MARKETING UPDATE FOR THE VIRTUAL SUMMIT 2020

buildingSMART is Moving Online

AIDAN MERCER | MARKETING DIRECTOR
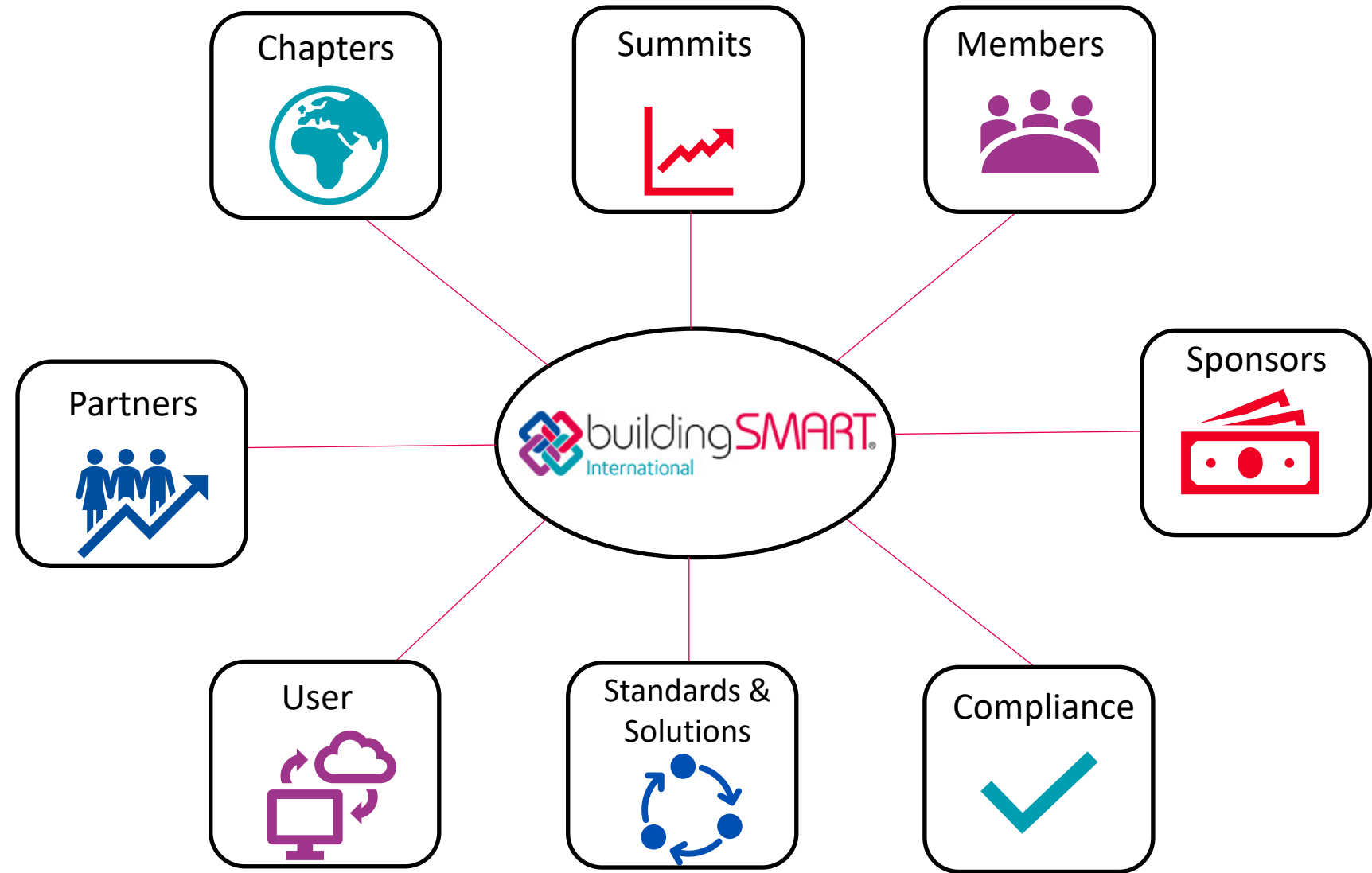May 11th, 2020

buildingSMART
International

Agenda

Moving Online

- An overview of the role of marketing at buildingSMART
- Web domains and resources
- Social Media
- Webinars
- Partnerships
- Summits
- Awards
- In the news
- Memberships

buildingSMART
International

buildingSMART International

The community and the role of marketing.

Chapters

Summits

Members

Partners

Sponsors

User

Standards & Solutions

Compliance

buildingSMART International

The community and the role of marketing.

Awards

Summits

Membership

Websites

Webinars

Materials

Social Media

Partnerships

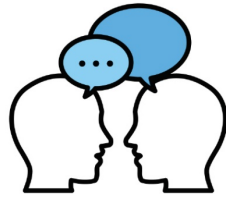buildingSMART International

buildingSMART International

Website

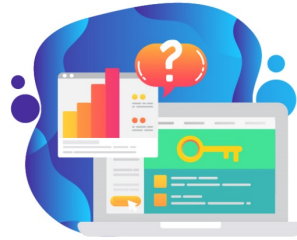The buildingSMART website provides all you need to know about the community.

buildingsmart.org

Forum

The forum is the place to go to ask or answer questions ranging from technical to general interest. It's free to sign up!

forums.buildingsmart.org

Software Certification

You can get certified as a software vendor by visiting the B-Cert website. Get IFC certified today!

b-cert.org

Professonal Certification

You can get individual certification through the professional certification program. Find out more.

education.buildingsmart.org

Technical

The technical site includes a variety of resources and official documentation for the community. Find out more.

technical.buildingsmart.org

Box

The Box document management application is the new place for all the resources and files for the community.

box.com

Chapter Resources

This provides information about how to start a chapter and how to keep your exisiting chapter up to date.

