

guerrilla tactics:

shaping tomorrow's practice

Day 1:
The Small Practice CPD Day

Small Practice CPD Day: Tuesday 17 November 2009

RIBA 66 Portland Place London W1B 1AD

8 hours of CPD over 1 day

Major sponsor:



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Material change for a better environment



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Time	Room	Seminar Title	Speaker	Description	Core Curriculum Strand
08:30 – 9:20 (50 mins)	Jarvis (lower ground floor)	How to get paid	Keith Blizzard, Shakespeare Putsman LLP	Keith Blizzard will look at architects' appointments and fee agreements; the provisions of the Construction Act and how they apply to architects' appointments; terms relating to payment of fees and the various routes of dispute avoidance and debt recovery.	Managing Projects
08:30 – 9:20 (50 mins)	Wren (sixth floor)	CDM update	Alan Russell, Trenton Consultants	An update on CDM and a look at other design and construction site management aspects for health & safety.	Health and Safety
08:30 – 9:20 (50 mins)	Lasdun (fifth floor)	Fire engineering	Tim Clements, Trenton Consultants	The seminar is aimed at exploring the basics of fire safety engineering and demonstrating where significant cost saving could be obtained without sacrificing safety.	Construction Skills
08:30 – 9:20 (50 mins)	Barry (third floor)	Building regs update	Neil Cooper, MLM UK	Part G (Hygiene) comes into force in October, introducing a number of changes, particularly for residential designs, which include water efficiency targets. The energy conservation and ventilation standards are being upgraded in 2010 and we will look at the detail and the implications for designers.	Construction Skills
09:30 – 10:30 (1 hour)	Jarvis (lower ground floor)	BREEAM briefing	Alan Yates, BRE Technical Director	BREEAM is the world's leading environmental assessment methodology for buildings. This session will explain the latest changes and future direction planned for BREEAM and show how BREEAM provides an invaluable tool for designers, helping you to help your clients achieve high levels of sustainability in building design.	Professional Context
09:30 – 10:30 (1 hour)	Wren (sixth floor)	Avoiding foreseeable risks - The designer's challenge	Giles Meredith, HSE	This will aim to look at some simple practical examples of how designers have, through design, dealt with the health and safety risks associated with construction and maintenance.	Health and Safety
09:30 – 10:30 (1 hour)	Hawksmoor (sixth floor)	Inclusion, legislation and guidance	Jane Simpson, Jane Simpson Access	An update on the current and pending legislation. You will need to understand what best practice guidance is available. The presentation will outline the most recent documents that are essential for your library.	Professional Context
09:30 – 10:30 (1 hour)	Lasdun (fifth floor)	JCT contracts	Barry Wicks, Knowles Ltd	The JCT 2005 form has taken over in popularity from its 1998 predecessor. Barry Wicks from Knowles will talk about some of the main issues such as: Employer's Requirements and Contactor's Proposals – considering implications of three scenarios; Payment; Dates and Extension of Time and Loss and/or Expense.	Professional Context

Time	Room	Seminar Title	Speaker	Description	Core Curriculum Strand
09:30 - 10:30 (1 hour)	Barry (third floor)	Site waste management plans and designing out waste	Dave Marsh, WRAP	Site Waste Management Plans (SWMPs) are now a legal requirement in England for projects over £300,000, and architects have a key role in implementing good practice in SWMPs. This presentation will provide a background to SWMPs, how to demonstrate good practice through designing out waste in construction projects, and outline tools and guidance available.	Professional Context
09:30 - 10:30 (1 hour)	Lutyens (second floor)	The A-Z of starting in a recession	Roger Evans, Evans Vettori	Evans Vettori have their origins in the depths of the early 90s recession, growing from 'moonlighting' for friends, through teaching, competitions and illustrating, to today's successful medium-sized practice. This illustrated talk includes anecdotes, pitfalls and tips on how to start up and survive in the midst of a recession.	Practice Management
10:30 - 11:00 BREAK					
11:00 - 11:50 (50 minutes)	Jarvis (lower ground floor)	How to get paid	Keith Blizzard, Shakespeare Putsman LLP	Keith Blizzard will look at architect's appointments and fee agreements; the provisions of the Construction Act and how they apply to architect's appointments; terms relating to payment of fees and the various routes of dispute avoidance and debt recovery.	Managing Projects
11:00 - 11:50 (50 minutes)	Wren (sixth floor)	GDM update	Alan Russell, Trenton Consultants	An update on CDM and a look at other design and construction site management aspects for health & safety.	Health and Safety
11:00 - 11:50 (50 minutes)	Hawksmoor (sixth floor)	Greening your practice	Paul Scrivener, MCM UK	Paul will demonstrate the business benefits of embracing sustainable design principles, and give advice on how to make your practice live up to these principles.	Professional Context
11:00 - 13:00 (2 hours)	Lasdun (fifth floor)	Discover the 7 biggest mistakes people make when presenting in business	Dee Clayton, Simply Amazing Training	In this interactive session you'll discover some of the biggest mistakes people make when speaking and presenting to others. No preparation is needed, but you may wish to briefly consider the challenges you have had to overcome in previous presentations, and what result you want to achieve from future presentations.	Personal Skills Development
11:00 - 11:50 (50 minutes)	Barry (third floor)	Building regs update	Neil Cooper, MLM UK	Part G (Hygiene) comes into force in October, introducing a number of changes, particularly for residential designs, which include water efficiency targets. The energy conservation and ventilation standards are being upgraded in 2010 and we will look at the detail and the implications for designers.	Construction Skills

