



Engineering Project  
Management Forum



## ADDING VALUE THROUGH PROJECT MANAGEMENT (EPMF12)

EPMF in conjunction with ASTON UNIVERSITY



IN THE HEART OF BIRMINGHAM

**Tuesday 17th October 2006 9am – 5pm**  
**Aston University, Birmingham**  
**School of Engineering and Applied Science**

Project Management is a common feature of today's engineering projects, both large and small, but how effective is it at helping to satisfy the objectives of all of the stakeholders involved in a project?

Considering the concept of the Value Chain, this conference will explore some of the issues around the idea of adding value as a project is defined and executed. The value chain comprises the functions that take place within and between companies that add value to the products or services produced by the companies. These outputs are then generally available for sale as a consequence of the value they then possess. This logistics idea applied to project management is focused on the completion of a project successfully – to time, to budget and with the required functionality and level of quality.

Some of the questions we hope to explore will be;  
How does project management fit into the value chain?  
Does the nature of the value chain affect how project management is used?  
Does the use differ between large and small companies?  
What part do people play?  
How important is trust?  
What novel approaches / ideas are being considered to improve the value adding capability?

The conference aims to bring together the business and academic communities in an exchange of practice and ideas that will help determine the way for organisations to make sure their use of project management also adds value to their business.

Speakers will be drawn from a range of industries and disciplines to present a broad picture of current practice in order to stimulate debate about the future.



A one-day Conference in association with EPMF on Tuesday 17 October 2006  
at Aston University, Birmingham, in The School of Engineering & Applied Science

**ADDING VALUE THROUGH PROJECT MANAGEMENT:  
EPMF 12**

Project Management is a common feature of today's engineering projects, both large and small, but how effective is it at helping to satisfy the objectives of all of the stakeholders involved in the project value chain? The conference will explore this question by bringing together the business and academic communities in an exchange of practice and ideas.

- 09.15 Registration - **UPPER GROUND FOYER IN THE MAIN BUILDING, ASTON UNIVERSITY**
- 10.00 Welcome from Chairmen: **STEVE WAKE, EPMF**  
**ROBIN CLARK, ASTON UNIVERSITY**
- 10.10 **Enabling Trust: Project Management and the Value Chain**  
*DR BRENDON HARVEY, Aspects Associates*
- 10.40 **Effective Project Management through Teamwork - DENNIS BEARD, Beard Consulting**
- 11.10 **M6 Toll : A Solution 25 Years in the Making - PAUL RUSSELL, Midland Expressway**
- 11.40 -----COMFORT BREAK-----
- 12.00 **Keynote Address - CLAIRE CURTIS-THOMAS MP for Crosby, Merseyside**
- 12.30 **How is my Value Added? Experiences from a Parallel Universe**  
*CAMPBELL THOMSON, European Investment Bank*
- 13.00 -----LUNCH-----
- 14.00 **ss Great Britain – Innovation, Risk and Fixed Budgets. How Value Engineering Enabled Client Aspirations to be Delivered on this HLF Funded Project**  
*RICHARD BAISTER, Eura Conservation Ltd*
- 14.30 **Improving Quality Cost Using Project Management**  
*MICHAEL REID, Milestone New Product Development Ltd*
- 15.00 **Outsourcing and the Value Chain - JEFF PORTER, T-Mobile UK**
- 15.30 **Meeting the Value Chain Challenge - DR ROBIN CLARK, Aston University**
- 16.00 Closing Comments
- 16.20 Tea and Networking

Telephone enquiries: Helen Mallinson 0121 204 3593 or Claire Wallis 0121 204 3624 Fax: 0121 204 3684.

Email: cpd-seas@aston.ac.uk Website: <http://cel.conferences.aston.ac.uk>

Our conferences are intended to contribute towards the CPD requirements of the relevant professional institutions.

The views expressed at the conference are personal to the speakers and are not necessarily those of Aston University.

Conference Organiser: Dr M Sadeghzadeh, 0121 204 3606

**CODE 30450**

Please note that the programme is subject to change without prior notice.



**Please send all correspondence to: The Conference Secretary, CPD Centre, Room MB166, SEAS, Aston University, Birmingham, B4 7ET**

Please reserve .....place(s) at the conference, (subject to terms & conditions) **Adding Value through Project Management: EPMF 12, 17.10.06**

Delegate name(s).....Company.....

Address.....

Post Code.....Email Address .....Tel: .....

Do you require parking space? **YES/NO** .....

Have you any dietary, access or other requirements? **YES/NO if YES** please state .....

Do you wish to be invoiced? (**CODE 30450**) **YES/NO** .....(Cheques should be made payable to **Aston University**)

**CREDIT CARD PAYMENTS** – please contact Helen Mallinson or Claire Wallis direct by email or telephone (details as above)

**Cost £200** (VAT exempt) for members/collaborators, to qualify you must be an individual member of APM, BCS, CIMA, ECI, ICHEME, ICE,IET, IMECHE, PMI, PROG, RICS, UKTI, a civil servant or a member of an organisation directly associated with this event

**Cost £350** (VAT exempt) for non-members per delegate, covering attendance, papers, lunch and refreshments during the day.