buildingsmart.org/community/chapters/resources/

Member Resources

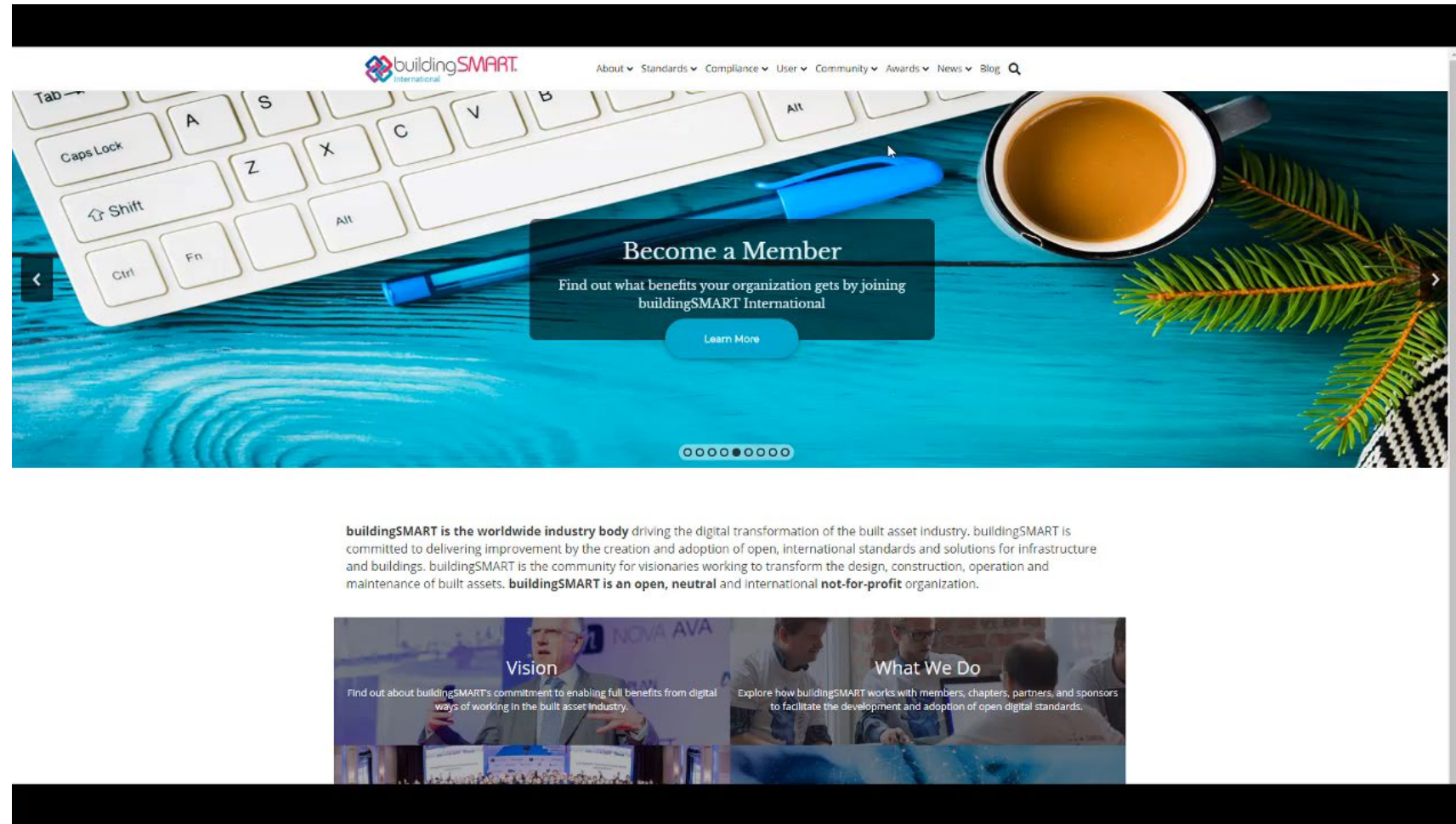This is a dedicated site for all buildingSMART International members.

buildingsmart.org/community/members/resources/

The buildingSMART Resource Domains

These community resource sites are design for the buildingSMART community. Approval for access to the Chapter resource and Member resource sites is required.
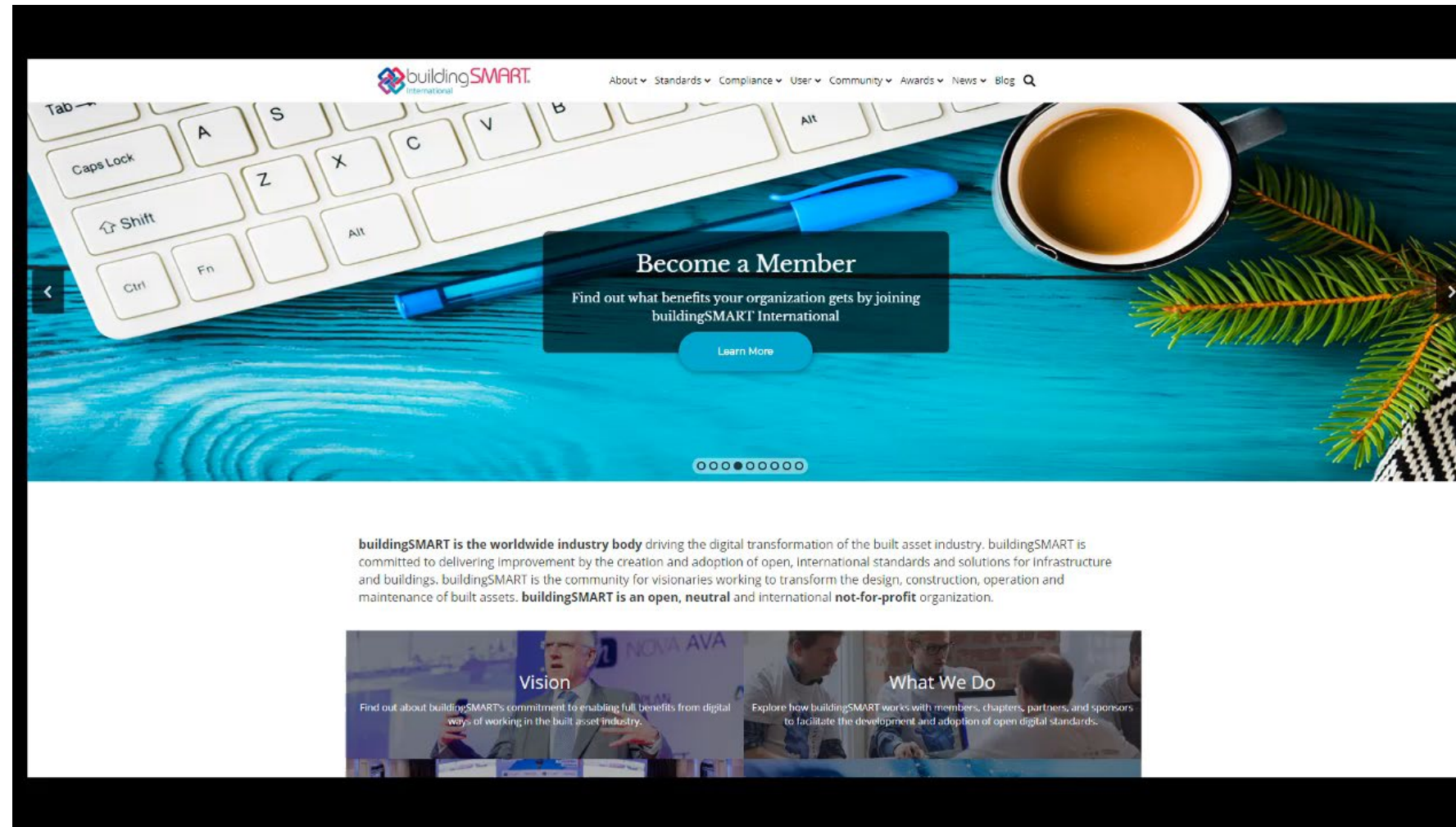
Chapter Resources