Time	Room	Seminar Title	Speaker	Description	Core Curriculum Strand
11:00 - 11:50 (50 minutes)	Lutyens (second floor)	Starter kit for HR	Julie Parker/Uta Werner, Working Visions	In this CPD we will give an overview of the basic HR 'must haves' for running a small practice, from ensuring your contracts are in line with statutory employment and health & safety legislation, to complying with immigration law so that you may recruit employees of non-EEA nationality.	Practice Management
12:00 - 13:00 (1 hour)	Jarvis (lower ground floor)	BREEAM briefing Followed by launch of BREEAM Accredited Professionals qualification	Alan Yates, BRE Technical Director	BREEAM is the world's leading environmental assessment methodology for buildings. This session will explain the latest changes and future direction planned for BREEAM and show how BREEAM provides an invaluable tool for designers, helping you to help your clients achieve high levels of sustainability in building design.	Professional Context
12:00 - 13:00 (1 hour)	Wren (sixth floor)	Avoiding foreseeable risks - the designer's challenge	Giles Meredith, HSE	This will aim to look at some simple practical examples of how designers have, through design, dealt with the health and safety risks associated with construction and maintenance.	Health and Safety
12:00 - 13:00 (1 hour)	Hawksmoor (sixth floor)	A canine assessment of specialist designers and advisors	Tom Taylor, Buro Four	Not all customers understand the need for or contributions of niche consultants and specialists. Certainly they are not aware of the range of origins, sources and types within each specialism. This talk will explore how such matters might be addressed through an analogy to bring clarity to selection, roles, contributions and expectations. Woof!	Project Management
12:00 - 13:00 (1 hour)	Barry (third floor)	Party walls	Alan Russell, Trenton Consultants	A seminar introducing delegates to the requirements of the Party Wall etc Act 1996.	Construction Skills
12:00 - 13:00 (1 hour)	Lutyens (second floor)	Pick your clients before they pick you!	Basil Sawczuk	A presentation that explains how to create a strategy for targeting and securing work from the clients you really want to work for. If you wait for clients to approach you, they might not be the ones you really want to work for - even in a recession!	Practice Management
13:00 - 14:00	Jarvis	Lunch	Chartered Practice Showcase	An overview of the benefits and services on offer to chartered practices, with presentations from some of the companies involved	

