

For
Construction
and M+E
Products
Only



Market Briefing

7 December 2010

EAST MIDLANDS

*The where
and how
of winning
business in
2011 / 12*

howitt consulting
... building people

Market Briefing

The where and how of winning business in 2011 / 12

The construction industry is changing fast, with significant effects on how and why products are selected.

The 90s were about specification, the 00s about supply chain management and partnering – so where is product procurement heading in the next decade as contractors try to meet more stringent demands from Government and clients, whilst battling with demands for lower costs?

In Product Marketing, Knowledge is Power!

Product suppliers need to understand where construction is headed and how to respond to build future business success.

For example, issues that will affect product procurement include:

- A shift from new build to refurbishment is certain in many sectors – what product implications will this raise?
- Will there be a change in 'green' priorities, with energy conservation in pole position – and other priorities taking a back seat?
- How will Government 'changes to working practices' affect the product supplier?

The benefits this seminar will deliver

The seminar will enable delegates to:

- Recognise the market sectors to target
- Understand how construction is changing in key sectors
- Assess the implications for their products
- Identify where live business opportunities can be found
- Understand product procurement processes in each sector
- Identify products that will interest the design and construction team for particular sectors

Who should attend?

Directors and managers responsible for strategy development, including:

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

Programme

Welcome and Introduction

- Overview and objectives of the day's programme
Richard Blakesley and Brian Boley of Howitt Consulting

Construction Forecasts – Where is the Construction Industry Going?

To win business, product suppliers need to understand which sectors to target.

This session will review forecast workloads, including:

- Private Sector – Retail, Leisure, Commercial, Housing
- Public Sector – Health, Education, Social Housing, Infrastructure
- The Public Sector session will take account of the changes announced in the Comprehensive Spending Review

Dr Noble Francis, Economics Director,
Construction Products Association



Sector Presentations – Public Healthcare, Education, Social Housing, Commercial Property and Infrastructure

Major contractors working in each of these sectors will cover:

- Their involvement in major programmes
- How the sector is changing
- How they are responding to change
- The impact this is having on product procurement
- What they want from the products supplier

Public Healthcare

Mike Thomson, Operations Director,
Costain Health



Commercial Property

Eddy Taylor, Head of Sustainability &
Carbon Management
Dave Halbert, Senior Procurement Manager



Social Housing

David Oates, Supply Chain & Procurement
Director, Wates Living Space



Infrastructure & Civils

Jamie Smith, Project Leader,
Skanska Utilities and Infrastructure



Education

Phil Calland, Supply Chain Manager,
Carillion Building



Summary and Action Plans

Richard Blakesley and Brian Boley of Howitt Consulting

Market Briefing

The where and how of winning business in 2011 / 12

Seminar Information

Date	Tuesday 7 December 2010	
Timings	1000 – 1600	
Location	East Midlands	
Costs per person (+VAT)	1 reservation	£365.00
	2-3 reservations	£335.00
	4+ reservations	£295.00

Reservations

Please enrol the following delegates for this event:

Delegate Name(s):

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Authorising Executive:

Address:

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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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