The chapters site is dedicated to existing chapters and provides information about how to start a chapter. Access to materials requires approval.
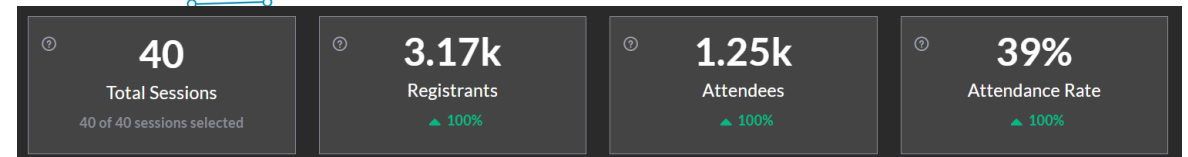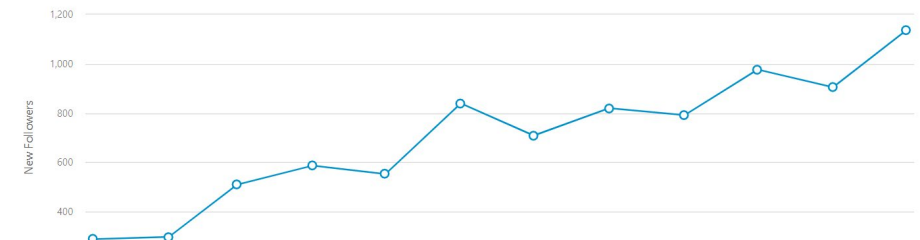
Members Resources

The members site is dedicated to buildingSMART International members. Approval is required.

12 Months in Marketing

- **12** monthly newsletters
- **55** Webinars, 8,170 registrations, 4,250 attendees
- **2** International Standards Summits
- International Council and Chapter Conference
- **18,000+** LinkedIn subscribers
- **1,600+** Facebook followers
- **6,400+** Twitter followers
- **45,000+** people watching online at the International Standards Summit in Beijing
- **1** global network.

The **buildingSMART** International Digital Newsletter

40	3.17k	1.25k	39%
Total Sessions	Registrants	Attendees	Attendance Rate
40 of 40 sessions selected	▲ 100%	▲ 100%	▲ 100%

buildingSMART® International

Webinars in 2020

- Cobuilder Member: The Digital Supply Chain in the Built Environment (R: 160, A: 81)
- IFC Road Expert Panel December (R: 224, A: 98)
- IFC Road Project Conclusion (R: 220, A: 129)
- IFC Tunnel Requirement Analysis (R: 143, A: 101)
- Virtual Infra Week March (R: 262, A: 212)
- Bexel Member: **(R: 1,129, A: 505)**
- Benchmarking European Rail (R: 474, A: 198)
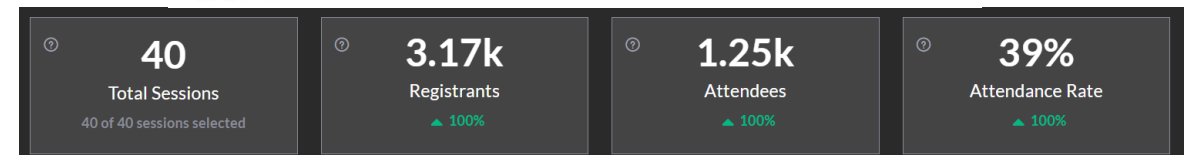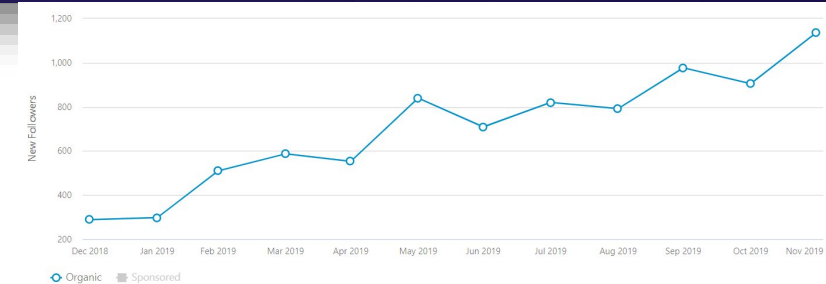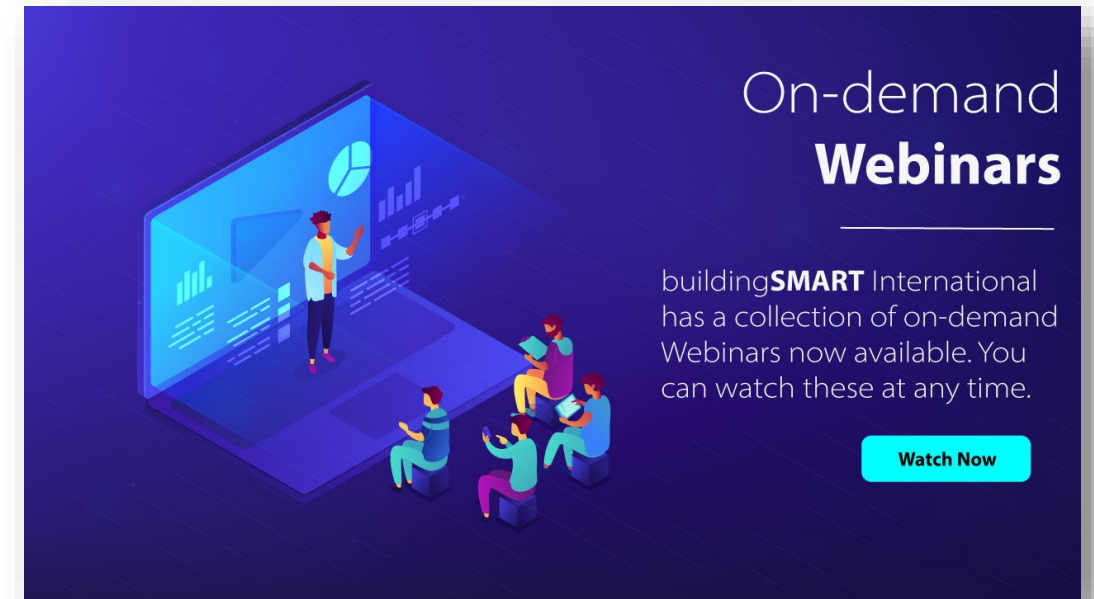- BIM + GIS with OGC **(R: 843 A: 447)**

Planned:

International Council Webinar, 9th June

Strategic Advisory Council, 10th June

DSCiBE 10th June

Oracle Member 17th June 2020

Royal Haskoning Member (not yet scheduled)

Working with the OGC

Delivering BIM and GIS Integration

- Working closely with the **OGC**

- The objective of the Integrated Digital Built Environment (**IDBE**) to coordinate the development of the relevant data standards.

