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# Harnessing the power of change Automation & Power World March 2-5, 2015 | Houston, Texas



## Top 10 reasons to attend

Unlike ever before, you face unprecedented business challenges. Cost pressures, aging assets and infrastructure, shifting workforce demographics, rapid technology advances, reliability and efficiency demands, and changing regulations are just some of the factors shaping today's evolving business landscape. You need to stay current with the latest information and strategies if you hope to thrive in this competitive environment.

Whether it's collaborating with experts about new ways to strengthen your business or learning about new innovations in technology and smarter devices that can help your operations run more efficiently, we have it all at **ABB Automation & Power World 2015: Harnessing the power of change**.

What makes Automation & Power World the "must attend" event in 2015?

1. Free full conference registration – for the first time ever!
2. Customize your learning experience and choose from hundreds of technical workshops, panel discussions and hands-on training courses designed to address today's biggest business challenges.
3. Connect with thousands of your peers and industry experts to discuss best practices and industry trends, and take home practical advice to deal with your company's specific operating issues.
4. Earn professional development hours (PDHs) for every workshop you attend, up to 15 total for the entire four-day event; some workshops even offer Continuing Education Units (CEUs).
5. Attend fascinating and relevant keynote sessions and industry forums focused on current hot topics, such as tomorrow's energy delivery, human factors and thriving in change.
6. Get up to date with new and emerging technologies and industry trends to help you prepare for tomorrow's business needs.
7. Meet with peers in your own industry, as well as those with similar responsibilities in other industries, to share information on what's worked – and what hasn't – when dealing with comparable issues or projects.
8. Ask questions of, and give feedback to, ABB product developers and executive management.
9. Further develop your critical, non-technical skills in the business forums.
10. And of course, as always, see the widest range of technologies from one company at one conference!

For more information and to register visit us at [www.abb.com/apw](http://www.abb.com/apw).