



25, 26 July 2024

# The Business and People OF **BIM**

Hosted at the University of Pretoria



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## Why are we focusing on the Business, and People, of BIM?



We are simultaneously addressing **2 key issues**, which are related:

1. the implementation of BIM throughout the organization from senior leadership in order to be, and remain, competitive;
2. the right environment and skills required for BIM professionals to be effective.

**Understand the practical business case for BIM, and its impact on how you hire, train and retain talented employees.**

BIM encapsulates 3 priorities - People, Process and Technology. In this year's BIMHarambee we focus on the People aspect - both from a culture and mindset perspective (Company implementation) as well as a skills perspective (Project implementation).

Who pays for BIM? How do we extract business value from BIM? What about Lean BIM? How must our business structure and culture change? Where do we find the right BIM skills? Do we train in-house or is it the responsibility of educational institutions? How do we bridge the gap between current professional qualifications and expected employer requirements?

**It's all hands on deck. BIM implementation MUST be company-wide and industry-wide.**



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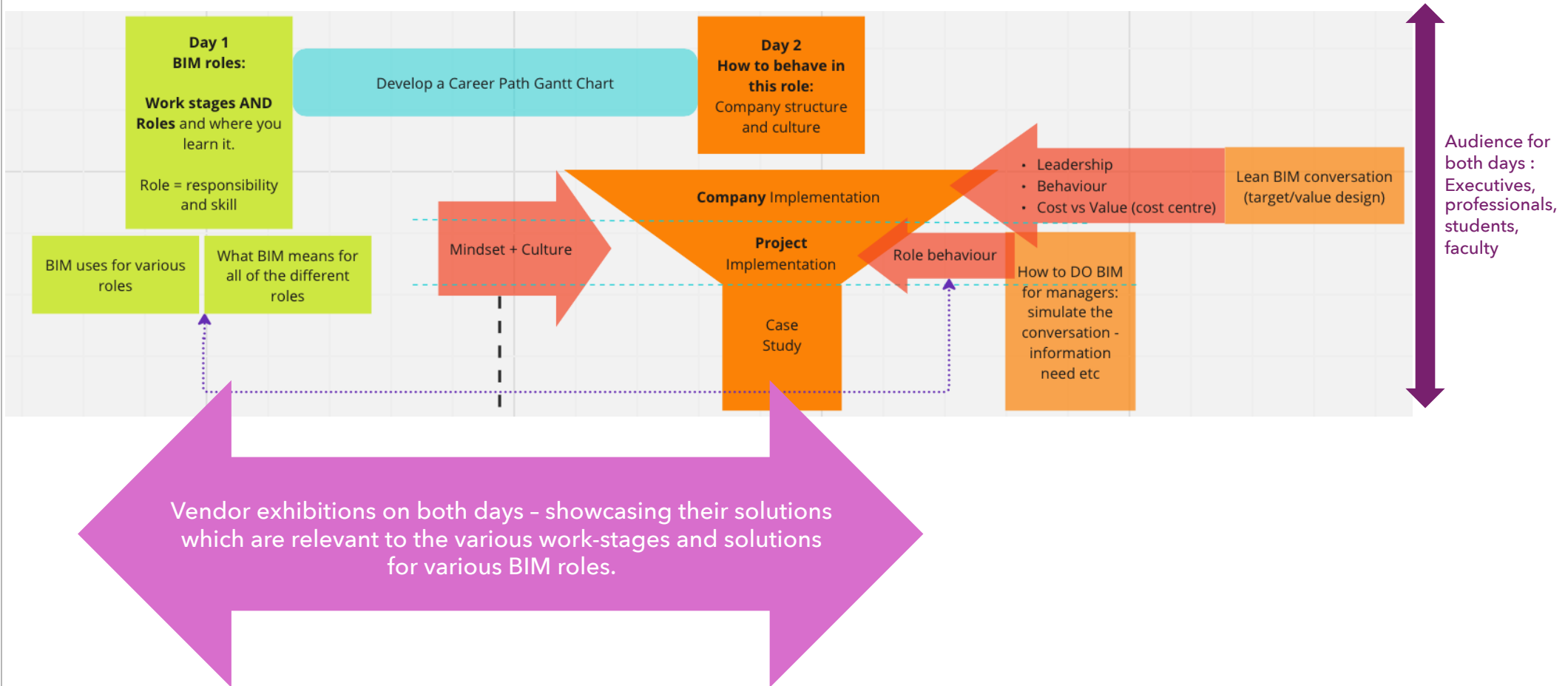


# Programme and concept for both days



Thurs 25 July

Fri 26 July



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## Main outcomes from BIMHarambee



1 Senior executives will understand the benefits of BIM as a business driver and the environment they need to create in order to harvest these benefits.

2 Individuals will understand possible BIM career paths, the skills they need to build on top of their graduate qualification and what their BIM responsibility is within an organization.

3 Educational institutions will gain insight into how they can supplement current curriculums to build tomorrow's talent.



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## BIMHarambee overview



2

Days

10 Or more

Presentations, case studies, panel discussions, interactive conversations

800

Executives, professionals, students and faculty

1

Live Miro board, pre-event content and contributions during Harambee



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It's your opportunity to advance the implementation of BIM by addressing leadership take-up and skills development.



## Sponsorship package for the 2 Day BIM Harambee\*



**Gold package**

**1 available**



**Silver package**

**1 available**



**Bronze package**

**2 available**



**Exhibitor only package**

**15 available**

The Gold, Silver and Bronze packages INCLUDE the exhibitor package.