- **Roundtable** discussions at the Summit in Dusseldorf, Germany.

- **Technical report** on the IDBE focused on IFC, CityGML and LandInfra.

Digital Twins

Hosted by Wolfgang Hass, Siemens

29 total attendees

Outcomes
- Develop an open and neutral project database as the framework for a digital twin
- Focus on existing work already existing
- Develop a live "Digital Twin" as the enabler for future work
- Bring together a working group within the bSI process framework

Digital Twins

A group of contributors from across the industry met to focus on;

1. A clear definition of digital twins for buildingSMART
2. Why it matters
3. What role standards will play in the growing use of digital twins

DSCiBE

The Digital Supply Chain in the Built Environment (DSCiBE)

- A White Paper

- A one pager

- 8th meeting scheduled

  Date: **10th June 2020**
  Start: **08:30 a.m. (CEST - Central European Time)**
  Finish: **12:00 p.m. (CEST - Central European Time)**

Summit in Germany 2019

1356 for the entire week, including the German User day
A new record of **745** attendees for the working week
486 for the opening plenary

buildingSMART
International

vent Summary

e latest buildingSMART International Standards Summit held in Dusseldorf, Germany was successfully concluded. The Summit and German user day saw over 1,000 tendees, from over 30 countries with many interesting topics and presentations taking center stage, as well as high volumes of working output through the variety of oms and projects. There were more than 70 individual working sessions throughout the week. The conference welcomed new attendees and benefitted from vernment officials, senior keynotes and technical experts. The event also included a first. There was a first viewing of an "IFC Rail" conceptual model. This fantastic casion comes after many months of strategic delivery, collaboration and investment for this project. Using the proverbial "IFC" brand and buildingSMART community gagement, this comes as a welcome result and was heralded by buildingSMART Chairman, Patrick MacLeamy as "the most spectacular project in buildingSMART day". Other highlights include a variety of keynote speakers, spanning a range of topics focusing on the central theme of "Digital Transformation". There were new nouncements including the intention to create new working rooms to deal with growing demand and acknowledgment that buildingSMART has delivered huge benef many countries and organizations by offering open standards and collaborative methods of working.

r the community, this marks welcome acknowledgement and recognition for the great work done over the last few years. The clear message was that this industry eds to continue to work together to deliver more. It is also obviously an exciting time to be involved with buildingSMART with a bright future ahead.

pening Plenary: 25th March 2019

e theme of "digital transformation" ran throughout the opening day with presenters focusing on the challenges we all face today, and the potential benefits of opting digital tools and solutions. The day was expertly moderated by the host, **Antony Oliver**, former Editor of New Civil Engineer with each session offering eresting insights with some robust questioning throughout. *(Click images below for a larger view)*

Erfolgreicher buildingSMART International Standards Summit & 17. buildingSMART-Anwendertag!

Nie zuvor haben sich so viele BIM-Experten an einem „Standards Summit" von buildingSMART International beteiligten, wie beim **#bSIDUS19** vom 25. bis 29. März in Düsseldorf. Zu den täglich etwa 500 Experten bei den internationalen Arbeitstreffen kamen ab Donnerstag dieser Woche auch mehrere Hundert weitere buildingSMART-Mitglieder und Gäste zu den deutschen Arbeitsgruppentreffen und zum abschließenden 17. buildingSMART-Anwendertag von buildingSMART Deutschland zusammen.

Die über 1.000 Teilnehmer diskutieren in neun thematischen "Rooms" und insgesamt knapp 100 Arbeitstreffen, Workshops und Roundtables technische und strategische Fragen rund um herstellerneutrale („Open") Standards, Workflows und Geschäftsmodelle für die gesamte digitale Wertschöpfungskette der Bau- und Immobilienwirtschaft.

"Wer der Digitalisierung in der Baubranche offen begegnet, braucht Mut, Begeisterung und Weitsicht!" Mit diesen Worten leitete Ina Scharrenbach, Ministerin für Heimat, Kommunales, Bauen und Gleichstellung des Landes Nordrhein-Westfalen, ihre Dinner Speech beim Welcome Dinner des buildingSMART International Standards Summit in der Düsseldorfer Rheinterrasse ein.

Hier finden Sie den **Rückblick und viele Fotoimpressionen** des großen buildingSMART-Events in der BIM-Welthauptstadt Düsseldorf. Erste filmische Impressionen gibt es in dem 4-minütigen **Video in unserem YouTube-Kanal**.
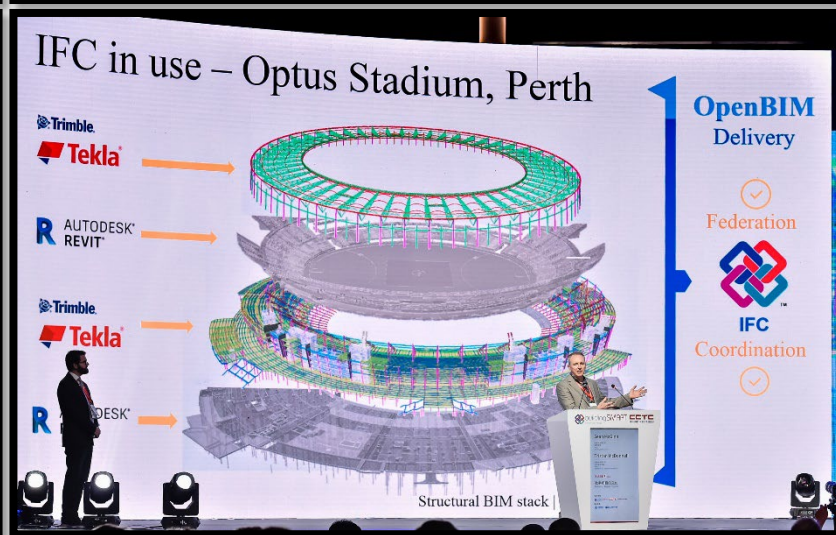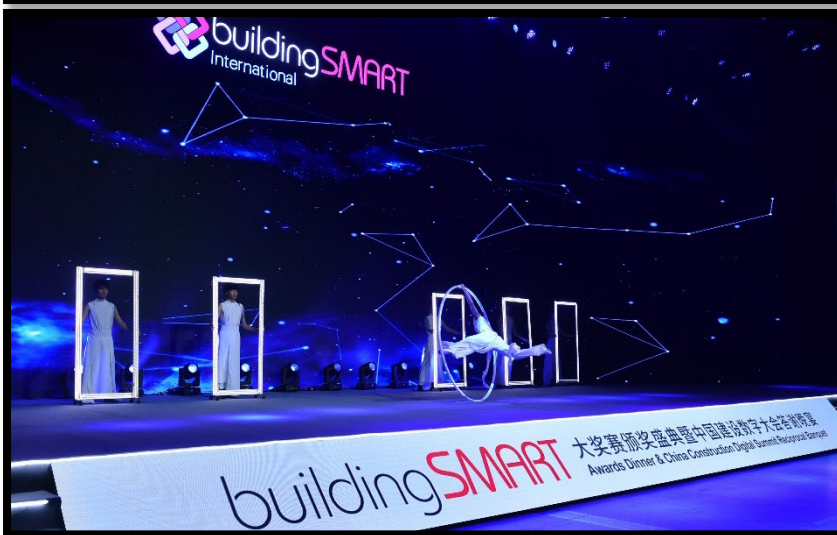
buildingSMART
International

