

TARGET

The Construction & Property
Marketing Group



CONSTRUCTION PROCUREMENT – Understanding the pre-qualification process

17:00 – 19:00 TUESDAY 7 SEPTEMBER 2010

OLD BROADCASTING HOUSE
148 WOODHOUSE LANE
LEEDS LS2 9EN



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ABOUT THE EVENT

This early evening seminar will focus on the construction pre-qualification process and will look at both the client and the supplier perspective. It will include advice on how to structure pre-qualification questionnaires as well as relevant examples.

The seminar is aimed at professionals with at least some experience of completing formal pre-qualifications and aims to improve their knowledge and make these submissions more effective. Delegates should come away with an increased appreciation of how to successfully complete pre-qualifications for construction projects.

PART 1: WHAT IS THE CLIENT REALLY LOOKING FOR? – MIKE BRIFFETT

Mike will discuss the pre-qualification process from the client's side, looking at the good and bad seen in PQQs and how to put your best message across within what is a formalised process.

PART 2: THE PRE-QUALIFICATION DILEMMA: A SUPPLIER'S PERSPECTIVE – BRIAN JUKES

Brian will discuss best practice in the completion of PQQ documents, with tips on the use of language, structure, and the dangers of cut and paste amongst others.



MIKE BRIFFETT – PARTNER AT DAVIS LANGDON

Mike transferred within Davis Langdon from London to Manchester just over eight years ago and is now head of office in Leeds. Mike is the Head of the Public Sector in the North and part of Davis Langdon's health and schools sub-sectors. He has been involved in numerous public sector projects for Central and Local Government.



BRIAN JUKES – DIRECTOR AT BUSINESS FIX

Consultant and business coach with a positive can do attitude using the depth of experience and knowledge of over 30 years experience in industry at project management, senior management and director level. A Chartered Marketer since 1996 with an engineering background allowing for a unique approach to finding solutions.

PROGRAMME STRUCTURE:

17:00 Registration and networking
17:30 Presentation
18:30 Questions and answers
19:00 Close

WHO SHOULD ATTEND?

Anyone working in or with an interest in marketing within the construction and property sectors including:

- Marketing directors
- Marketing managers
- Marketing assistants
- Senior management in small construction companies/consultancies
- Architects and building designers with marketing responsibilities
- Property Developers

SUPPORTING PARTNERS

Aedas Architects
Balfour Beatty
Clugston
Drivers Jonas
Deloitte
Mott MacDonald
Shepherd Gilmour
Synthesis Marketing
Taylor Young

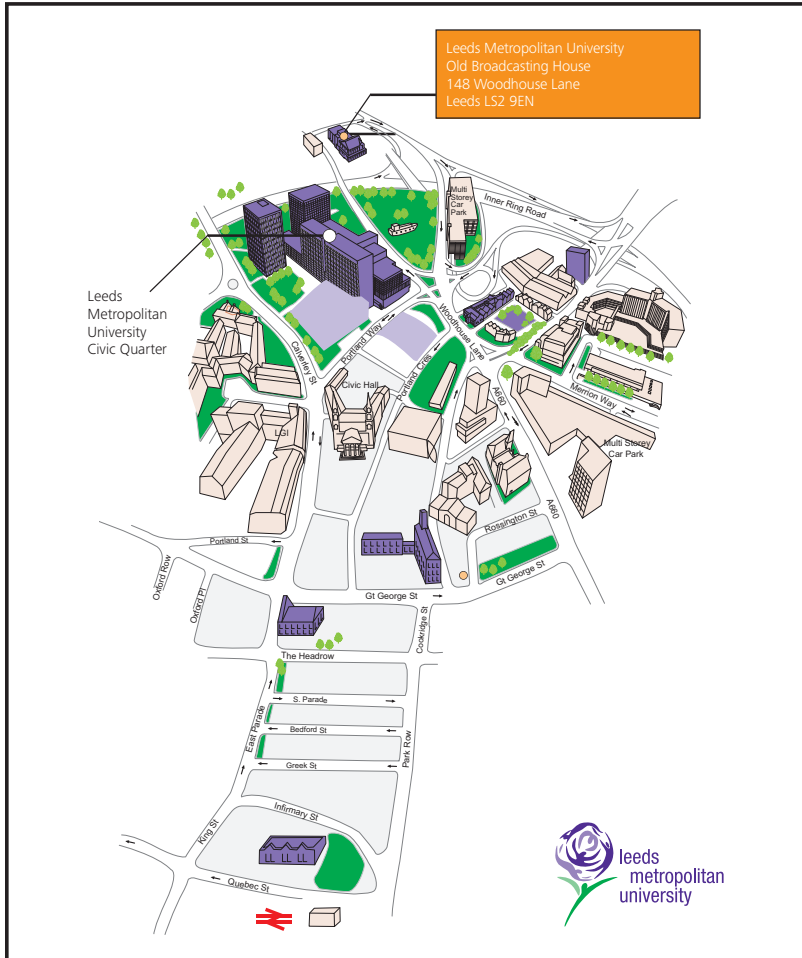
Aedas **Balfour Beatty** **Clugston**
Civil Engineering

Drivers Jonas **Deloitte.** **Mott MacDonald**

SHEPHERD • GILMOUR **Synthesis** **taylor young**
Construction Marketing Specialists

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HOW TO PAY

The cost per delegate is £10.00 but there is a limit to the number of places available so we recommend an early booking.

Payment should be made through Chartered Institute of Marketing website – click on the following link to access:

<http://www.cim.co.uk/Events/EventDetail.aspx?ObjectID=36214>

T&C: Once payment has been received the booking is finalised, no refunds will be offered.

Receipts will be issued after the event date.