



FOR IMMEDIATE RELEASE
April 21, 2021

AMBA Conference 2021 Opens Registration for First In-Person Industry Event of the Year

Indianapolis, IN – The American Mold Builders Association (AMBA) has announced that registration is open for AMBA Conference 2021, June 22-24, 2021, Amway Grand Plaza, Grand Rapids, MI. The opening of conference registration marks an occasion where, for the first time since the beginning of the COVID-19 pandemic, mold builders and other industry professionals will have the opportunity to once again meet in person in a socially distanced, responsible manner, adhering to all CDC guidelines and recommendations.

This year's theme of Connections Reimagined! is designed to foster enriched connectivity within the mold manufacturing community by bringing industry professionals together to tackle pressing challenges and communicate best practices.

“AMBA Conference 2021 will set the industry benchmark for meeting responsibly in a way that brings immense value and opportunity for business growth to industry executives and their teams,” said AMBA Executive Director Troy Nix. “The AMBA conference staff couldn't be more excited to introduce new session formats, reimagined breakouts and interactive presentations, all of which will facilitate more peer connection than ever while delivering exceptional value to all conference attendees.”

Interactive keynote presentations will be complemented by two tracks of advanced learning opportunities - Business Strategies and Continuous Improvement. In these sessions, mold builders and industry suppliers will present indispensable insights, advice and resources on their experiences and technologies surrounding a particular topic. Each morning also will kick off with new “Business over Breakfast” programming, a series of peer-to-peer discussions that will enable further connection and benchmarking between all attendees.

Of special note, AMBA Conference 2021 again will feature an Emerging Leaders Pre-Conference workshop – exclusive to under-40 AMBA members – where keynote speaker Phil Van Hooser will coach attendees through decision-testing methodologies, principles and red flags, including the Decision-Making Foundation Keys and the 5 Bases for Practical Decision-Making Success. Space is limited at this year's conference due to current meeting restrictions in the state of Michigan, so attendees are urged to complete their registration as soon as possible. All industry suppliers and service providers interested in attending AMBA Conference 2021 should contact Susan Denzio at sdenzio@amba.org or call the AMBA offices at 317.436.3102.



For more information on AMBA Conference 2021, including agenda, speaker information, registration, hotel and more, visit [ambaconference.com](https://www.ambaconference.com).

#