Beijing Summit

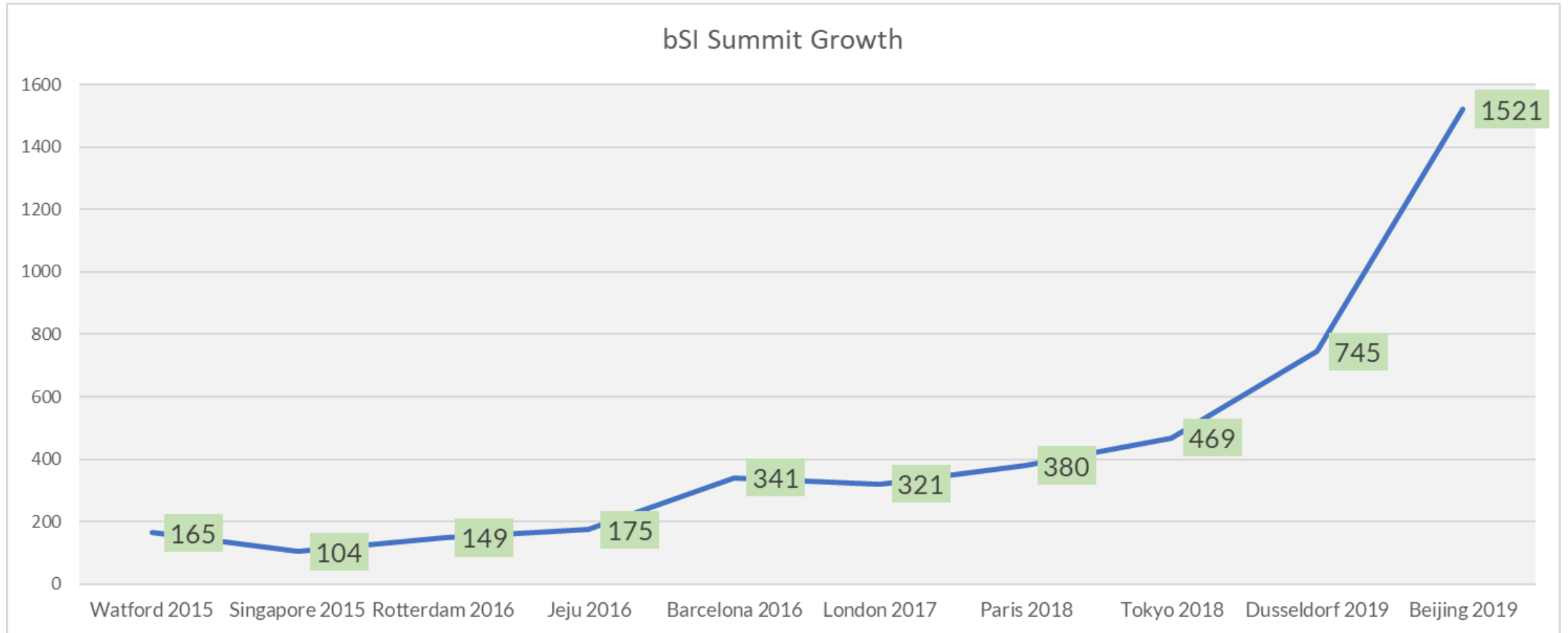The International Standards Summit, Beijing

- Over 1500 attendees
- 40,000+ people watched online
- Oracle announced as a Strategic Member of bSI
- National news channels covering the event
- Proposal for a new Power Room
- IFC Rail Reached Candidate Standard
- Women in Leadership lunch
- 11 award winners

Beijing Summit 2019

Summit Growth

bSI Summit Growth

Important Announcement

London, (March 24, 2020) – Due to coronavirus disease (COVID-19), buildingSMART International (bSI) has some major announcements to make regarding events, meetings and the Solutions and Standards program.

We remain open for business and are taking every step to facilitate online and virtual working during the current extraordinary circumstances.

buildingSMART International (bSI) and buildingSMART Norway (bSN) made an early judgement to delay the International Standards Summit in Lillestrøm, Norway from 23-26 March to 8-11 June 2020. Considering the escalating situation, bSI and bSN have taken steps to further delay this Summit to the autumn of 2020. bSI and buildingSMART Canada have also reset the International Standards Summit in Montreal, Canada to 2021. There are some other significant announcements you can find listed below.

Important Date Changes:

- **The International Standards Summit, Lillestrøm, Norway** will now take place 5-8 October 2020 in the same location. More information here.
- **The International Standards Summit, Montreal, Canada** will now be held in the Autumn 2021.
- **The International Council** will take place online on 9th June 2020. More information here.
- **The Chapter Conference** will take place in Lillestrøm, Norway, 9th October 2020. More information here.
- **Solutions and Standards Virtual Meetings** to take place online in May (dates to be announced).
- **Strategic Advisory Council** will take place virtually on 10 June and in-person Lillestrøm in October. More information here.
- **The International Standards Summit** in Zurich, Switzerland remains unaffected and will take place on 15-18 March 2021. More information here.

