



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 <ul style="list-style-type: none"> - Compass - How do I do it? - Data Templates
12:30	Lunch and networking

Afternoon sessions: delegates, split into two groups

Group one: Manufacturers already offering BIM	
13:30	Barriers – real and imagined
13:50	The right level of content
14:10	Gaining competitive advantage from BIM
14:30	Tea
Group two: Manufacturers considering BIM Implementation	
13:30	When is the time to act? <ul style="list-style-type: none"> - Delegates complete compass, feedback provided
13:50	What package should you use? <ul style="list-style-type: none"> - Different software and hosting options explained
14:10	Product Data Templates and COBie
14:30	Tea

Groups combine

15:00	Q&A and summing up
15:30	Close

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