

Organised by:



Updated with sessions on Financial Management in Maintenance!

Key Learning Outcomes:

- **Select** and **develop** the most appropriate maintenance strategy and procedures that will work in your organisation
- **Explore** best practice tools and methodologies in maintenance that will improve Return On Investment (ROI) and at the same time, improve the quality of maintenance
- **Develop** a performance management framework to monitor the performance of the maintenance function
- **Analyse** the key components of Reliability Centered Maintenance (RCM) to realise its true value
- **Identify** whether your Computerised Maintenance Management System (CMMS) is delivering value in terms of maintenance improvement and ROI and how returns can be improved
- **Explore** the key elements of managing change in the maintenance workplace, identify the barriers and improve the chances of success
- **Review** some of the fundamentals of financial management in relation to maintenance
- **Optimise** the performance of operations and maintenance in your organisation

Advanced Maintenance Masterclass

10 – 14 February 2008
Crown Plaza Hotel, Dubai, UAE

Who should attend?

This masterclass is created for maintenance professionals interested in reducing maintenance costs and optimising performance. From Superintendents, Operations and Production Managers to Engineers and Refinery Managers this masterclass is for everyone interested in increasing profits and enhancing savings in maintenance costs!

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10 – 14 February 2008 • Crowne Plaza Hotel, Dubai, UAE

Masterclass Timings: Registration will be at 8:00 on Day One. All five days will commence at 8:30 and conclude at 14:30 with lunch. Refreshments will be served at appropriate intervals.

Masterclass Introduction

The main focus of this Masterclass will be to examine the most important tools and methodologies currently available to maintenance managers, but which most organisations have difficulty understanding, implementing and realising their true value. Through a series of presentations, you will concentrate on understanding and managing these tools, defining why they typically do not provide adequate returns to the implementers and how to improve these returns. Case studies and workshops will be used throughout the course to keep the discussions on a very practical level, therefore encouraging you to apply the techniques to your own work environment.

Day One – Sunday, 10 February 2008

Introduction To Reliability And Best Practice Tools In Maintenance

Day One of this five day masterclass will provide an overview of the physical asset management business and focus on best practices in maintenance and the tools available to help turn them into reality.

A core requirement of Physical Asset Management is to increase reliability; yet the concepts of reliability and how to measure it are poorly understood. The programme will lay a solid basis with an exploration of equipment reliability, its implications and impact on the selection of asset management tactics. The discussion will develop and explain some concepts and apply them in a manner which will not only be readily understood and accepted by you, but which can be easily adapted to your own workplace.

With the increasing pressure to do more with less, companies are increasingly turning to methodologies that will improve their ROI and at the same time, improve the quality of maintenance. Day One of this five day masterclass will provide an overview of the maintenance business and focus on best practice in maintenance and the tools available to help turn them into reality.

Not all organisations are ready for all best practice tools and trying to implement all these tools will not work. A key task will be to identify which ones are the most appropriate for your organisation and how to implement them successfully. Included in this session will be:

- A review of the Physical Asset Management
- Pyramid of Excellence and how it can be used as the basis for maintenance best practice improvement
- The use of maintenance assessments and maintenance audits to establish your starting points and your goals
- A discussion of benchmarking, when it creates benefits and when it should be avoided
- How maintenance optimisation can work for your organisation
- How best practice fits in with CMMS, RCM and similar tools

Day Two – Monday, 11 February 2008

Maintenance Strategy And Performance Improvement

Far too many companies' maintenance departments are still in react mode. This is mostly because there is no clear strategy beyond the production and sales groups. Day Two will start by looking at why maintenance strategy should be an issue for your organisation and, more importantly, how to go about developing one, how do you sell it and who to? An integral part of the strategy should be performance management – if you are not tracking, how do you know you are improving? Emphasis will be placed on:

- Understanding and developing the different levels of performance measures – executive, maintenance management and maintenance operations
- Setting up a performance management system
- Selecting the right performance indicators
- Maintaining the performance measurement system
- What to do with the performance measures once you have them
- Balanced scorecards and what they mean to you

Day Three – Tuesday, 12 February 2008

Computerised Maintenance Management Systems (CMMS) And Enterprise Asset Management (EAM)

CMMS and EAM are probably the most important tools to have been adopted by organisations around the world in the last 20 years. Huge amounts of money have been spent on them, yet their success rate still remains very low. Day Three will explore why it is that the value is not there and then ask the question "what can we do about it?" The following themes will be the core of the day's discussion:

- Identifying whether your CMMS is delivering value in terms of maintenance improvement and ROI
- Increasing the returns
- Using CMMS to introduce and improve cost control.

In each case, you will examine the factors which control the returns and costs and determine which will be most appropriate to your own organisation. You will also have a look at the future of CMMS.

Day Four – Wednesday, 13 February 2008

Reliability Centered Maintenance (RCM) And Managing Change

Day Four will start with one of the maintenance techniques that has become very popular around the world – RCM. This session will look at the benefits to be derived from implementing Reliability Centered Maintenance, as well as the difficulties. Specifically we will cover:

- Examining the key components of RCM, such as failure modes, failure effects and consequences
- Implementing and manage the RCM project
- Identifying and planning to achieve the benefits
- Identifying and planning to avoid the pitfalls
- Exploring the conditions that need to be in place in your organisation before attempting RCM
- Maintaining RCM as an on-going, continuous improvement tool

One thing is certain – the rate of change in maintenance will increase. Managing that change and ensuring that organisational development keeps pace will be a high priority item for leading maintenance organisations. This session will highlight:

- What is change management and how does it apply to your organisation?
- What are the barriers to change and how can they be overcome?
- Who plays what role in making the changes happen?
- How to make sure the changes stick
- How does training relate to change management?

