



## **A GOOD STRUCTURAL ENGINEER HAS VALUE WAY BEYOND HIS COST TO HIS CLIENT.**

How can that simple message be relayed with the pressures on everyone looking at the bottom line rather than what is included within that?

To enter the Kenneth Severn Award, please submit a paper titled "Cost vs Value" of no more than 4 sides of A4 including images to [louise.clifton@istructe.org](mailto:louise.clifton@istructe.org) by Friday 30 March 2012. Points will be awarded for originality, the value of the paper to the structural engineering profession and clarity of presentation.

### **The winning paper will be:**

- ✚ Published in The Structural Engineer (subject to appropriate review)
- ✚ The author will receive a prize of £500
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