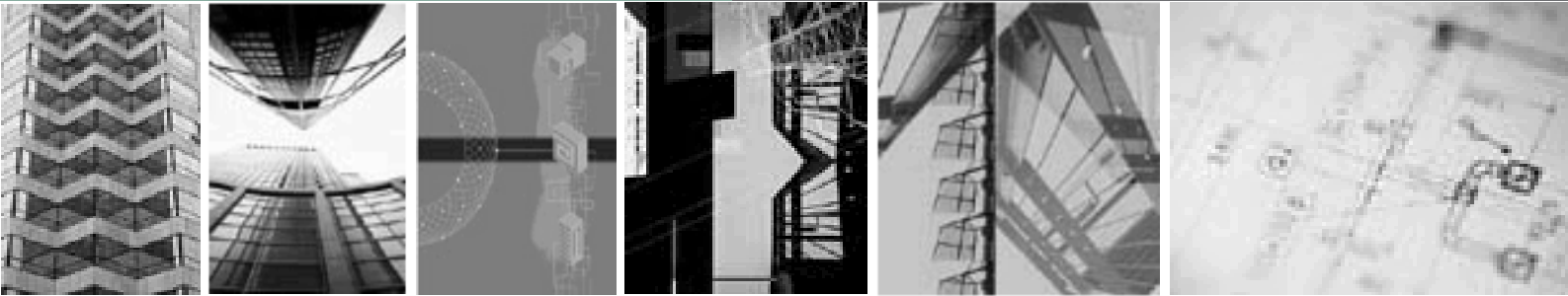


Exclusively for  
Construction and  
M&E product  
suppliers



A one day conference at the **Building Centre** London

# EGAN means business...

*£13bn annually for  
Construction and  
M&E Products...?*

Thursday 27 May 2004

Supported by:



Organised by:

Howitt Consulting 136 New Walk Leicester LE1 7JA  
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# EGAN means business...



## ***The issues***

Egan's 'Rethinking Construction' has launched a completely new way of procuring construction. It's happening now:

- 20% of projects will be Egan by the end of the year
- 50% is the projected figure by the end of 2007. This requires an estimated £13.5bn of products

The major Egan implementers are:

- Education
- Health
- Social housing
- Defence
- Road construction
- Other public sector works
- Major private sector clients

Recent surveys of contractors and designers demonstrate that the industry wants product suppliers involved as preferred suppliers or partners.

Ways of procuring products and choosing suppliers to Egan projects are changing, especially among clients and contractors. Conventional specification selling and contract negotiation strategies do not apply. To succeed suppliers need to take a different approach - both as a company and in their sales processes.

## ***The benefits of the Egan approach for product suppliers***

As the industry starts to change, many important benefits are emerging for product suppliers:

- Long-term business opportunities
- Higher profit potential
- Potential exclusion of competitors
- Opportunities for suppliers of all sizes

## ***The benefits of attending 'Egan means business'***

For product suppliers, this conference will offer:

- Practical ideas to use in the 'real world'
- Details on more effective sales and marketing
- An opportunity to network with people who are driving the change
- Ideas for developing business strategies that meet with the needs of the market
- Up-to-date facts about the changes happening in the market NOW
- An understanding of how Egan offers major opportunities to product suppliers
- Survey results on what contractors and specifiers want from product suppliers

## ***Who should attend?***

- Cynics! '...it will never happen...' It IS happening and many contributors will show examples of success
- The disillusioned '...we've been involved and it's as adversarial as any other construction...' That's changing too, as our survey of major contractors shows
- Construction and M&E product suppliers who want to commit themselves to the future of the industry
- Forward thinking sales and marketing directors
- Managing directors wanting better returns
- Anyone who wants to move with the times
- Suppliers wanting to stay ahead of the competition

# the programme

Morning session: 10.00am-12.30pm

## **The potential**

The Construction Revolution  
*Contributor: Richard Blakesley  
of Howitt Consulting*

Achieving Excellence in Construction  
*Contributor: Brian Moone  
of Constructing Excellence*

A Contractor's View  
*Contributor: Robin Davies  
of Shepherd Construction*

Break

What Egan Projects want from Product Suppliers  
*Contributor: Michael Ankers  
of the Construction Products Association*

How Product Suppliers can Make It Work  
*Contributor: Trevor Drury  
of Construction Manufacturers  
Partnering Association  
(COMPASS)*

Forum  
*Question and answer session with morning contributors*

Lunch

*The afternoon session will include:*

- Principles : *Both from Egan and from other parts of the commercial world*
- Toolkits : *Ways of making things happen in the real world*
- Surveys : *Market research results from 2003 and 2004*
- Case Studies : *Practical examples and experiences*

