



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 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
- ✚ The author will receive the Kenneth Severn Diploma

Entrants for the Kenneth Severn Award must be 28 years of age or under on 1 January 2012. Entry is NOT restricted to membership of the Institution.

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Please ensure that you include the following details with your entry: full name, date of birth, address, name of employer/university, daytime telephone number.

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