

Insights | 2018

September 12-14

Scottsdale Resort at McCormick Ranch - Scottsdale, AZ

Discover. Share. *Harness the opportunities.*



Bigger Conversations. Bigger Opportunities.

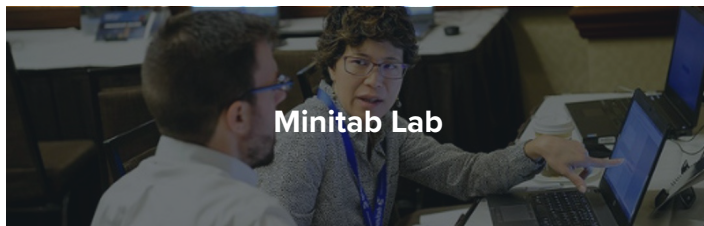
Connect with professionals and thinkers who help to shape the future with data-driven insights at our third annual Minitab Insights conference.

Presentations from some of the brightest minds in our field and expert advice in The Minitab Lab can help you master new skills and leave with new strategies and greater confidence to deliver results.

Get the most out of your visit

You can tailor the conference to meet your specific goals by choosing from dozens of sessions on a wide range of topics — all designed to expand your ability to analyze and solve problems, whether you're an expert practitioner, just getting started, or somewhere in between.

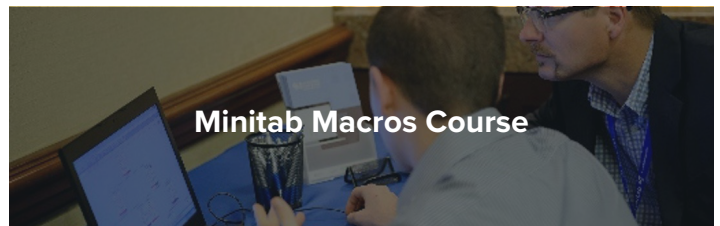
- **Network, network, network!**
- **Hear from experts in quality improvement**
- **Expand your analytical skills**
- **Leverage the success of peers**



Minitab Lab

WEDNESDAY, SEPTEMBER 12, 2018	1.00 PM - 6.00 PM
THURSDAY, SEPTEMBER 13, 2018	7.00 AM - 6.30 PM
FRIDAY, SEPTEMBER 14, 2018	7.00 AM - 3.30 PM

Minitab experts are on hand and work stations are available at The Minitab Lab all-day throughout the conference. Bring your own questions and issues. Get personalized demos. Share your feedback.



Minitab Macros Course

FREE COURSE - LIMITED SPACES AVAILABLE	
REGISTER YOUR SEAT	
WEDNESDAY, SEPTEMBER 12, 2018	1.00 PM - 5.00 PM

Learn how to use Minitab's command syntax to write macros that instantaneously perform statistical analysis with minimal user input and export your results to Word and PowerPoint. We only have a limited number of seats, so RSVP now to save yours.



From ANOVA analysis and experimental research design to regression and Weibull distribution, learn more about the real-life challenges these experts overcome with statistical data analysis, as well as opportunities for you to share your experiences and get advice on how to conquer your own challenges.

THURSDAY, SEPTEMBER 13, 2018

8:30 AM - 9:30 AM

Keynote Speaker - Bill Kahn, SVP, Risk Modeling Executive

9:45 AM - 10:30 AM

Concurrent Sessions

11:00 AM - 11:45 AM

Concurrent Sessions

12:45 PM - 1:30 PM

Plenary Speaker - Adam Russell,

Global Operations Master Black Belt, Tate & Lyle

1:45 PM - 2:30 PM / 3:00 PM - 3:45 PM / 4:00 PM - 4:45 PM

Concurrent Sessions

FRIDAY, SEPTEMBER 14, 2018

8:30 AM - 9:30 AM

Keynote Speaker - Ian Goudy, VP of Global Continuous Improvement - Hertz Global Holdings