Time	Room	Seminar Title	Speaker	Description	Core Curriculum Strand
14:00 - 14:50 (50 minutes)	Jarvis (lower ground floor)	Getting on the front foot with planning in your area	Colin Haylock, Ryder Architecture	Small practitioners care deeply about the areas they live and work in, but many of them are frustrated by obstacles put in place by the planning system. Colin will discuss how to engage positively with the planning system to enable a greater role in your community, raise the profile of your practice and possibly even win friendship and understanding in your local Planning Departments.	Managing Projects
14:00 - 14:50 (50 minutes)	Wren (sixth floor)	A PR guide for small practices	Carolyn Larkin, Caro Communications	PR is the ideal tool to raise your profile and take control of how you are perceived. It is essential to help attract new clients and staff and promote the design and intellectual skills of your practice. This seminar aims to help you create an effective and flexible PR strategy.	Practice Management
14:00 - 14:50 (50 minutes)	Hawksmoor (sixth floor)	BIM/production information	Keith Snook, RIBA Director, Research and Technical	Production Information is what Lutyens referred to as 'A letter to a builder telling him precisely what to build' so is inclusive of drawings, specifications, bills, schedules etc. In the modern world of BIM - Building Information Modelling - this effectively all becomes data but data that can be interrogated to produce all of the above and more.	Personal Skills Development
14:00 - 16:00 (2 hours)	Lasdun (fifth floor)	Keeping out of trouble: getting into and out of construction contracts	Keith Blizzard, Shakespeare Putsman LLP	Keith Blizzard will help you to recognise when you have entered into a construction contract - whether you realise it or not - what the implications are when you have got there and, as a consequence, what strategies you need to be aware of in order to fulfil your obligations and make a safe exit.	Managing Projects
14:00 - 14:50 (50 minutes)	Barry (third floor)	Shaping tomorrow's small-works specification practice	John Gelder, NBS Content Development Manager	This will look in turn at tomorrow's small works (will they feature more work-to-existing, more competition, more environmental awareness and/or more regulation than at present?), small-works specifications (will these comprise annotations, schedules of work, short-form specifications, two-part specifications, and/or something else?) and specification practice (will small practices opt for in-house specification or consultant specification; will they opt for automated specification and integrated specification?).	Personal Skills Development
14:00 - 14:50 (50 minutes)	Lutyens (second floor)	Business planning for architects	Caroline Cole, Colander	This session is for architects who are setting up in business and looking for guidance on writing a business plan. It is also for architects running existing practices who want to plan their future business development.	Practice Management

Time	Room	Seminar Title	Speaker	Description	Core Curriculum Strand
15:00 - 16:00 (1 hour)	Jarvis (lower ground floor)	Planning legislation update	Roger Shrimplin	Roger will give an update on recent and forthcoming changes to planning legislation, including the Planning Act 2008, changes to permitted development rules, and the Killian Pretty Review.	Construction Skills
15:00 - 16:00 (1 hour)	Wren (sixth floor)	Presenting the peacock - how to win the pitch	Judith Gilmore, Effective Communications	What's your success rate in winning the Pitch? Coming second doesn't keep your Practice in business. Do you put in the time, energy and effort it needs? Looking and sounding like a team is vital if you are going to impress the client. This seminar will lead you through some of the key ingredients to get it right. This is aimed at those attending the evening networking and pitching session that follows at 7pm.	Personal Skills Development
15:00 - 16:00 (1 hour)	Barry (third floor)	Site waste management plans and designing out waste	Dave Marsh, WRAP	Site Waste Management Plans (SWMPs) are now a legal requirement in England for projects over £300,000, and architects have a key role in implementing good practice in SWMPs. This presentation will provide a background to SWMPs, how to demonstrate good practice through designing out waste in construction projects, and outline tools and guidance available.	Professional Context
15:00 - 16:00 (1 hour)	Lutyens (second floor)	Negotiating appointments and fees, and benchmarking your business performance	Adrian Dobson, RIBA Director of Practice	This seminar will consider the issues you need to address in negotiating your appointments and fee agreements. It will also provide an overview of the benchmarking scheme, which you can use to help analyse your business performance and compare your practice with the rest of the architecture sector.	Practice Management
16:00 - 16:30 BREAK					
16:30 - 17:20 (50 minutes)	Jarvis (lower ground floor)	The internet in architecture	Jimmy Millard, Acefolio	A repeat of last year's popular talk outlining how small practices can use online technology to win new business, streamline their operations and cut costs.	Personal Skills Development
16:30 - 18:30 (2 hours)	Lasdun (fifth floor)	Website clinic	Stephen O'Reilly & Nurul Basher	This interactive, delegate-driven workshop uses relevant, real-world examples and 'web autopsies' of two architecture practice websites to highlight the importance of SEO, website marketing, web design, functionality and content, plus common pitfalls and good practice. You have an opportunity to post your questions and discussion topics prior to the workshop - please submit to guerrilla.tactics@inst.riba.org before the start of the conference.	Practice Management