\*In the interest of full disclosure and transparency, the budget to host the 2-day event is R200 000. All costs are for operations and materials. No VAT charged. Any funds raised over the R200 000 is used to offset the community's annual admin costs ie website hosting, financial reviews etc. Everyone in the community is a volunteer, no one is paid a salary.



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## Sponsorship packages

Sponsorship	Cost	Packages available	Pre-event	During event	Post-event
Gold package	R80 000	1	<ul style="list-style-type: none"> <li>• <b>Logo and links</b> on BIMHarambee page hosted on BIMcommUNITY website.</li> <li>• Inclusion in BIMcommUNITY <b>newsletter</b>.</li> <li>• Logo inclusion in <b>social media posts and marketing</b> promoting the event.</li> <li>• Logo inclusion on <b>active Miro event board</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>8 pull-up banners</b> - throughout the Aula building and in the main Aula auditorium.</li> <li>• <b>6 exhibition tables</b> at the Vendor Exhibition area (at no extra cost).</li> <li>• <b>Full page ad (A5) + 1 advertorial</b> in the BIM Book handout (electronic version on event web page).</li> <li>• <b>1 Speaker slot per day</b> = 2 slots.</li> <li>• Logo inclusion on <b>active Miro event board</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Contact details</b> of all attendees of the event (those who opt in).</li> <li>• Included in the <b>wrap-up newsletter</b> from BIMcommUNITY.</li> <li>• Included in the <b>post-event report</b>.</li> <li>• Logos included in <b>recorded videos</b> of both days' presentations (hosted on BIMcommUNITY website)</li> <li>• Logo inclusion on <b>active Miro event board</b>.</li> </ul>
Silver package	R50 000	1	<ul style="list-style-type: none"> <li>• <b>Logo and links</b> on BIMHarambee page hosted on BIMcommUNITY website.</li> <li>• Inclusion in BIMcommUNITY <b>newsletter</b>.</li> <li>• Logo inclusion in <b>social media posts and marketing</b> promoting the event.</li> <li>• Logo inclusion on <b>active Miro event board</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>6 pull-up banners</b> - throughout the Aula building and in the main Aula auditorium.</li> <li>• <b>4 exhibition tables</b> at the Vendor Exhibition area (at no extra cost).</li> <li>• <b>Full page ad (A5)</b> in the BIM Book handout (electronic version on event web page).</li> <li>• <b>1 Speaker slot</b>.</li> <li>• Logo inclusion on <b>active Miro event board</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• Included in the <b>wrap-up newsletter</b> from BIMcommUNITY.</li> <li>• Included in the <b>post-event report</b>.</li> <li>• Logos included in <b>recorded videos</b> of both days' presentations (hosted on BIMcommUNITY website)</li> <li>• Logo inclusion on <b>active Miro event board</b>.</li> </ul>
Bronze package	R20 000	2	<ul style="list-style-type: none"> <li>• <b>Logo and links</b> on BIMHarambee page hosted on BIMcommUNITY website.</li> <li>• Inclusion in BIMcommUNITY <b>newsletter</b>.</li> <li>• Logo inclusion in <b>social media posts and marketing</b> promoting the event.</li> <li>• Logo inclusion on <b>active Miro event board</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>2 pull-up banners</b> - throughout the Aula building and in the main Aula auditorium.</li> <li>• <b>2 exhibition tables</b> at the Vendor Exhibition area (at no extra cost).</li> <li>• <b>Half page ad (A6)</b> in the BIM Book handout (electronic version on event web page).</li> <li>• Logo inclusion on <b>active Miro event board</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• Included in the <b>wrap-up newsletter</b> from BIMcommUNITY.</li> <li>• Included in the <b>post-event report</b>.</li> <li>• Logos included in <b>recorded videos</b> of both days' presentations (hosted on BIMcommUNITY website)</li> <li>• Logo inclusion on <b>active Miro event board</b>.</li> </ul>
Exhibitor only package	R4 000	15	<ul style="list-style-type: none"> <li>• <b>Logo and links</b> on BIMHarambee page hosted on BIMcommUNITY website.</li> <li>• Inclusion in BIMcommUNITY <b>newsletter</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>1 exhibition table</b> at the Vendor Exhibition area.</li> <li>• <b>Half page ad (A6)</b> in the BIM Book handout (electronic version on event web page).</li> </ul>	<ul style="list-style-type: none"> <li>• Included in the <b>wrap-up newsletter</b> from BIMcommUNITY.</li> <li>• Included in the <b>post-event report</b>.</li> </ul>

## Why sponsor BIMHarambee?



**No cost to attend for delegates** We believe that access to good BIM information should be free and accessible to everyone.

**Free access to information** We always share ALL our content (ppt presentations, videos of our sessions and presentations etc.) after the event on our website.

**It's a brilliant community event, filled with passionate professionals** who want to make a difference, share their knowledge and expertise, inspire the next generation but also fire up current professionals - who want to help Raise the BIM tide, because we all win if we all win.

**We will tackle slow BIM uptake from senior executives and the challenge of providing the relevant BIM skills and talent** in a time when we're straddling 2 worlds in the built environment - analogue vs digital.

**Executives, professionals, students and faculty** You get to present your solutions to a captive and hungry audience - present and future market.



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## Important dates

27 May | All sponsorships confirmed

10 June | Registrations open

21 June | Final date for sponsorship payments

24 July | Set up at venue

25, 26 July | BIM Harambee 2024



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Want to be involved?

Want to contribute?

Want to showcase your tech to tomorrow's leaders?

Want to help Raise the BIM tide?

Contact [angela@bimcommunity.africa](mailto:angela@bimcommunity.africa)



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