

the implications for product selection



Why this workshop?

What is Building Information Modelling (BIM)?

- 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'?

- 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?

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

Wait and see?

- 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

The workshop 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

The Workshop Content

- What is Building Information Modelling?
- The use of Building Information Modelling
- Specification and Building Information Modelling
- What can Suppliers do now?
- Implementation Plans

Venue

Market Harborough
Leicestershire

Price

£125 + VAT per delegate
£95 + VAT for 3+ delegates

Building Information Modelling
31 May 2012 1000–1230 or 1330–1600