Afternoon session: 1.30pm-4.30pm

## **Making it happen**

People - Efficient and Effective  
*Contributor: Brian Boley  
of Howitt Consulting*

Strategies - Making them 'Lean'  
*Contributor: Andrew Carpenter  
of Forticrete*

Supply Chain Management - Principles and Pitfalls  
*Contributor: Bob Bannister  
of Howitt Consulting*

Partnering - Making It Work  
*Contributor: John Jefferies  
of Laidlaw Solutions*

Customer Relationships - Improving Performance  
*Contributor: Richard Blakesley  
of Howitt Consulting*

Business Processes - Measuring and Managing  
*Contributor: Andrew Wakelin  
of Celuform*

Break

Getting into Shape - Developing YOUR Plans for New Egan Business  
*Contributors: Brian Boley and  
Richard Blakesley  
of Howitt Consulting*

Forum  
*Question and answer session with afternoon contributors*

# contributors

# to the conference



## Brian Moone - Constructing Excellence

Brian is Director of Best Practice Knowledge at Constructing Excellence. This includes creating continuous improvement through the exchange of best practice in the Construction Industry. He is a Chartered Surveyor and a Chartered Builder and was previously a Director with Construction Best Practice and the Chartered Institute of Building.

## Michael Ankers - Construction Products Association

Michael is the Chief Executive of the Construction Products Association, which was formed by merging BMP with sister organisation ACPS. The merger was Michael's first task on joining in 1999. The Association represents 21 major product companies, with 41 sector trade associations. Michael was previously with the Civil Service, the CIOB and the Brick Development Association, where he was also Chief Executive.

## Robin Davies - Shepherd Construction

Robin is Supply Chain Manager of Shepherd Construction. His role also covers process and cultural change as he and Shepherd believe collaborative working needs the three processes to work together simultaneously. In 1994 Robin was seconded to the Wimpey process re-engineering team. The aim was to improve client and end-user satisfaction, a process he actively continues with Shepherd.

## Trevor Drury - COMPASS (Construction Manufacturers Partnering Association)

Trevor is an Executive Board Member of COMPASS, with particular responsibility for quality control of Charter membership and COMPASSure. Trevor is a Quantity Surveyor by profession, with experience in the contractor sector of the industry. He was also a main board director with a supply chain management consultancy working with Local Authorities and contractors, and now runs his own consultancy business.

## Andrew Carpenter - Forticrete

Andrew is Business Development Manager of Forticrete and Commercial Manager of FI Systems, a joint operation with sister company Istock Brick. His responsibilities include dovetailing the Egan Report into Forticrete's culture and strategy. He is the inaugural secretary of the Constructing Excellence best practice club in Bristol and a board member of Constructing Excellence representing product suppliers.

## John Jefferies - Laidlaw Solutions

John is Managing Director of Laidlaw, which is a specialist distributor of architectural hardware, timber doorsets and railing systems. He recently led a management buyout of Laidlaw from Ingersoll Rand. Prior to this, John was European Finance Director, then Managing Director of Owens Corning, the insulation manufacturers.

## Andrew Wakelin - Celuform

Andrew is Managing Director of Celuform and previously held the same position with Marley Primo and Valor Heating. An earlier role was 'trouble-shooter' for Williams Holdings, which provided extensive experience of measuring and managing performance of product suppliers to the construction industry. Andrew's management approach is totally hands-on and results-oriented.

## Richard Blakesley, Brian Boley, Bob Bannister - Howitt Consulting

Richard specialises in working with product suppliers in business development through specification and public sector procurement. Brian's role includes provision of client programmes in management, sales team and customer service training, plus benchmarking events for team development. Bob has had wide experience in setting up supply chain management processes in major companies in construction, electronics and distribution.

## EGAN means business ... 27 May 2004

The Building Centre, Store Street, London

Please enrol the following delegates for this event:

Name	Job Title
1 .....	.....
2 .....	.....
3 .....	.....

Authorising Executive: ..... Tel: .....

Company/Organisation: ..... Fax: .....

Address: ..... Email: .....

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£395 per person + VAT  
for first reservation

£275 per person + VAT  
for each additional reservation

Please post, fax or email to: Howitt Consulting, 136 New Walk, Leicester LE1 7JA  
Tel: 0116 247 1939 Fax: 0116 254 0286 Email: [egan@howittconsulting.co.uk](mailto:egan@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.