bSI will be using the Event Calendar as a primary reference point to communicate about all buildingSMART events. We encourage you to check this regularly.
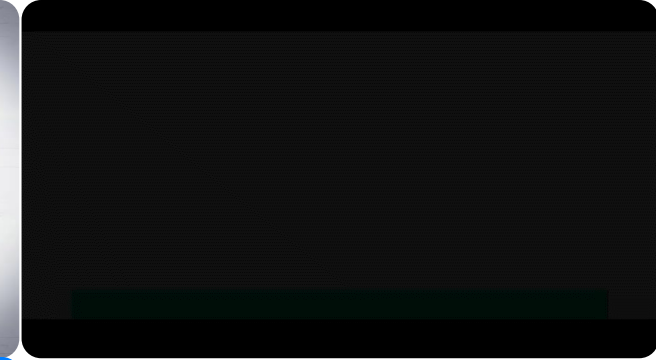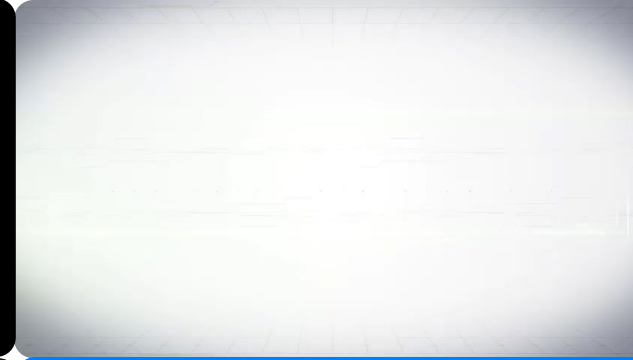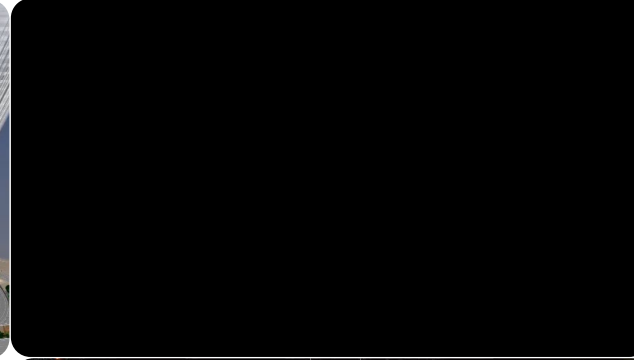
The buildingSMART International Awards Program 2019

109 Project Submissions for **5** categories

27 different countries with over **50** use cases cited
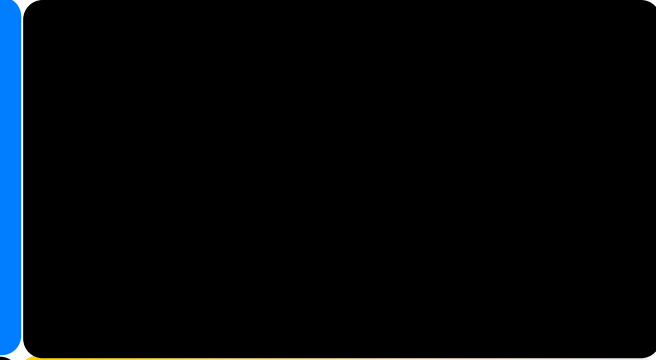
67 jurors came from **19** different Chapters

5 category award winners and **6** special awards

User Story

«fast decisions with model checking»

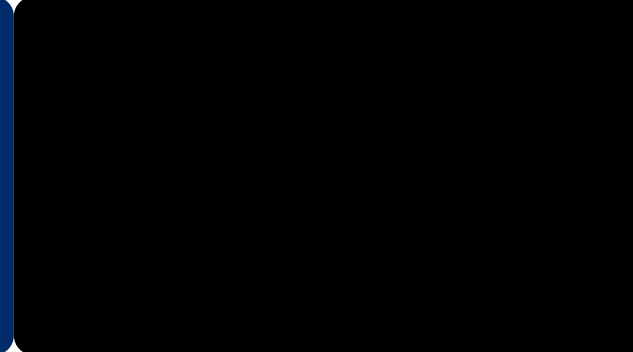bSI Application Research Award 2019

SINGULAR

buildingSMART

BSI Awards 2019

Hinkley Point C
- Construction Category -

edvance
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THE USE OF DIGITAL TOOLS FROM DESIGN THROUGH
CONSTRUCTION OF A TECHNICAL ADVANCED BUILDING

buildingSMART
Standard Member

ACCA
SOFTWARE

Str.e.pe.
Structural E-Permit

Structural project application, verification and issuing of a
building permit for a structure in IFC open BIM

REGIONE CAMPANIA

FEDERICO II

The Campania Region
Naples-Italy

The University of Naples Federico II
Faculty of Engineering
Department of DIst - Naples-Italy

Civil Engineering
authority of Avellino
Avellino-Italy

Municipality
of Montemarano
Province of Avellino - Italy

Finalists from 2019 from left to right: DBM Vircon, National University of Singapore, BEXEL Consulting, China Railway Design Corporation, Copenhagen Airport, DEUBIM GmbH, Singular AG, VINCI Construction France, ICOS Group, BYLOR group and EDVANCE Group, MT Højgaard and the Technical University of Denmark, BEXEL Consulting, Technical University of Munich, ACCA Software

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Winners for Design,
PDC Engineering

Winners for Construction, ICOS Group, BYLOR Group,
EDVANCE Group

Winners for Operations and Maintenance,
Copenhagen Airport

Winners for Professional Research,
ACCA Software

Winners for Student Research,
The Technical University of Munich

Winners for Special Distinction for Infrastructure,
China Railway Design Corporation

Winners for Special Distinction for Building, MT Højgaard and The Technical University of Denmark

Winners for Special Distinction for Project Delivery, China Communications Construction Company

Winners for Special Distinction for Innovation, National University of Singapore

Winners for Honourable Mention, Daniel Rossiter (accepted on behalf by Nick Nisbett)

Winners for Honourable Mention, Wang Tongjun (accepted on behalf by Suo Ning)

The Awards Program is Open

https://www.buildingsmart.org/bsi-awards/

Guidelines:

- Entries must **demonstrate** with evidence the deployment of one or more buildingSMART tools or standards.

- Entries must be delivered in **International English**; the jury will not be able to assess content written in a language other than International English.

- **One submission** = one project

Key timeline

Guidelines:

- **One project** can submit for multiple awards if they meet the criteria. When submitting a project for multiple awards, you have the option to use a copy of an existing submission within the awards platform.

- There is **no limit** to the number of submissions a proponent can submit.

- **Past submissions** that did not win an award in previous seasons are able to resubmit to any new season. Past award winners are not eligible for resubmission in the same category but may submit to other categories.

SUBMISSION PERIOD
Submissions completed via Awards Platform.
https://awards.buildingsmart.org

DEADLINE: July 5th, 2020

JURY SELECTED
Chapter Representatives are formed to create the Jury. The jury then judge the submissions to determine all the finalists.

CLOSING DATE: July 31st, 2020

FINALISTS ROUND
Online Presentations to a select Jury. Marketing Material is required from all the finalists for Summit and the Website. Finalists will get a Summit Invitation to present their project.

NOTIFIED: August 5th, 2020

WINNERS ANNOUNCED
All four category winners will be announced live at the Summit Gala Ceremony In Norway.

