

Selling to Major Construction Clients & Developers

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Ministry of Defence



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EAST MIDLANDS

Organised by:

howittconsulting
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Selling to Major Construction Clients & Developers

The issues

Selling construction and M+E products is a complex business. Who decides what products to use - the architect, consultant, the main or specialist contractor?

And to make matters even more complicated, the construction *client* or *developer* will also frequently have major influence on what products are to be used for some parts of the project.

This is especially so in public sector procurement. Sustainability and the Office of Government Commerce's recommendations on e-auctions are two particular examples.

For this new seminar we have a team of leading clients - from both private and public sectors - to explain what is happening and how the products supplier needs to respond.

The benefits of attending this seminar

Sales teams must maximise business opportunities in construction against a background of complexity and time constraints. That includes knowing when and how to approach the client.

And it is a fact that client specifications are the toughest ones to break - which is fine if they are yours!

This event will help clarify when the end client / developer is likely to be a key player in product selection:

- ▶ Why and when are major clients and developers interested in product selection?
- ▶ When do they brief the design and construction teams on what products to use?
- ▶ How to identify which products will interest the client / developer
- ▶ Where do supply chains fit in the process?

Who should attend?

Sales teams from manufacturers and suppliers of construction, H+V and M+E products, materials and systems:

- ▶ External and Internal Sales Teams
- ▶ Marketing Departments
- ▶ Sales and Marketing Managers or Directors
- ▶ Key Account Managers
- ▶ Business Development Managers

Programme

1000 - 1600

Welcome and Introduction

- ▶ Summary and objectives of the day's programme

Richard Blakesley and Brian Boley - Howitt Consulting

The Major Property Developer - Land Securities

- ▶ Land Securities' main drivers in construction procurement today
- ▶ How client / contractor relationships work
- ▶ Land Securities involvement in choosing products and materials
- ▶ How can product suppliers get involved?

Andy Tarrant - Project Operations Manager, Land Securities

The Retail Sector - Sainsbury's

- ▶ Sainsbury's construction and refurbishment programmes and budgets for 2008 onwards
- ▶ Trends and innovations in the retail environment and their effects on store newbuild and refurbishment
- ▶ Working relationships with main contractors, internal and external architects, and design teams
- ▶ How much influence Sainsbury's brings to product selection
- ▶ How can the products and materials producer contribute?

Tony Mars - Head of Value Management, Sainsbury's

The Hotel and Leisure Sector - Whitbread

- ▶ Whitbread's construction and refurbishment programmes and budgets 2008 onwards
- ▶ The changing hotel and leisure industry and the effects on Whitbread newbuild and refurbishment
- ▶ How relationships with main contractors, internal and external architects, and design teams work
- ▶ How involved does Whitbread get in product selection?
- ▶ How can the products and materials producer contribute?

Nigel Graham - Supply Chain Manager-Construction & Refurbishment, Whitbread

An Overview of Government Policy - The Office of Government Commerce

- ▶ The role of the Office of Government Commerce (OGC) in public sector construction procurement
- ▶ Implications for the products sector
- ▶ E-auctions in construction and M+E product procurement

Peter Woolliscroft - Category Manager, Collaborative Procurement-Construction & Facilities Management, The Office of Government Commerce

The NHS Plan and Procure21

- ▶ Overview of NHS construction programmes and budgets 2008 onwards - new hospitals, LIFT, etc
- ▶ The main drivers in NHS construction procurement today
- ▶ How relationships with construction companies and external design teams work
- ▶ How involved does the NHS and Procure21 become in specific products and materials?

Cliff Jones - Senior Policy & Performance Manager, NHS Procure21

The Ministry of Defence

- ▶ MOD construction programmes and budgets for 2008 onwards
- ▶ The main drivers in MOD construction procurement today
- ▶ How the MOD works with construction companies and external design teams
- ▶ MOD involvement in choosing products and materials

Tony Whitehead - Head of Construction / Built Environment (Policy) Defence Estates; Directorate of Estate Strategy & Policy, Ministry of Defence

Client Product Selection

- ▶ More than two thirds are involved in brand decisions
- ▶ Nearly half use in-house design teams
- ▶ Approximately a third state product preferences in the brief
- ▶ One in five even have formal partnering agreements with product manufacturers

Seminar Information

Date: Thursday 13 March 2008

Timings: 1000 - 1600

Location: East Midlands

Costs per person (+VAT):	1 reservation	£345.00
	2-3 reservations	£315.00
	4+ reservations	£270.00

Reservations

Please enrol the following delegates for this event:

Name

1	4
2	5
3	6

Authorising Executive:

Company:

Address:

.....

.....

Tel: Email:

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

.....

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.