**FOR IMMEDIATE RELEASE – DRAFT MEDIA CONTACT**

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**TEC Next releases agenda, announces registration deadline**

**for cutting edge technology and manufacturing conference**

*First-of-its-kind summit brings together nationally recognized leaders in a premier two-day event*

**BATON ROUGE – (September 17, 2019) –** TEC Next, an exclusive debut conference focused on the evolving relationship between technology and manufacturing, announced the addition of two prominent keynote speakers – Peter Westerink, the Global Chief of Manufacturing Digitization at Shell, and Alex Reed, Co-Founder and CEO of Fluence Analytics – to speak at its upcoming conference on October 3rd and 4th in Baton Rouge.

Event organizers released today the evolving agenda of short, dynamic talks and visionary keynote presentations, which it previously announced to include Travis Fuller, North America Polypropylene Growth Venture Executive for ExxonMobil, and Clark Dressen, Director of the Digital Operations Center for Dow. The topics of its shorter talks cover robotics, mobile plant workers, Industry 4.0, the plant of the future, security from drones, and virtual and augmented reality applications in training,

Presented by ExxonMobil and hosted by The Baton Rouge Area Chamber and Greater Baton Rouge Industry Alliance, this two-day event is designed to bring together experts from both industries to delve into the exciting changes on the forefront as technology and manufacturing come together in the broad category of Industry 4.0. Conference presenters will speak to topics related to the impact of technology in manufacturing, with the goal of connecting industry leaders in the increasingly digitized manufacturing field. The conference will host the most elite class of professionals in both the technology and manufacturing sectors.

Through the use of a unique, state-of-the-art app, attendees will be able to track their agendas, register for meetings and schedule one-on-one time to meet with speakers of their choice to dive further into conversation.

“The growing Gulf Coast region is poised to reap the benefits of the many opportunities offered through the relationship between technology and manufacturing,” said Adam Knapp, President and CEO of the Baton Rouge Chamber of Commerce. “This conference offers a prime platform for the top companies and professionals in our region to come together and explore ways to incorporate technology into their already successful businesses.”

The agenda features dedicated time for networking and industry-specific “TEC Talks,” which are modeled after “TED Talks.” These conference style sessions offer many opportunities for exploring the development of technology within the manufacturing sector.

Space is limited for this exclusive conference. The attendance fee is $200 for advance registrants at [www.tec-next.org](http://www.tec-next.org). Online registration will close on Monday, October 1 at 5:00 p.m. Onsite registration will be available at the conference at a cost of $250. The conference website will be updated with the final agenda and event details.

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***See Attachment for Updated Conference Agenda to Include with Release***