

Construction Industry Overview

“Enthusiastic, knowledgeable presenter- made information much easier to consume”



Benefits

- Understand how the construction industry has evolved into its current structure
- Know how the industry is segmented
- Understand the different players in the industry and how they inter-relate
- Learn how legislation developed, is implemented & monitored
- Know the different supply chain alternatives
- Understand drivers for change

Course Leader: Chris Ashworth

With 30 years sales and marketing experience gained in the construction industry Chris is a leading authority on construction industry marketing and sales, regularly speaking at seminars and writing for journals. His market research activities mean that he is fully informed about latest market trends. Chris is an Associate Lecturer in Marketing at Oxford Brookes University and a member of the CIMCIG organising committee.

The construction industry is made up of a series of complex relationships and drivers. Teams of professionals and contractors are brought together for each project, working to meet the needs of the client and deliver quality buildings on time and within budget. Legislation plays an important part in determining how this will take part as do a number of other drivers, often initiated by Government. Some clients hold extensive property portfolios and are also extremely influential in this process.

This course presents an overview of the complex inter-relationships, sectors and drivers, helping new entrants gain a better understanding of this dynamic industry.

Who should attend?

The course is designed for anyone new to the industry. Its general nature makes it suitable for those working in any of the industry's many categories; Architect, Engineer, Surveyor, Contractor, Manufacturer or Supplier. It requires no previous experience and is suitable for recent graduates or those who have previously worked in other industries. For those marketing and sales staff who have some experience of working in the industry the course acts as a checklist for issues which will need to be addressed in the marketing strategy.

This is an ideal introduction to the industry. It could be used as the first stage in a development programme, to be followed by courses **Marketing in the Construction Industry** or **Effective Specification Selling**.

Course Programme

Brief History of the Industry

Market Sectors

- Market Overview
- Sector Sizes and Trends
- Geographical Activity

Industry Structure

- Client
- Professional
- Contractor
- Supplier

Supply Chain Mechanics

- Traditional Contract
- Design & Build
- Management Contracting
- PFI
- Prime Contracting

Government Influence

- Government Departments
- Building Regulations
- Testing and Certification
- Planning
- Implementation

Drivers for Change

- Rethinking the Team
- Modern Methods of Construction
- Sustainability
- Cost savings
- Customer focus

6 Hours CPD

Open courses are organised in collaboration with The Building Centre and held at their conference facilities in London. Each delegate receives a CD containing all of the presentation slides and supporting reference documents.

The day begins with coffee and registration at 9.00am, the programme starts at 9.30am and concludes at 4.00pm.

Venue

Courses are held at The Building Centre, 26 Store Street, off Tottenham Court Road, WC1E 7BT. Nearest Underground stations are Tottenham Court Road and Goodge Street.



Course Dates

8th March 2012

Cost per delegate: £295.00 + VAT

Name: _____ Position: _____

Company: _____

Address: _____

Postcode: _____

Telephone: _____ Fax: _____

Email: _____

Special Requirements: _____

Course Title: **Construction Industry Overview**

Course Date: _____

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Book online: www.buildingcentre.co.uk/research/training_booking.asp?id=12

Once training places are booked it is not possible to refund a fee as a result of non-attendance.

We reserves the right to cancel a training course. In the event of this every effort will be made to run the course on an alternative date / location. Should it not be possible for a delegate to attend with these revised arrangements a full refund of the course fee will be made.