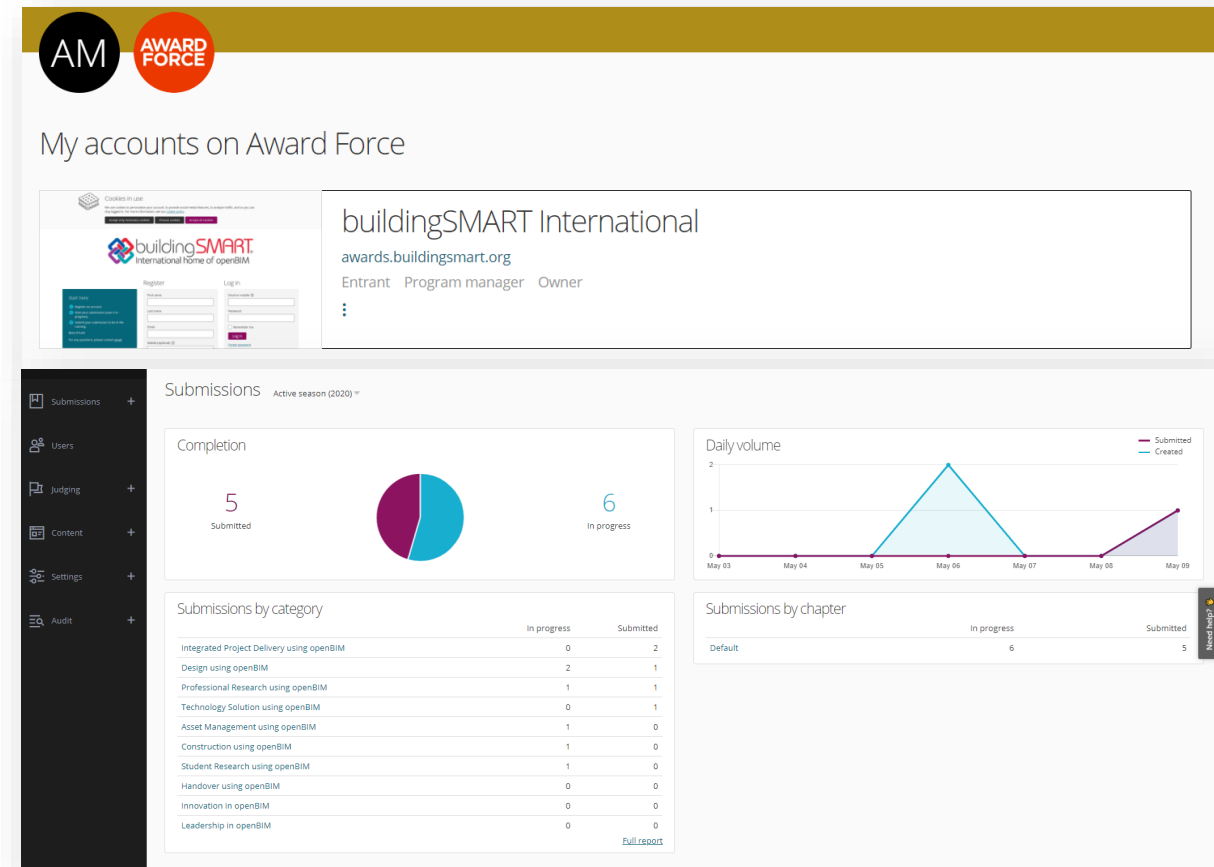**CEREMONY: October 5th, 2020**

Award Force

Award Force is the Platform being used for submissions

- **Streamlining** the award submission process

- **Improving** the marking and juror process
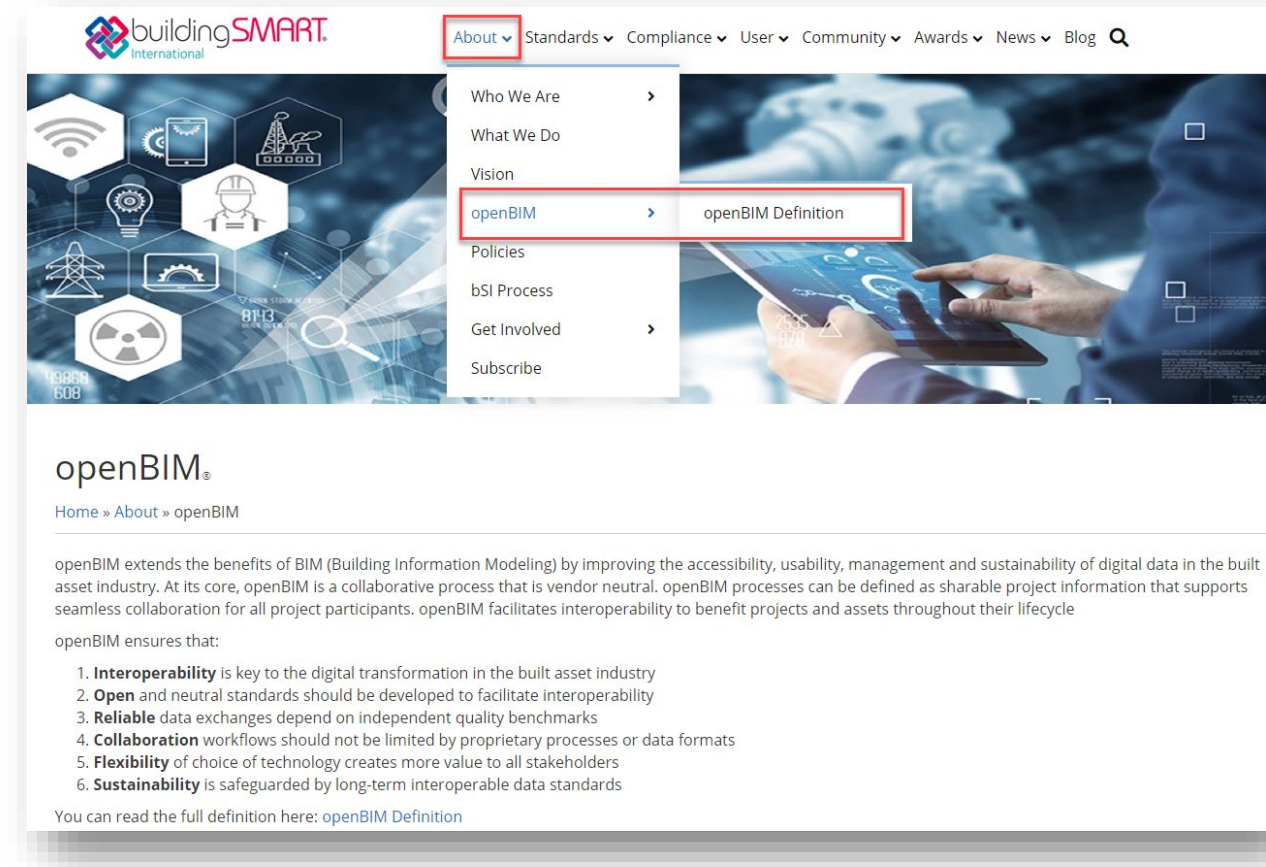
- **Professionalising** the program