Time	Room	Seminar Title	Speaker	Description	Core Curriculum Strand
16:30 - 18:00 (90 minutes)	Barry (third floor)	Competitions surgery	RIBA Competitions office	RIBA Competitions organise competitions on behalf of a wide range of clients. RIBA's role is to ensure correct procedures are followed and the process of selection is fair. RIBA competition assessments always involve an RIBA Competitions Officer as an independent observer to the process. From 16:30 to 18:00 the RIBA's four Competition Officers will be available to talk to architects about their experiences of observing jury panel assessments. Architects may wish to bring with them a copy of a recent Expression of Interest to facilitate the discussions. Please contact guerrilla.tactics@inst.riba.org before the start of the event in order to book your slot.	Personal Skills Development
16:30 - 17:20 (50 minutes)	Lutyens (second floor)	QM & value toolkits	Keith Snook, RIBA Director, Research and Technical	The RIBA Quality Management Toolkit provides instruction and a pro-forma for establishing the essential QM documentation for all sizes of practice. The new Value Toolkit provides workbook and appraisal formats for assessing your work against forms of value established by CABI allowing you to demonstrate the value that your design work adds to a scheme.	Practice Management
17:30 - 18:30 (1 hour)	Jarvis (lower ground floor)	IT for small practices	Ben Kitching, Jigsaw 24	An overview of both hardware and software that could potentially help smaller practices to be more efficient or offer a better service	Practice Management
17:30 - 18:30 (1 hour)	Lutyens (second floor)	Networking know-how	Judith Gilmore, Effective Communications	Is your practice organised for effective networking? Do you have strategy in place? At business functions do you 'work the room' or talk to the people you've been with all day? This is a very interactive session where you can practise techniques to build relationships, work the room and get value out of networking. This is aimed at those attending the evening networking session that follows at 7pm.	Personal Skills Development

Biographies

Nurul Basher

Surge Solutions

Nurul Basher is the MD of Surge Solutions, a company that specialises in developing websites, content management and online systems. He works with a range of clients to help ensure they have full control over their online presence and he maintains an active interest in their business for continued success.

Keith Blizzard

Shakespeare Putsman LLP

Previously in private practice, Keith is a chartered quantity surveyor, chartered arbitrator, panel adjudicator, accredited mediator and experienced lecturer in construction law.

Dee Clayton

Simply Amazing Training

Dee is a professional member of the Chartered Institute of Marketing. Prior to founding Simply Amazing Training she worked on a wide range of products for different companies and she has a wealth of experience in all aspects of media advertising, sponsorship and international sporting events.

Tim Clements

Trenton Consultants

Director of Trenton Consultants Ltd & Butler & Young Group. With over 30 years of construction management, building control and fire safety engineering experience, Tim has extensive knowledge of checking and designing fire engineered solutions.

Caroline Cole

Colander

Colander has delivered definitive benchmarking surveys for architects since 1999. It now runs the RIBA's Business Benchmarking for Chartered Practices.

Neil Cooper

MLM UK

Neil is Managing Director of MLM Building Control Ltd. He has particular expertise in the formulation and implementation of Building Regulation policy and associated technical standards and has provided expert witness evidence to Government committees at home and around the world.

Adrian Dobson

RIBA Director of Practice

Adrian is a chartered architect. Previous to joining the RIBA, he worked for NPS Property Consultants Ltd where he was deputy practice manager of the Bedfordshire office.

Robert Evans

Evans Vettori

Robert Evans worked for Foster and Alsop before starting Evans Vettori in rural Derbyshire. The practice has grown from a kitchen-table operation to an award-winning nine-strong practice, specialising in education and special needs projects. Robert has taught at Sheffield University School of Architecture since 1994 and is an external examiner at Nottingham University School of Architecture. He sits on three regional Design Review Panels.

John Gelder

NBS

John is an architect with 14 years experience in architectural practice and 17 in national master specifications organisations in Australia and the UK. He has written and lectured widely on specification practice. He ran the year-out Certificate in Architectural Practice course at Newcastle University for 7 years, and is responsible for NBS Educator and the NBS Journal. He designed, managed and edited the content of NBS Engineering Services, and now has similar responsibilities for Next Generation NBS.

Judith Gilmore

Effective Communications

Judith Gilmore has dramatically improved the influence and persuasion skills of over 25,000 people since she began her business 24 years ago. Judith is a keynote conference speaker, seminar leader and coach. Her energetic platform style makes her a sought after motivational speaker and seminar leader. Judith has run seminars throughout the country for the RIBA for the past 20 years. She will be facilitating the Conference's evening networking session.

Colin Haylock

Ryder Architecture Ltd

Colin Haylock is Urban Design Director of Ryder Architecture. He is an architect-planner who previously worked for Newcastle City Council for 25 years. He is a Trustee of the RTPI, a CABE Regional Representative and a member of their Planning Advisory Committee, Chair of the Urban Design Alliance and a contributor/part editor of Tyneside's interprofessional City, Town and Riverscape publications over the past 25 years.

Ben Kitching

Jigsaw 24

Ben's background is in 3D CAD and Product Design. He has worked at Jigsaw for approximately two years as a 3D and CAD consultant based mainly in the Architectural Space.

