

Shine out from the crowd



By Dr Keith Hampson, CEO of the CRC for Construction Innovation

Today's international business environment is becoming ever more competitive.

With its highly fragmented project activities and increasingly demanding clients, the construction industry is no exception.

So how can property and construction practitioners create an edge in this highly competitive environment?

The CRC for Construction Innovation's conference, Clients Driving Innovation: Benefiting from Innovation, to be held on the Gold Coast, March 12-14, 2008, will focus on world-leading industry practitioners and researchers who are succeeding in a highly competitive environment.

The conference will showcase advanced technologies and practices developed globally and in Australia, bringing together clients, designers, constructors and facility managers from around the world to highlight opportunities and explore case studies of 'benefiting from innovation' in construction facilities.

The conference will showcase how applied research is making a significant difference in construction industry services and practices – providing social, environmental and economic benefits to construction firms, the industry and the community as a whole.

Conference topics include digital modelling and prototyping, sustainability, efficiency improvements through the use of various technologies, procurement and risk management, facilities management, performance-based building and more.

The Benefiting from Innovation conference will provide a forum for leading industry practitioners and researchers to demonstrate the results of their research and innovation. The conference will report on the

practical implementation of innovative technologies and practices, demonstrate the interface of research with real life operations, and will simulate new perspectives on innovative approaches to construction.

With its international reach, the 2008 conference will further develop on the 'clients driving innovation' theme of Construction Innovation's highly successful conferences in 2004 and 2006. More than 230 key industry practitioners from 13 countries attended the 2006 conference.

For more information and sponsorship opportunities – contact Louise Adams – l.adams@construction-innovation.info or log onto www.2008conference.crci.info