

**FOR IMMEDIATE RELEASE: 8/6/18**

**Rob McLeod, Education Coordinator  
American Watchmakers-Clockmakers Institute  
866-367-2924  
rob@awci.com**

**Build a Watch is coming to Dearborn, Austin, and Chicago!**

After another sold out class in Cincinnati next month, AWCI's Watchmaking professionals will be out on the road taking the Build a Watch course to Dearborn, Austin, and Chicago!

You or your staff should join us! Wouldn't your life be easier if your sales people and customer service specialists knew more about the products they sell, how you perform a quality service, and what it takes to properly complete a repair?

They'll assemble a Swiss Made ETA 6497 movement, lubricate the moving parts, install a dial and hands, and case up the watch before wearing it home!

Your fellow employees will leave this course knowing more about the timepieces they sell, what makes them tick, and the expertise it takes to repair them.

The event ends with the opportunity to unwind and talk watches over drinks. For registration information go to <https://www.awci.com/buildawatch/>

We are looking to add more dates all the time! So, for more updates and the latest on these classes, follow us on Facebook and Instagram at [www.facebook.com/MyAWCI](http://www.facebook.com/MyAWCI) and [www.instagram.com/americanwatchmakers](http://www.instagram.com/americanwatchmakers).

The American Watchmaker-Clockmakers Institute has spent over 50 years representing watchmakers, clockmakers, and the industries that serve them by providing a range of education, certification, communications and business services.

Also refer to AWCI's Style Guide: <https://www.awci.com/press-room/>  
For high res promotional photos, go to: <https://www.awci.com/press-room/media/>  
Or contact Rob McLeod at [rob@awci.com](mailto:rob@awci.com).



