adoption
- Analyze case studies to understand real-world examples of automation projects
- Gain insights into best practices for maximizing the impact of automation investments

Who Should Attend

This course caters to individuals at various stages of their careers, from those with little to no experience in automation to seasoned professionals looking to deepen their knowledge and skills in strategic automation planning and implementation.

Instructor | Shawn Furman | MRC Director, Automation and Manufacturing Technology Strategy

Shawn has a 20-year proven, well rounded background in leading process improvements at industry icons directing or managing teams in Electrical Engineering, Automation Engineering, Maintenance Management, or combinations of both. Shawn provides the experience and talent small and mid-sized manufacturers need to help them implement their technology roadmap and guide them through the implementation of transformative technologies that are critical to compete and drive their companies into the future.

More information available at mrcpa.org/events or contact Nicole Pierce at nicole.pierce@mrcpa.org.
WEDnetPA eligible.

Sep. 23, 2025

8:30 AM – 4:00 PM

\$525/person
\$475 before Aug. 26, 2025

Jan. 15, 2026

8:30 AM – 4:00 PM

\$525/person
\$475 before Dec. 18, 2025

MRC – 7200A Windsor Drive
Allentown, PA 18106

Register: mrcpa.org/events

Meals and course materials included

*Fees and times subject to change. Visit mrcpa.org/events for current details.