

# IWM Toronto 2007

## Report on the ISM One Day Micropiling Course 6<sup>th</sup> to 17<sup>th</sup> November 2006

*Mark Hinton - Director, Branlow*



aka

“The ISM Roadshow”



aka

**“What on earth have we let ourselves  
in for!”**



# Introduction

- The big idea – the danger of volunteering
- The big cost
- The big fun
- The big benefits
- The big lessons learnt

## *Overall a Big Success*

*9 Venues (7 sold out) nearly 300 high calibre delegates – Largest event  
London 69 attendees*

## Background and Aims

Chance remark at ISM 2007 led to Don Bruce suggestion that a version of the US style micropiling course could benefit the UK.

I don't remember volunteering but I am assured I did.

The aim was simple – Promote and educate the UK in the benefits of micropile solutions to hopefully kickstart the market using the impartial ISM voice.

Although the history of micropiling in UK goes back a long way there was felt to be a general ignorance that was holding back the use of micropiles.

Draw on the US experience

Naively we settled on a plan for two week regional tour of one day courses at regional locations throughout UK plus Dublin – A venue a day!

# Thanks

- The cast:
  - Dr Don Bruce      Keynote Speaker
  - Paul Woodfield    Chair
  - Allan Cadden, Mike Turner, Mark Hinton – Speakers
- Others
  - Branlow support – The Branlow Roadies – Dave & Big John
  - Ischebeck
  - The ever present support of Mary Ellen
  - Acknowledgements to ADSC, DFI, FHWA
  - And all those who attended and made the events both successful and enjoyable for all of us

## Background and Aims

So was born:  
Manchester  
Newcastle  
Edinburgh  
Dublin  
Southampton  
Bristol  
London  
Birmingham  
Leeds



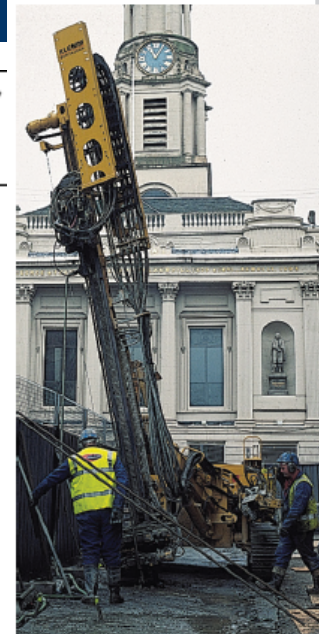
### Micropile Design and Construction

One day short course

# ISM

International Society of Micropile Specialists

6th - 17th November 2006. Regional locations throughout the UK and Ireland. See overleaf for more details



A unique interactive format encouraging active participation. Numbers will be limited.

- Definitions, History, Applications and Classifications
- Review of current UK practice
- General design philosophy
- EC7: Geotechnical Design
- BS EN14199: 2005-Micropiles
- Construction Methods
- Latest Innovations and Emerging Technologies
- QA/QC, Pile Testing and Performance
- Specifications, Contracts and Procurement
- Design Examples and Case Histories

- Dr Donald Bruce, Ph.D., C.Eng., L.G., L.E.G., President GEOSYSTEMS, L.P.
- Mike Turner, BSc(Geol), MSc(Eng), CEng, MICE, Director of APPLIED GEOTECHNICAL ENGINEERING
- Allen Gadden, RE., Principal and Director of Geotechnical Engineering for SCHNABEL ENGINEERING, Inc.
- Paul Woodfield, BSc(Hons), CEng., MStructE, MICE, Technical Director of BRANLOW LIMITED



Interactive, Actual  
Worked Design  
Examples

# Course Programme

**08.45**     **Chairman's Address**

**09.05**     **Keynote Address – World of Micropiles**

- Definitions, History, Applications and Classifications

**10.00**     **Session 1 – Design**

- Review of current UK practice
- General Design Philosophy
- BS EN1997 Eurocode 7: Geotechnical Design
- BS EN14199:2005 Execution of special geotechnical works – Micropiles
- Micropile Design Example

