

Value Management

APM East of England and the Institute of Value Management are joining forces to host this event at which Tony Ciorra MAPM CVA will speak.

Tony Ciorra's talk on Value Management will prevent you from seeing Value Management / Value Engineering as simply cost cutting techniques and will open up your mind to new treasures and golden opportunities.

Tony will cover the basic facts including an introduction to Value Management and Value Engineering concepts, provide an overview of the Value Management process and review the application in the context of a Project Management Lifecycle.

Value Management is more than just a process, it is the philosophical approach that can get the extra performance you need from your Teams. Value Management provides a series of Planned Interventions that enable creative and enhanced solutions. The creativity is often locked away deep within individuals in your Team. Value Management techniques helps your Team to free-up their minds to new opportunities. This free thinking paves the way for enhanced solutions.

Both Latham and Egan's reports have encouraged and embraced Value Management and whilst some improvements have been made more can still be done. It is only by a relevant application of the techniques that enable today's high performing Project Managers' skills to be improved.

Be prepared for an interactive evening that may change your method of work forever!

This is a joint event by APM and



Presented by:

Tony Ciorra
Director of Northcroft

Tues 23rd January 2007
6:30pm for 7:15pm till 9:00pm

ARM Ltd.
110 Fulbourn Road
Cambridge
CB1 9NJ

This event has an APM
CPD rating of two points

To book please contact
Sandra Wright
on 07702 241 800 or email
secretariat@apm-east.org.uk
You can also book online at
www.apm.org.uk/eastofengland

Please provide your organisation
name and daytime contact number
when booking and state whether
you are an APM member.



East of England Branch

DIRECTIONS

ARM Ltd. is located in Cherry Hinton, just to the east of Cambridge, in the direction of Fulbourn and in the triangle bounded by the M11, A11 & A14.



FROM M11 (Northbound from South of Cambridge)

- Leave the M11 at Junction 9.
- Follow the A11 to the sign for FULBOURN.
- Go through Fulbourn village.
- At the Roundabout take the 1st Exit. (Towards Cambridge.)
- 400 metres on, turn LEFT into Peterhouse technology park
- At the mini-roundabout turn RIGHT and ARM is on your LEFT

FROM A14 (from North, West and East of Cambridge)

- Take EXIT for A1303 to Cambridge, turn LEFT at roundabout next to airport
- At next roundabout turn LEFT (towards Fulbourn)
- Follow road round, (over level-crossing, past supermarket)
- At next roundabout joining Fulbourn Road, turn RIGHT
- 400 metres on, turn LEFT into Peterhouse technology park
- At mini-roundabout turn RIGHT, ARM is on your LEFT

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APM East of England Branch puts on monthly events at venues across our region. If you have any views on our events, suggestions for future events, or wish to help on our Committee, please contact us at the email address given.

If you do not receive notification of this event by email, please contact us at members@apm.org.uk with your correct email address.