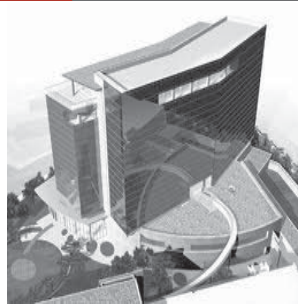


Exclusively for  
Construction and  
M+E product  
suppliers



A one day conference in Central London

# Building Information Modelling

*... the implications  
for product  
selection*

Thursday 3 November 2011



Supported by:  construction products association

Organised by:

Howitt Consulting 01858 540248 mail@howittconsulting.co.uk www.howittconsulting.co.uk

# Building Information Modelling



## What is BIM?

BIM is leading the way in the digital switchover for the design, construction and operation of buildings, and will impact heavily on how products are selected and specified.

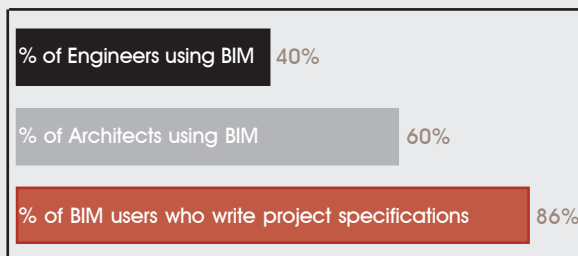
Essentially, at the moment, selection and specification works using paper or digital paper (pdf) media. Work is, however, well advanced to turn product selection and specification into a truly digital format. This will mean the specification wording is replaced by a digital database capturing product geometry and performance. Linked to this, a new British Standard (BS8541:2012) will come into force next year, detailing the new standards for product 'objects'. This conference will explore what BIM is, and the opportunities and threats it will present for construction product suppliers.

*"The Building Information Model (BIM) is a set of information that is structured in such a way that the data can be shared. A BIM is a digital model of a building in which information about a project is stored. It can be 3D, 4D (integrating time) or even 5D (including cost) - right up to 'nD' (a term that covers any other information). As a receptacle for project information, BIM has massive versatility and potential."*

Source: 

Constructing the Business Case - BIM

## BIM and Product Specification



Source: McGraw-Hill Construction 2010

## Why Now?

Government will make its final BIM implementation recommendations in October 2011. This will detail the five-year roll-out programme, leading to fully integrated BIM - involving the whole supply chain - including product manufacturers.

Major clients, such as Asda, Tesco, and BAA, are looking at BIM as a way to achieve cost and programme savings throughout the lifetime of the building.

Key specifiers, such as BDP, Aedas, HOK, Arup, Scott Wilson, and Ramboll, etc, are already responding by creating designs in a BIM environment.

Main contractors, including Skanska, Laing O'Rourke, BAM, and Vinci, are also responding and finding significant returns on investment from developing BIM capability.

*"After many years of talking about BIM, now is really the time it is hitting the mainstream."*

Dr Stephen Hamill

Head of Building Information Modelling - NBS

## Benefits contributing most Value to BIM Users

UK	
Faster client approval cycles	47%
Improved overall project quality	57%
Reduced changes during construction	60%
Improved collective understanding of design intent	69%
Reduced conflicts during construction	70%

Source: McGraw-Hill Construction 2010

## Wait and See?

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

## The Benefits this Conference will Deliver

The conference will enable delegates to understand:

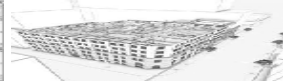
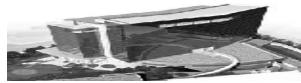
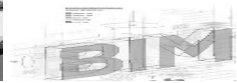
- ▶ What BIM is and does for design and construction
- ▶ Current and projected use in the UK
- ▶ How products are selected and specified through BIM and the dangers of ignoring the implications
- ▶ How suppliers can develop their strategy and tactics for BIM

## Who Should Attend?

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

# The Programme



## Welcome and Introduction

- ▶ What is Building Information Modelling?
- ▶ What are the likely implications for the products industry?

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

## BIM - The Government's Five Year Plan - What it means for Construction

- ▶ The Government's BIM strategy explained
- ▶ The programme and timeline
- ▶ How the industry will need to respond
- ▶ The effect on the building products sector

*Presenter: Mark Bew, Joint Chair of the BIM Industry Working Group, Director of Business Information Systems - URS  
Scott Wilson, Chairman - Building Smart (UK)*

## BIM, IFC and British Standards for Product Data

- ▶ IFC standards and BIM
- ▶ Overview of the new BS8541: 2012, and updated BS1192
- ▶ The timeline for implementation
- ▶ The requirements for building product suppliers

*Presenter: Nick Nisbet, Director of AEC3 UK Ltd, Technical Co-ordinator for Building Smart (UK), Joint Author of BS1192 & BS8541*

## Architects and Building Information Modelling

- ▶ 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 product content within BIMs

*Presenters: Nick Allen, Director, and James Blood, BIM Manager - Metz Architects*

## Engineers and Building Information Modelling

- ▶ How BIM will change the engineering design process
- ▶ Engineering, product choices and specification
- ▶ What engineers will need from product suppliers

*Presenter: Steve Wright, Associate - Ramboll UK Ltd*

## Major Contractors and Building Information Modelling

- ▶ BIM and the effect on contractors
- ▶ How contractors are using BIM to drive efficiency, safety, etc
- ▶ Key requirements for contractors from product suppliers

*Presenter: Phil Palmer, Virtual Construction Manager - BAM Construct UK Ltd*

## What BIM means for Specification

- ▶ How BIM will change product specifications
- ▶ The new format for object-based product specifications
- ▶ The effect on product suppliers

*Presenter: Stephen Hamil, Head of Building Information Modelling - NBS*

## Developing your BIM Strategy and Content

- ▶ Developing a business-winning BIM strategy
- ▶ Using structured data to improve efficiency
- ▶ Using BIM objects to generate and protect specifications
- ▶ Developing future-proof BIM content

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

# Reservations



## Building Information Modelling

Thursday 3 November 2011

Central London

1000 - 1600

£325 per person + VAT  
per delegate

£290 per person + VAT  
for 3+ delegates

*Please enrol the following delegates for this event:*

Name:

Job Title:

1 .....

2 .....

3 .....

Authorising Executive: .....

Tel: .....

Company/Organisation: .....

Fax: .....

Address: .....

Email: .....

.....

.....

Invoice to be sent to (please provide email address): .....

Purchase Order Number: .....

# Reservations

Please post, fax or email to: Howitt Consulting, 1 The Chambers, Bowden Business Village,  
Marketing Harborough, Leicestershire LE16 7SA

Tel: 01858 540248 Fax: 01858 540249 Email: [mail@howittconsulting.co.uk](mailto: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.