



An invitation – Building Information Modelling workshop March 15th

I am pleased to invite you to book places at the upcoming BIM seminar to take place here at the new BP Training Suite at 60 Charles Street, Leicester from 10 to 2 on 15th March 2012. We expect places to be taken quickly. We are also anticipating demonstrations by Tekla during the breaks

Our speaker is BIM expert Ray Crotty author of *The Impact of Building Information Modelling – transforming construction*. All delegates will get a copy of the book within the course fee plus lunch and refreshments. The booking form is below. The fee is £145 plus vat per delegate.

Martin Clarke
British Precast

Booking form – please fax to 0116 251 4568 or email to info@britishprecast.org

Please book me _____ places at the March 15th BIM seminar and invoice me

Delegate names are _____

Signed _____ name and address
Email _____

Dated _____

Ray Crotty writes:

“I analyse the problems inherent in drawing-based building design. The book shows how model-based methods – which, properly used, can generate effectively perfect information – can be used to overcome those problems. The BIM concept is explained in clear, jargon-free terms. A pragmatic approach to the implementation of BIM today is outlined, and current practice is surveyed.

However, this is more than just a “How to do BIM” book, or even a “Why do BIM” book. The main purpose of the book is to get people thinking more broadly, about construction in a wider economic context; and more long term, about construction beyond BIM as we now perceive it.

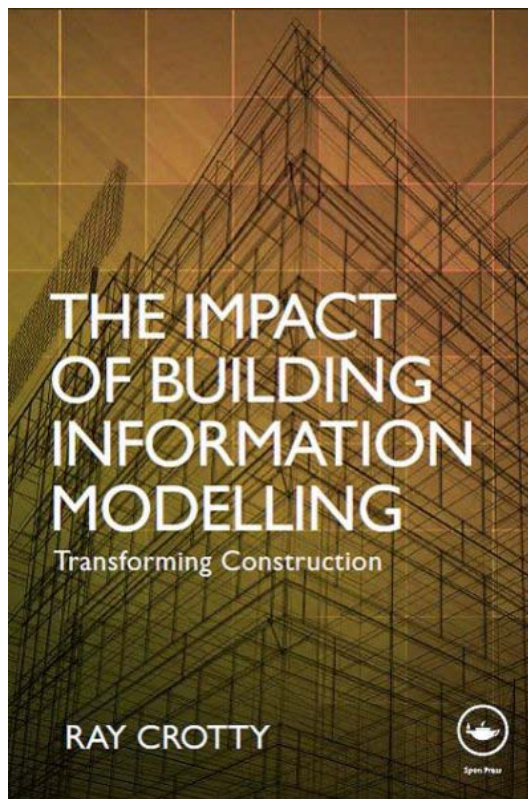
The broader view is about looking outside our industry to observe developments that have taken place elsewhere in the economy, as a result of what’s been called the digital revolution. The book documents how most other sectors of the modern economy have been radically transformed by the use of

effectively perfect information in their operations and management. (Think how retail has been revolutionised by Electronic Point of Sale Systems - EPOS). BIM will bring the same sort of transformation to construction.

The longer term picture is also important in that it helps to put into perspective the slightly frothy discussion about BIM that has gone on for the past year or so. BIM is not an end in itself; it is simply the means to an end. The industry is in a state of transition, an interim period during which individual firms will adopt BIM systems and methods, for a variety of local, tactical reasons: raising productivity, lowering costs, winning jobs, or just to keep up with their peers. By the end of this period, BIM will be everywhere, everyone will be familiar and more or less comfortable with the technology and the supporting protocols and procedures.

It's difficult to anticipate how long this interim period might last – probably not much longer than Paul Morrell's 'five years to mandated BIM.' By then, the current process of tactical diffusion of BIM methods will be complete and a new era will commence. This will involve a very different type of change process, as key players start to take strategic advantage of the industry's new, BIM capabilities; as today's ancient, craft-based industry starts to give way to wholly new modes of production, in wholly new types of organisations. That's what we really have to prepare for; that's the real purpose of this book: thinking beyond BIM.

Ray Crotty



Ray Crotty – BIM Seminar details

Timing	Topic	Notes
5	Introduction	
30	Delegates' Stories	
5	What is BIM?	
10	Problems with Drawings	
30	Solutions in BIM: <ul style="list-style-type: none"> • BIM Defined • Origins in CAD • Parametric Modelling • BIM and Near-BIM Products • Who Benefits? How? 	
30	Break	
10	Responding to BIM 1 – State of Play <ul style="list-style-type: none"> • Major BIM and Near-BIM products • Levels of Uptake • Case Studies 	
10	Responding to BIM 2 – Firms BIM Strategies: <ul style="list-style-type: none"> • Awareness programmes • BIM champions • Business partners • BIM standards • Content creation 	
20	Responding to BIM 3 – Projects BIM Implementation: <ul style="list-style-type: none"> • Contract Issues (Preambles) • Authoring tools • Data Exchange standards • Interchange protocols (LOD etc.) 	
30	Break	
20	Beyond BIM 1 – The Digital Revolution <ul style="list-style-type: none"> • Innovation adoption theory • Changing nature of work • Transformation Stages • Major Industries Transformed • Social consequences 	
20	Beyond BIM2 – Digital Construction <ul style="list-style-type: none"> • BIM Re-defined • Future scenarios • Building with perfect information • Roles: designers / manufacturers / assemblers • Industry context • Other considerations • Obstacles • The broader context and imperatives 	
10	Concluding Discussion	