



The Chartered  
Institute of Marketing

## Agenda

10:00	Welcome
10:05	BIM – the journey so far
10:20	Information Management in the future
10:40	Client Case Study
11:00	Coffee
11:20	Why manufacturers need BIM
11:40	Manufacturer Case Study
12:00	How BIM4M2 can help you, Steve Thompson <ul style="list-style-type: none"><li>- Compass, Alan Baikie, BIMobject</li><li>- How do I do it?, Joe Celia, FIS</li><li>- Data Templates, Steve Thompson, Tata Steel</li></ul>
12:30	Lunch and networking

## Afternoon sessions: delegates, split into two groups

<b>Group one:</b> Manufacturers already offering BIM, Chair: Steve Thompson	
13:30	Barriers – real and imagined Chris Witte, Knauf Insulation
13:50	The right level of content Craig Sewell, Digital: Marketing and Manufacturing
14:10	Gaining competitive advantage from BIM Richard Blakesley, Howitt Consulting
14:30	Tea
<b>Group two:</b> Manufacturers considering BIM Implementation, Chair: Peter Caplehorn	
13:30	When is the time to act? Delegates complete compass, feedback provided, Alan Baikie, BIMobject
13:50	What package should you use? Different software and hosting options explained, Rob Daniel, Marley Eternit
14:10	Product Data Templates and COBie, Matt Crunden, Legrand
14:30	Tea
<b>Groups combine</b>	
15:00	Q&A and summing up
15:30	Close