

# CPCI's "PATHWAY TO OUR FUTURE" EVENT

**FREE WORKSHOP**

Monday, October 7, 2019

1:00 pm to 5:00 pm

## Hanscomb Precast Concrete Costing Analysis for CPCI Members

In conjunction with the **2019 CPCI AGM, October 7-10, 2019 – Regina, SK**

# Hanscomb



CANADIAN PRECAST/PRESTRESSED  
CONCRETE INSTITUTE

Having workable tools that help explain the advantages of precast concrete to others who may not be as well versed in the subject can be a daunting task. As such, Hanscomb was approached by CPCI to develop a number of tools to aid in this task. These studies include the 'Total Cost of Ownership for Precast Concrete', the 'Precast Hollowcore Floor Comparison' study and seven 'Hanscomb Precast Concrete Yardsticks' models. Any and all of these reports can be valuable tools in explaining the advantages of precast concrete for any project type.

The 'Total Cost of Ownership for Precast Concrete' compares a variety of standard structure and cladding types by way of a common building model throughout the entire life of a building to demonstrate the holistic advantages of precast concrete over many other systems.

The 'Precast Hollowcore Floor Comparison' is a unique study funded by the CPCI Alberta chapter that compares the time and capital cost advantages of hollowcore floor systems in the Alberta marketplace, when compared to other common floor structures.

The seven 'Hanscomb Precast Concrete Yardsticks' models take the standard building models (reported by Hanscomb on a yearly basis) and converts each of them into a precast concrete structure to compare the costs using precast concrete over the standard system.



**By attending this workshop with Hanscomb, CPCI members will gain an understanding of the CPCI User Guide developed for the 'Total Cost of Ownership for Precast Concrete' study, including:**

- Location and levelling factors
- Whole life costing
- Construction costing
- Construction warranty costing
- Operating costs
- Maintenance costs
- Financing costs
- Timeline comparators
- New energy code implications
- Health costs
- Social costs
- Deconstruction costs
- How to use the 'Precast Hollowcore Floor Comparison' study
- How to interpret the seven 'Hanscomb Precast Concrete Yardsticks' models including:
  - Construction cost comparisons
  - Locational factors



**Presenter: Ken King, Team Leader at Hanscomb LTD. PQS**

For more than 40 years, Ken and Hanscomb have been intimately involved with the construction and real estate development industry across Canada. Professionally trained and qualified as a Quantity Surveyor, Ken has two diplomas in Urban Land Economics from the University of British Columbia (UBC), one in Appraisal and one in Real Estate Management. He has also presented programs featuring mortgage underwriting skills, consulting skills, public speaking and management techniques to such institutions as Canada Mortgage and Housing Corporation, Business Development Bank of Canada, Veterans Affairs Canada and the Certified General Accountants of British Columbia, to name a few. Ken has successfully delivered quantity surveying, project management and development management services to a wide range of P3, public and private sector building projects with a combined construction value well in excess of 30 billion dollars.

## **Don't miss this opportunity to train your staff to use all of the new available Precast Concrete Costing Analysis data**

Expressed in simplest form, the "best value" is the lowest TCO. TCO equals the sum of the four elements of cost: Quality, Service, Delivery, and Price (QSDP). Price is only an initial cost element. The other three have a far greater impact on the TCO.

Register today for this and other CPCI AGM events by following this link: [www.cpci.ca/2019AGM/REGINA](http://www.cpci.ca/2019AGM/REGINA)

# GROWING LEADS AND SALES WITH SOCIAL MEDIA

## FREE WORKSHOP

Tuesday, October 8, 2019  
10:30 am to 12:30 pm

In conjunction with the **2019 CPCI AGM**  
**October 7-10, 2019 - Regina, SK**

### CPCI's "Pathway to our Future" Event

Social media is an essential tool for keeping your business top-of-mind in your customers and prospects. But using it properly is even more important. This workshop training is designed to help you implement an effective social media strategy focused on building relationships, creating an online community and generating buzz about your business.

### THIS HALF DAY WORKSHOP WILL HELP YOU:

- Set up business pages on Facebook, Twitter, YouTube, LinkedIn, Google+ and blogs.
- Understand how and where to use Social Media.
- Develop a strategy for promoting your business.
- Create a network to engage with customers and drive traffic back to your website.
- Create engaging and relevant content.
- Leveraging other CPCI member and concrete partners' social media activities.
- Understand social media best practice and avoid common pitfalls.

**Presenter: Barry Murphy, Commercial Manager, Precast Edmonton Lafarge Canada Inc. - Western Canada Region**

Barry is an experienced entrepreneur, who believes in the importance of leadership, passion and dedication for long term business success. He leads Lafarge's dynamic sales, estimating and project management teams in his role as the Commercial Manager. Barry's teams are responsible for strategically bidding over 500 million dollars in works per year, then seeing all successful bids through to completion. His sales and communication strategies focus on building relationships in the key markets and sectors that are in alignment with Lafarge's company vision. Barry believes that the fundamentals of any successful business revolve around relationship building, and clear communication through many marketing vehicles including social media and unwavering trust.

Register today for this and other CPCI AGM events by following this link: [www.cpci.ca/2019AGM/REGINA](http://www.cpci.ca/2019AGM/REGINA)

**SOCIAL MEDIA AND SOCIAL LISTENING CAN HELP IMPROVE YOUR SALES BY BOOSTING AWARENESS, INTEREST, AND ENGAGEMENT.**



*"If you're currently using social media to promote your products, services and sales, are you using it correctly? If not, you risk wasting valuable time and resources, or worse still, damaging your online reputation."*

**Barry Murphy, Lafarge**