Carolyn Larkin

Caro Communications

Carolyn established Caro Communications (formerly Communiqué) in 1990 as a specialist PR consultancy devoted to promoting the architectural profession and its work. During those 19 years she has represented leading architects, designers, manufacturers and retailers both small and large, UK-based and international.

Dave Marsh

WRAP

Dave Marsh is a Project Manager in WRAP's Construction Programme, leading WRAP's work with architects and engineers to cut costs and increase efficiency through the optimum use of materials and reduction in waste. Prior to working for WRAP Dave was an acoustics consultant specialising in environmental acoustics and sound insulation, and provided engineering and design solutions to a wide range of construction projects.

Biographies

Giles Meredith

HSE

Giles has worked as an inspector within HSE for 12 years, covering in that time most industry sectors, including 7 years in construction. He was the lead inspector for the Heathrow T5 project and was also involved in the inspection of Wembley stadium. He is currently working in the CDM dutyholders team of HSE with a particular interest in designers.

Jimmy Millard

Acefolio

An engineer by training, Jimmy Millard is managing director of Acefolio Ltd, a UK company which offers a family of hosted applications to small and large AEC practices worldwide, and has recently launched the RIBA microSITE service for Chartered Practices in conjunction with the RIBA.

Stephen O'Reilly

Loud Marketing

Stephen is principal of Loud Marketing and works with clients in the built environment, business services and sport. His focus is on providing an extension to his clients' marketing resources in an independent, creative and practical way, covering the whole marketing mix.

Julie Parker

Working Visions

Prior to founding Working Visions, Julie was Office Manager for Richard Rogers' Partnership for 12 years. She is professionally trained in Employment Law, Competency based recruitment, retention, management of personnel, coaching and mentoring.

Alan Russell

Trenton Consultants

Alan is a Fellow of the Association for Project Safety and is currently Head of Training for Trenton Training, part of the Butler & Young Group.

Basil Sawczuk

Basil Sawczuk is an architect with over 25 year's experience of winning work from the public and private sectors, within the UK and overseas. Former Director of WS Atkins Property Services and DGI International. Author of *Marketing & Selling Professional Services in Architecture & Construction*.

Paul Scrivener

MCM UK

MCM aims to inspire and promote sustainable design which encourages creativity and innovation. MCM was the winner Awards and made it into the Sunday Times 50 Best Green Companies.

Roger Shrimplin

Roger Shrimplin is an architect and town planner in private practice in Luton, with wide experience in the sort of work carried out by many small practitioners in the UK and in Spain, where he is also registered as an architect. Roger has been very much involved with the RIBA and other professional organisations. He has also served as a 'Director' (currently Chairman) of the RIBA Insurance Agency advisory board (2002-) and as an RIBA Delegate to the Architects' Council of Europe, Union Internationale des Architects, and Commonwealth Architects' Association.

Jane Simpson

Jane Simpson Access

Jane is an RIBA Architect and NRAC Access Consultant, with over 15 years' experience in inclusion, having worked within both private and public offices. In 2007 she formed her own consultancy, Jane Simpson Access (JSA). She represents the RIBA on the BSI BS8300 review, is a Specialist Practice Advisor on Access and is a member of the Inclusion Policy Steering Group.

Keith Snook

RIBA Director,

Research and Technical

Keith has a degree in building technology and his background in research stems from 7 years at the Building Research Establishment. Working at the RIBA since 1995, Keith has been director of practice and is the first director of R&D.

Uta Werner

Working Visions

Uta Werner is a Human Resources specialist with 12 years experience in strategic and operational HR management. For 4 years she worked for Richard Rogers Partnership, where she created and developed the HR function. Uta gained her strategic experience when working for several years with the strategic team for corporate human resources at Volkswagen AG.

Barry Wicks

Knowles Ltd

Barry Wicks is an Executive Director of Knowles Limited. He is a Chartered Surveyor and a Fellow of the Chartered Institute of Arbitrators and has extensive experience of arbitration, adjudication and ADR. He also acts as expert of opinion on matters of quantum and has given evidence.given evidence.

Alan Yates

BREEAM Technical Director

Alan is the Technical Director of BRE Global's Sustainability Group and is responsible for overseeing all of the group's work relating to sustainability of buildings, communities, materials and components. He is an architect with nearly 20 years' experience in the design and development of environmentally sensitive buildings. He sits on the ICE Environment and Sustainability Board and the RIBA Sustainable Futures Group.