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Construction  
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# Building Information Modelling

17 February 2011

Market Harborough  
Leicestershire

*The  
Implications  
for Product  
Specification*

howitt consulting  
... building people

# Building Information Modelling

## The Implications for Product Specification

### What is Building Information Modelling (BIM)?

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BIM uses a single 3D computer model for the design, construction, operation and eventual demolition of a building. It can create cost certainty and effective collaboration right through the supply chain, including product suppliers.

### Just another 'nine-day wonder'?

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BIM is becoming a significant part of many UK clients', architects' and contractors' working programmes – including Arup, BDP, BAA, Laing O'Rourke and Skanska.

It is a major design and product specification system in the US. CAD grew in the UK three to four years behind the US, so BIM is likely to follow the same pattern.

### What's this got to do with product selection?

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The 'Autodesk Seek' web service enables designers to discover, preview and download BIM models, drawings and product specifications.

For manufacturers, it's a unique way to connect with designers and contractors who specify or recommend building products.

### What will growth in the UK be like?

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In September 2010, Paul Morrell, the Government's Chief Construction Adviser, indicated that bidders and contractors on future public building projects would be asked to use BIM.

And BSF may go ahead using BIM to slash costs by up to 50%.

A recent BIM conference was attended by major contractors, developers, architect practices and private clients, from Asda and Tesco to Network Rail.

### Wait and see?

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As the use of BIM expands, it will seriously affect product specification and procurement. Understanding the implications now will enable product manufacturers to gain competitive advantage.

It's already here, it *will* grow and you need to plan your strategies NOW for future business – from healthcare, education, social housing and major private sector projects – as BIM is increasingly adopted.

#### *The benefits this seminar will deliver*

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The seminar will enable delegates to understand:

- What BIM is and does for design and construction
- Current and projected use in the UK
- How products are specified through BIM and the dangers of ignoring the implications
- How suppliers can develop 'families of products' for BIM

#### *Who should attend?*

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Directors and managers responsible for technical and product strategy development, including:

- Sales and Marketing Directors and Managers
- Commercial and Business Development Directors and Managers
- National Sales Managers
- Technical Managers
- Product Managers

# Building Information Modelling

## The Implications for Product Specification

### Programme

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#### Welcome and Introduction

Overview and objectives of the day's programme

- What is Building Information Modelling (BIM)?
- What are the likely implications for the products industry?

**Presenters: Richard Blakesley and Brian Boley of Howitt Consulting**

#### The Use of Building Information Modelling

Autodesk is a multi-national corporation that focuses on 2D and 3D design software for use in architecture, engineering and building construction. Autodesk is probably best-known in the UK for its flagship computer-aided design software, AutoCAD, with BIM a fast-growing part of the portfolio.

- How does BIM benefit everyone in the construction process?
- BIM and sustainable design and delivery
- Take-up in the UK and future use projections
- Opportunities for product manufacturers by early involvement in BIM
- An introduction to 'Families' and 'Parameters' for product suppliers
- Accepted standards for 'Families'

**Presenter: Adam Matthews, Business Development Manager, Autodesk UK**

#### Architects and Building Information Modelling

This session will be presented by Metz Architects, who have extensive experience of using BIM

- How BIM is revolutionising the design process for architects
- The opportunities BIM will increasingly offer to the products industry to affect specifications
- The practice's experience of specification, including building 'families of products' within BIM

**Presenter: Nick Allen, Senior Partner, Metz Architects**

**Metz's work encompasses the design of buildings, master-planning and urban design in many sectors of the market, plus heritage-based attractions and retail and leisure interiors.**

#### Major Contractors and Building Information Modelling

This session will be presented by Skanska Technology who have developed a robust BIM strategy and are about to commit to using BIM in each of their UK construction projects

- The application of BIM for major contractors
- Co-ordinating design and site activity
- Green BIM and sustainability
- Current and future implications for the specification and procurement of construction and M+E products

**Presenter: Malcolm Stagg, BIM Project Manager, Skanska UK**

#### What can suppliers do now?

Summary and conclusions

- How BIM will affect the procurement of products, systems and materials
- Options for suppliers for early involvement

**Presenters: Richard Blakesley and Brian Boley of Howitt Consulting**

# Building Information Modelling

## The Implications for Product Specification

### Seminar Information

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Date Thursday 17 February 2011

Timings (please choose one) AM session: 0930-1230 / PM session: 1330-1630

Location Howitt Consulting Training Suite, Market Harborough, Leicestershire

Costs per person (+VAT) £95.00 per half-day event

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### Reservations

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Please enrol the following delegates for this event:

**Delegate Name(s):**

..... AM session  PM session  (please tick)

..... AM session  PM session  (please tick)

..... AM session  PM session  (please tick)

**Authorising Executive:** .....

**Address:** .....

.....

.....

**Tel:** .....

**Email:** .....

**Please post, fax or email to:**  
**Howitt Consulting 1 The Chambers Bowden Business Village Market Harborough LE16 7SA**  
**Tel: 01858 540248 Fax: 01858 540249 Email: mail@howittconsulting.co.uk**

#### TERMS AND CONDITIONS

Invoices are raised on confirmation of reservations and are payable within 10 days. Full fees are payable for cancellation within 28 days of the event. Substitutes can be made at any time without cost. The organisers reserve the right to change the programme or contributors, if necessary.

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