

For immediate release

The Institute of Asset Management (IAM) presents “Planning for the Long Term” – a collaboration with ITN Productions Industry News

Launching November 2021 – The Institute of Asset Management and ITN Productions Industry News will be co-creators of a news-style programme, exploring the vital role of whole life management of physical assets and how to increase the value they provide to citizens and the economy.

Investment is fundamental in meeting the demands of a future society and the green industrial revolution. With ambitious plans for development over the next decade, it is imperative that the leaders of large-scale infrastructure projects take the right approach to strategic long-planning and management of assets to ensure viability and sustainability.

Anchored by an ITN Productions presenter, Planning for the Long Term will show what good asset management looks like. Raising awareness of how structured ways of thinking can achieve better value for stakeholders, while meeting regulatory and statutory obligations and reducing the cost of managing assets for the life cycle of the project, the programme will showcase the people and organizations driving change, improving standards and leading the way in innovation and technology.

Planning for the Long Term will shine a spotlight on the following key sector themes:

- Awareness and understanding of how effective asset management works
- The discipline of asset management and achieving the most value from spending strategically
- Showcasing best practice with adherence to ISO 55000
- Inter-departmental alignment and teamwork and cultural diversity
- Resilience and the ability of a system or organization to withstand and recover from adversity including climate change
- The importance of technology, innovation and data in the digital world to inform decisions including Digital Twins

The programme will premiere in November 2021 and will combine key sector interviews, informative news items and sponsored editorial profiles from leading organizations. The

programme will form part of an extensive communications campaign featuring IAM members and professional partners.

David McKeown of the Institute of Asset Management said: “There is growing recognition of the need to get best value from our existing assets and infrastructure. Understanding the total, through-life, cost of ownership can drive better decisions for new build as well as improving the resilience and sustainability of both new and old. The world is changing with new technology, working/shopping from home, post Covid-19 and Net Zero. There has never been a better time to think about the outcomes and value we want and manage the necessary investment wisely.”

Nina Harrison-Bell, Head of ITN Productions Industry News said: “We are excited to be working with the Institute of Asset Management to make a programme that raises awareness of the importance of effective asset management. Given the level of new and ongoing investment in infrastructure across the UK for example, there is no better time to encourage leaders and organizations to undertake proper strategic asset lifecycle planning and analysis to ensure long-term success.”

For more information or to participate in the programme, please contact
Jeff Blackmore, Programme Director, Industry News at ITN Productions
jeff.blackmore@itnproductions.com

-Ends-

About ITN Productions Industry News

ITN Productions Industry News produces bespoke creative and commercial content for broadcasters, businesses, brands, rights holders and digital channels. Industry News forms part of this offering and is a communications tool for leading industry bodies and national associations produced in a broadcast news-style programme format, including interviews, news items and sponsored editorial profiles. For more information visit: <https://hub.itnproductions.com/>

About the Institute of Asset Management

The Institute of Asset Management (the IAM) is the international professional body for asset management professionals. The IAM develops asset management knowledge and best practice and generates awareness of the benefits of the asset management discipline for the individual, organizations and wider society. Established in 1994, the IAM currently has over 2000 Individual and 300 Corporate Members and a network of over 30,000 people globally. For more information visit: www.theIAM.org