Susan Keenliside
Awards Program Manager
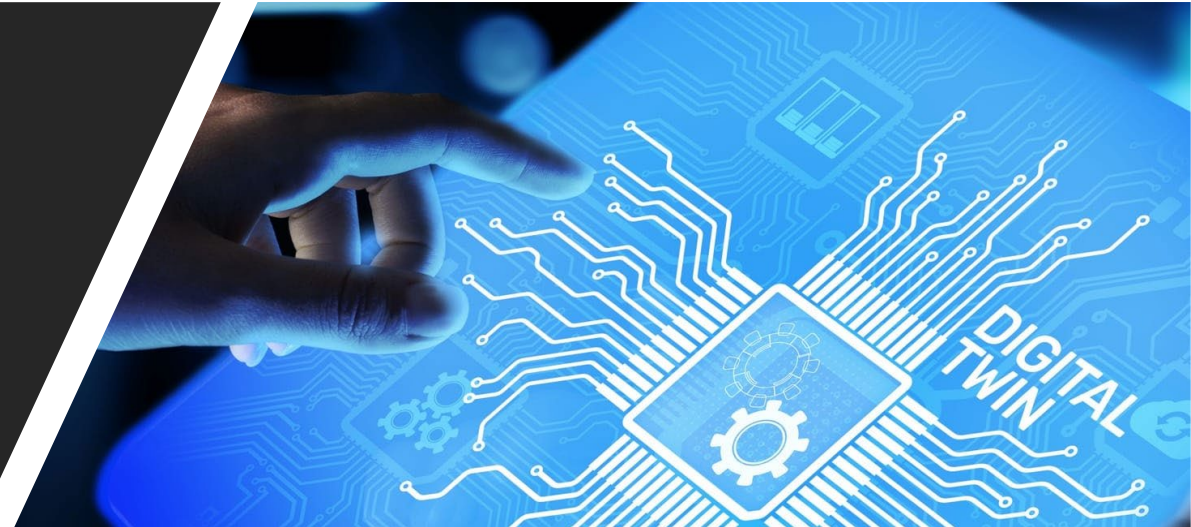awards@buildingsmart.org

openBIM

openBIM ensures that:

- **Interoperability** is key to the digital transformation in the built asset industry
- **Open** and **neutral** standards should be developed to facilitate interoperability
- **Reliable** data exchanges depend on independent quality benchmarks
- **Collaboration** workflows should not be limited by proprietary processes or data formats
- **Flexibility** of choice of technology creates more value to all stakeholders
- **Sustainability** is safeguarded by long-term interoperable data standards

Software Engagement

- Vectorworks first to be IFC4 certified, followed by GRAPHISOFT

- **Autodesk, Oracle, Bentley, GRAPHISOFT, Bluebeam, Vectorworks, Nemetschek, Dassault Systèmes** and **Trimble** all Strategic or Multinational members

- Bentley announced the availability of iModel Bridge for IFC

- ODA Signs letter of cooperation

- IFC Bridge Ready for software engagement

IFC4 Software Certification Delivers Next Major Milestone

London, (June 12, 2019) – buildingSMART International announces the approved IFC4 Reference View 1.2 Export Certification (Architectural Reference Exchange) for software provider GRAPHISOFT. This certification is the latest major milestone for the much anticipated IFC4 version release and further strengthens the burgeoning need for open and interoperable solutions and standards. It is anticipated more software vendors...

In the News
buildingSMART and ODA Sign Agreement

This letter of cooperation will ensure:

- **Better** software testing

- **Deeper** software implementations

- **Broader** interoperability

buildingSMART International (bSI) and Open Design Alliance (ODA) Sign Letter of Cooperation

London, (September 10, 2019) – buildingSMART International (bSI) and Open Design Alliance (ODA) have signed a letter of cooperation to further develop standards and technologies related to their respective programs. By strengthening the relationship between organizations, bSI and ODA are promoting better collaboration and cooperation throughout the building and infrastructure lifecycle. By focusing on improving the digitization for owners and project delivery firms, the mutual aim of both organizations is to enhance broader use of standards and solutions.

Some of the joint projects include the accelerated development and adoption of IFC releases, including IFC2x3 and IFC4. This also includes the early development and testing for software deployment. By harnessing joint resources and expertise within both communities, this cooperation agreement will help focus the needs and requirements to deliver the technologies that support standards.

Richard Petrie, Chief Executive, bSI said, "We are pleased to sign this letter of cooperation with ODA. By focusing our efforts collectively, I believe we can make a real impact by accelerating the development and deployment of software solutions. Collaboration is a key requirement for success, and we look forward to progressing joint projects together."

ODA President Neil Peterson said, "With bSI focused on standards creation, and ODA focused on standards implementation, there's a natural synergy between the two organizations. We are pleased to work with bSI to leverage this synergy, for the benefit of both organizations and for the broader community."

In the News
buildingSMART and ODA Sign Agreement

In September 2019, buildingSMART International (bSI) and Open Design Alliance (ODA) have signed a letter of cooperation to further.

This letter of cooperation will ensure:

- **Better** software testing

- **Deeper** software implementations

- **Broader** interoperability

Neil Peterson was a keynote at the International Standards Summit in Beijing, China in October 2019.

Strategic Advisory Council

Breaking news…

"Esri pioneered problem solving through GIS, and AEC firms have benefited by adding spatial context to their projects for decades. It's clear, digital transformation requires GIS and BIM data to be integrated.

Joining buildingSMART International comes at a time when information exchange and interoperability are important to our users and required to solve today's complex problems."

Marc Goldman, Director of AEC Industry Solutions, Esri

London, U.K. - May 11, 2020 - buildingSMART Ir geographic information systems (GIS) and locati mapping and spatial data analytics. The compar

Esri Joins as a Multinational Member – Announces Support of AEC Workflows

London, U.K. - May 11, 2020 - buildingSMART International is delighted to welcome Esri as a Multinational member. Esri is the global leader in geographic information systems (GIS) and location intelligence. The company, headquartered in Redlands, California brings extensive expertise in mapping and spatial data analytics. The company has 10 regional offices in the U.S. and a network of more than 80 international distributors, with about a million users in 200 countries.

Esri's GIS offerings deliver unique and powerful capabilities for applying location-based analytics to building and infrastructure professionals. ArcGIS, the flagship product, delivers spatial data for AEC professionals to plan, design, build and operate the built world. With ArcGIS and partner solutions that extend its capabilities, Esri enables digital transformation in AEC firms of all sizes working on projects of all types. Esri's leadership will contribute to delivering successful buildingSMART projects which benefit the global community of AEC and GIS practitioners.

The Virtual Summit 2020

Continue to register for sessions. You can filter by using the events calendar.

Thank you

Aidan.mercer@buildingSMART.org

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