9:45 AM - 10:30 AM

Concurrent Sessions

11:00 AM - 11:45 AM

Concurrent Sessions

1:00 PM - 1:45 PM / 2:00 PM - 2:45 PM

Concurrent Sessions

Concurrent Session topics

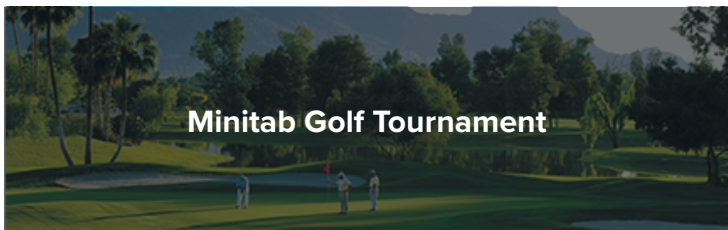
- Fitting Models to Continuous and Binary Responses with Applications
- DOE Rescue Tactics
- Dimensionality-reduction Techniques: Practical Applications of Clustering, Principal Component and Factor Analysis
- Measuring Product Design Quality
- Using Minitab Automation to Qualify Automated Test Equipment
- Getting Started with Big Data - a Lean Six Sigma and Quality Practitioner's Guide
- Regression with Life Data to Save and Sustain Lives
- STRANGE LIMITS - Control Charts for Non Standard Applications
- Using TreeNet to Reduce Wait Times at Disney Theme Parks
- Optimal Robust Design based on Response Surface and Axiomatic Design
- Statistical Data Analysis for the Fiberglass Reinforced Polymer Development
- Reliability Analysis: Why is it Different?
- Design of Experiments and Gage R&R in Forensic Science Applications
- The Practical Significance of R²
- Simplifying Management of Continuous Improvement Project With Companion
- The Utility of Decision Trees to Optimize Prices and Measure Customer Churn
- The Path to Actionable Insights
- Why-Bull? (The 5 W's of the Weibull Distribution)
- A New Take on an Old Trick - Reevaluating Statistical Process Control (SPC)
- Using Minitab to Hire the Right Candidate
- Know Your Limits: FDA Compliant Process Validation all in Minitab!
- It's Not Only the Mean That Matters in a Designed Experiment
- Hypothesis 1st or Data 1st? How about the Question 1st?
- We Are From Crayola and We Are Here to Help: DOEs at Your Supplier
- Translating Basic Concepts into 'Service Speak'
- How I Convinced My Boss to Get Minitab and Saved Millions of Dollars



WEDNESDAY, SEPTEMBER 12, 2018 1:00 PM - 6:00 PM
 THURSDAY, SEPTEMBER 13, 2018 7:00 AM - 6:30 PM
 FRIDAY, SEPTEMBER 14, 2018 7:00 AM - 3:30 PM

Test-drive the latest enhancements in development for our products in our first User-centered Design Studio. Influence the future of your capabilities with Minitab software.

Using a data-driven approach and putting you – the users – in the center of our design process, the Minitab Research and Design group continually works to understand your needs and identify opportunities for innovation. This is a rich opportunity to share your needs and your work, see the ideas we have been considering for product features and concepts, and provide your opinions and feedback.



WEDNESDAY, SEPTEMBER 12, 2018 6:15 AM - 1:30 PM

New this year — join the Minitab Golf Tournament !

Sign up when you register for the conference.
 The Minitab golf tournament includes:

- continental breakfast
- transportation to the golf course from the hotel
- 18 holes of golf
- a post-game luncheon

Questions?

Contact golf tournament chair Jeff Adams at jadams@minitab.com.

Fees: \$120 Single Player / \$300 Team of 3

PREVIOUS ATTENDEES SAY...

“This conference proves that Minitab is truly a partner and not just a software provider. Seeing the accessibility of Minitab employees and super-users from across multiple industries broke down some mental barriers for me. There is real camaraderie in the data analysis / process improvement community.”

“Great gathering of applied statisticians and Minitab experts.”

“Good balance of practical application and theory.”

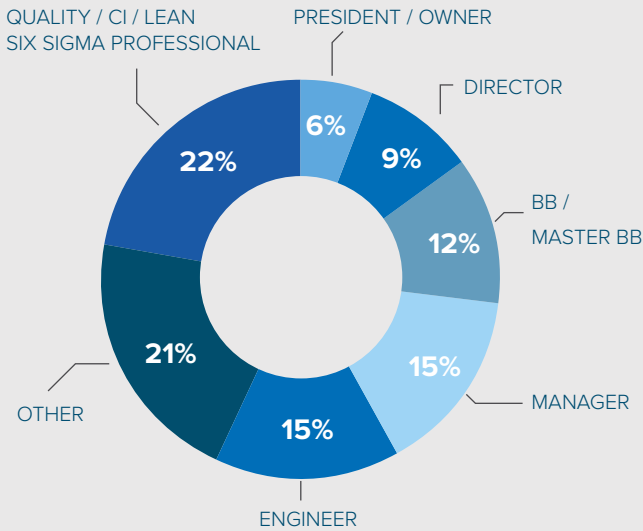
“This was a great gathering of applied statistics and Minitab enthusiasts. Minitab has proven me once again not to be only a software company but a community.”

“Again, it was an awesome conference like last year. Minitab never fails to wow me.”



Insights 2017 in Numbers

ATTENDEES BY JOB TITLE



TOP JOB LEVELS ATTENDING INSIGHTS CONFERENCE

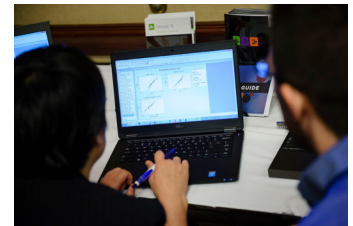
- Quality Engineer
- Lean Six Sigma Director
- IT Director
- Customer improvement professional
- Master Black Belt
- Manufacturing professional
- President

Registration

You will have access to 27+ presentations, keynote speakers, hands-on experience in Minitab Lab, conference recordings post event, access to Minitab experts and thought leaders, and much more. See full details at info.minitab.com/insights

Venue and lodging

Minitab Insights will be held at the beautiful Scottsdale Resort at McCormick Ranch in Scottsdale, Arizona (only 13 miles from the Phoenix Sky Harbor Airport). A special conference rate of \$189 (\$179 + \$10 resort fee, taxes not included) is available for Minitab customers attending Minitab Insights using the group code: **MININS091018**.



Register Now