Tea/Coffee Break of 20  
mins during Session 1

Lunch at 12.20



**Lively Enjoyable  
Discussions – no two  
events the same**

# Course Programme

- 13.00**      **Session 2 – Construction**  
•Materials, Equipment & Construction  
•Case Histories  
•Latest Innovations for the UK
- 15.20**      **Session 3 – QA/QC Testing**  
•QA/QC  
•Pile Testing & Performance
- 16.20**      **Session 4 – Roundtable Discussion**  
•Specifications, Contracts & Procurement  
•How to encourage development of micropiling technologies in UK  
•Q and A
- 17.00**      **Close**

Tea/Coffee Break of 20  
mins after Session 2

Lunch ends 13.00

# The Big Cost

## Budget Vs Cost

	Planned	Actual
Marketing	£24,200	£21,775
Fixed Costs <small>Speakers, hotels, travel etc.</small>	£35,800	£62,561
Venue costs	£15,000	
Delegate <small>Delegate packs etc.</small>	£1,500	£9,150
Sum	<b>£76,500</b>	<b>£93,486</b>

# The Big Cost

## Budget Vs Cost

	Forecast	Actual
Revenue @£195/head 10 Venues Average 30 delegates	£58,500	
Revenue @£245/head 10 Venues Average 30 delegates	£73,500	
Actual Revenue Average approx £178/head		£51,260
Profit/Loss	<b>£3k to £18k loss</b>	<b>£42k loss</b>

# The Big Cost

## Financial (Necessity) Role of Sponsors

Promoted as:

**“This not for profit event organised by the International Society for Micropiles is designed to promote greater understanding of this specialist subject”**

***Not for Profit*** - We weren't kidding!

We still believe it was correct to promote under impartial ISM banner and this was central to overall success but without £15k contribution from Ischebeck and Branlow picking up the tab for the remaining nearly £30k this event would not have been possible.

## Hidden costs to Branlow

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- Estimate perhaps more than two complete months of senior management time expended

## Hidden Benefits to Sponsors – Branlow Perspective

- Many and significant
- Branlow status enhanced – with hindsight the best marketing money we have ever spent

# The Big Fun



# The Big Benefits

- Micropiling - Consider the word spread!
- ISM Profile raised
- Early days but indications are market has been stimulated
- More to do but a very good start
- ISM, Branlow, Ischebeck, AGE 'brand' enhanced due to the content and quality of the event

# The Big Lessons

- Won't happen without financial and organisational support of a local organisation
- Use a professional event organiser – venues, payments
- Keep numbers per event to around 30 to 40 max
- Pitch costs to make affordable to all – emphasis not for profit and make it value for money
- Get regional – go to your audience
- Essential to operate under impartial ISM voice



# The Big Lessons

- Quality of speakers/teaching is key – encourage interaction and feedback
- Quality of information – Delegate packs
- Make it local – dilute U.S. flavour e.g. we included UK practice & EC7
- Hold your nerve – bookings come in late
- Do not underestimate time and costs involved – plan, budget
- Don't forget post event - we could have done this better
- Be careful what you volunteer for!

# Feedback- Evaluation forms

- Scored 1, 2, 3 or 4 to various questions
- All speakers typically scored 3 or 4
- Overall rating typically 3 or 4
- Comments section helped us to refine
- Some very pleasing comments

# Marketing the Event

- Start at least 3 months before and build to event – Have a plan & timeline but be prepared to be flexible
- Say it 3 times in 3 different ways
  - Scatter gun = Adverts, Inserts into trade mags
  - Targeted = Database mailshots, email
  - Personal = Telecons to personnel contacts
- I.C.E. etc. approached

# What next for the UK

2 day residential courses?

Shorter half day taster sessions?

Would be good to combine with more workshop  
and/or field events

# What next in other Countries

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This format worked well – The adapted US model

We would recommend it to others – enjoy it as much as we did

# Feedback

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“The best event that I have ever attended”

# The End



Thank you for your attention