

Marketing Building Products into a Sustainable Market

“Thought the sustainability jigsaw was excellent”



Benefits

- Understand what Sustainability means
- What does the customer want from Sustainability
- Understanding drivers for Sustainability
- Strategies to promote sustainability

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.

In recent years we have seen a rapid growth in the importance of sustainability in the construction market, with clients for projects of all types demanding sustainable buildings. Providing information on the sustainability of your products is no longer an option. Manufacturers must provide comprehensive and convincing information.

These developments mean that opportunities exist for a new generation of sustainable products offering energy efficiency, less wastage and ease of recycling. There are also increasing demands on manufacturers to provide additional information about their products.

All of this represents a tremendous opportunity for companies to differentiate themselves and build new relationships with specifiers and decision makers. Perhaps develop new markets at a time when traditional markets are in decline.

This half day programme draws on a range of recent research, reviewing the drivers for sustainability and the key decision makers. It proposes a strategy for you to maximise the benefit from this opportunity, suggesting ways that you can add value to your offering, position your company to get maximum benefit from this important industry initiative.

Who should attend?

The seminar is designed specifically for building product manufacturers and suppliers. It is intended for managers in marketing, sales and general management.

Course Programme

Overview of Sustainability

- Concept explained
- Industry drivers
- Future developments

The Decision Making Unit

- Client
- Architect
- Engineer
- Sustainability Consultant
- Contractor
- Distributor

Business Strategy

- Internal approach
- Presenting the business case
- Value and price
- Brand identity
- Product type

Communications

- Code for Green Advertising
- Content
- Channels
- Campaign Examples

2 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 1.30pm, the programme starts at 2.00pm and concludes at 4.30pm.

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

26th October 2010

Cost per delegate: £150.00 + VAT

Name: _____ Position: _____

Company: _____

Address: _____

Postcode: _____

Telephone: _____ Fax: _____

Email: _____

Special Requirements: _____

Course Title: **Marketing Building Products into a Sustainable Market**

Course Date: _____

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 Telephone: 020 7692 6211
 Email: info@cadvantage.co.uk
 Book online: www.buildingcentre.co.uk/research/training_booking.asp?id=11

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.