A change management plan will be developed using RCM as the reason for change so you will be able to relate it directly to your own organisation.



Day Five – Thursday, 14 February 2008

Entirely New Session!

Financial Management Of Physical Assets; Expert Systems

The financial management of physical assets is ignored by most maintenance managers – mainly because they do not know where to start in an area that is seen as very complex and difficult to understand. The first session of Day Five will provide an introduction to financial management, using some practical examples that will be useful back in your organisations. Included in this session will be:

- Exploring the basics of financial management
- Defining project return on investment
- Calculating breakdown costs
- Life cycle costing
- Budgeting and cost reporting

With these techniques, you will have a useful range of tools to assist in the financial management of the assets under your responsibility.

The leaders in the maintenance management field are now recognising that the next big step takes them into the realm of engineering and statistical analysis – in other words, you have all this data, but what information can you extract from it so as to drive action? Expert systems are emerging in response to this. In this session, we will look at:

- A Proportional Hazards Modeling system (how to define which of several conflicting readings are really affecting the results)
- A combined Rules Based Reasoning and Case Based Reasoning which can be used to diagnose failures and propose the most probable resolution
- How they relate to the current tools such as CMMS, RCM and CBM (Condition Based Maintenance)
- The conditions that need to exist in a company before they will be successful
- How they can be used and maintained on a on-going basis



About Your Masterclass Leader



Ben Stevens has led many successful maintenance conferences and seminars with IIR throughout the Gulf region over the past decade. He has been running his own company, DataTrak Systems Inc., since 1984 with a concentration on maintenance management systems. During 1995 to 2002, Ben was on a full time contract with PricewaterhouseCoopers International Centre of Excellence in Physical Asset Management. Prior to his work in the maintenance field, he was trained as an economist and was CFO in several manufacturing companies. Ben has worked with a wide range of companies in many industries throughout the world. His sessions are focused around mini-workshops and case studies so that delegates can relate the examples directly to their own work environment.

Hear what delegates had to say about the previous Advanced Maintenance Masterclass

"The course leader was very knowledgeable and it was a great experience to share our views with others."

Praveen Thammanassery, Supervisor, **Dubai Drydocks**, UAE

"It's a great event – sharing ideas and ideologies from the speaker and the participants."

Pepito Marilla, Head of Facility Engineering, **Al Fanateer Hospital**, KSA

"Useful and enhanced my management capabilities."

Sami Hourani, Project Manager, **Serco Gulf**, UAE

Forthcoming Related Events

BC2500 **Emergency Response Planning**
30 March – 3 April 2008 www.iirme.com/erp

BC2304 **Optimising Maintenance And Replacement Decisions**
13 – 17 April 2008 www.iirme.com/pam

BC2305 **Reliability Improvement And Maintenance Excellence**
10 – 14 August 2008 www.iirme.com/pam

For more information on any of the above events please contact us on
Tel: 971-4-3352483 or email: info@iirme.com

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Remember to quote your VIP Code when registering to be entered into a draw to **WIN US \$250** Dubai Duty Free Vouchers.

FIVE EASY WAYS TO REGISTER

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IIR Holdings Ltd. PO Box 21743, Dubai, UAE GCS/IIR Holdings Ltd. PO Box 13977, Muharraq, Kingdom of Bahrain

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WEB BC2449

YES, I want to register for:

Event	Dates	Price before 2 December 2007	Price between 2 Dec and 30 Dec 2007	Price after 30 December 2007
<input type="checkbox"/> Advanced Maintenance Masterclass	10 – 14 February 2008	US\$ 3,395 (Save US\$ 500)	US\$ 3,695 (Save US\$ 200)	US\$ 3,895

For further information and Group Discounts contact 971-4-3352483 or email: info@iirme.com

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

Run this event in house and save up to 40% Call today on 971-4-3352439

PERSONAL DETAILS:

	Title	First Name	Surname	Job Title	Department	Email
1 st Delegate						
2 nd Delegate						
3 rd Delegate						
4 th Delegate						

To assist us with future correspondence, please supply the following details:

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Training Manager					
Booking Contact					

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 0-49 50-249 250-499 500-999 1000+

Nature of your company's business:

Yes! I would like to receive information about future events & services via email.

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Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. In case you prefer payment in Dirhams, please use our exchange rate - US\$ 1 = AED 3.6724. All payments should be made in favour of IIR Holdings Ltd.

Card Payment

Please charge my credit card: Visa Mastercard American Express

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Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. If this is not suitable, a US\$ 200 service charge will be payable. Registrations cancelled less than seven days before the event must be paid in full.

Avoid Visa Delays – Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.

Event Venue

Crowne Plaza Hotel, Dubai, UAE
Tel: 971-4-3311111

Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:

Tel: 971-4-4072693
Fax: 971-4-4072517
Email: hospitality@iirme.com