

Master Gage & Tool

VIRTUAL EVENT HOSTING + MARKETING THAT CONNECTS



FOR OVER 30 YEARS, MASTER GAGE & TOOL COMPANY HAS BEEN A LEADING PROVIDER OF metrology solutions and specialty gages to the automotive, aerospace, medical and education markets. They represent the world's top manufacturers of tooling and measurement instruments and gaging and inspection equipment, as well as engineer precision measuring, testing and on-site calibration solutions that meet customers' exact requirements.

In addition to products and services, Master Gage & Tool provides education, training and resources to help organizations ensure a skilled workforce ready and able to meet workplace demands. So, when they wanted to offer an educational seminar for customers and prospects focusing on new automation technologies, they looked to Shamrock for help in creating an event accessible to individuals in their local territory and beyond.

Shamrock partnered with Master Gage & Tool to organize, promote, launch and manage a virtual event focused on automating workplace operations. While they assembled a panel of industry experts from across the country, Shamrock secured and aligned the digital event platform, organized the event and created pre-event marketing touches to announce the program and drive attendance.

THE SOLUTION

The online session, Smart Technology: Time is Money, focused on new automation technology solutions. An engaging online discovery session, the online event was led by keynote speaker Stefan Friedrich of New Scale Robotics, along with a robust panel of guest speakers highlighting the latest precision-automation applications.

Shamrock managed the event, creating the schedule and briefing speakers on virtual event mechanics. In addition, we developed and distributed a series of promotional emails: save-the-date, invitation, follow-up invite, pre-event reminder and event registration confirmation with a link to the live event. After speaker presentations, the event included a live Q&A session, with valuable takeaways including white papers and handouts about the new technologies.

Smart Technology: Time is Money

Register

Your Full Name*

Email Address*

Company Name*

Mailing Address*

City*

State*

Zip*

REGISTER

About This Webinar

Smart Technology: Time is Money

Join us for an engaging session led by industry experts.

Learn about the breakthrough automation technology, advanced measurement solutions and application specific innovations that can help you boost operational efficiency and improve your bottom line.

Keynote speaker Stefan Friedrich of New Scale Robotics and a robust panel of guest speakers will highlight precision-automation and measurement products and applications.

With easy-to-use knowledge of the products and technology innovations that can provide solutions to your manufacturing challenges related to in-process and quality measurement requirements. This online program gives you a front-row seat to learn firsthand about the solutions that can help improve operational efficiency and productivity, saving you time and money.

EVENT REGISTRATION PAGE

Smart Technology: Time is Money

Tuesday, Nov 15, 2022 | 10 AM EST

You're invited to Our Upcoming Webinar

Smart Technology: Time is Money

Hi Joe,

Master Gage & Tool Co. is excited to announce our kick-off virtual seminar, **Smart Technology: Time is Money**. We're partnering with our valued vendors to present you with the latest in technology.

Please join us on Tuesday, November 15, 2022, at 10 AM EST.

Our webinar will feature presentations from leading industry experts. You'll hear from:

Stefan Friedrich, New Scale Robotics
How to Incrementally Automate Dimensional Gaging

Eduardo Bolivar, Marposs
Laser Wire Measurement - Handy Wire

INVITATION EMAIL

Smart Technology: Time is Money

Tuesday, Nov 15, 2022 | 10 AM EST

Are you ready?

Smart Technology: Time is Money

Hi Joe,

This is a reminder that you are registered for **Smart Technology: Time is Money**, Tuesday, November 15, 2022, 10 AM EST (US & Canada).

We want to make sure that you are able to successfully attend.

[VIEW WEBINAR](#)

REMINDER EMAIL

Master Gage & Tool's first online event experience was a raving success. Nearly 60 people registered for the event from across the U.S. as well as some international participants. And notably, event attendees provided excellent feedback about the ease, convenience and value of attending the educational program online. Many attendees noted they would be interested in participating in more events like this one. Shamrock will be working with Master Gage & Tool to create three more virtual events to further promote education, new technologies and other metrology services.

WHY IT WORKED

Master Gage & Tool's first free virtual event gave customers, prospects and vendors a front-row seat to an engaging learning experience presented by some of the best minds in the industry. Participants walked away with practical insights about improving operational efficiencies and productivity for significant time and cost savings. It was a valuable teaching tool that also reinforced Master Gage & Tool's commitment to providing exceptional, above-and-beyond service to customers.

