

Construction Marketing Awards 2025

BEST USE OF LIVE MARKETING

Knauf's Service Openings webinar, delivered with Fabrick, was an education-led event tackling the critical issue of service opening fire compartmentation under the Building Safety Act 2022.

KNAUF

It was designed to meet three clear goals:

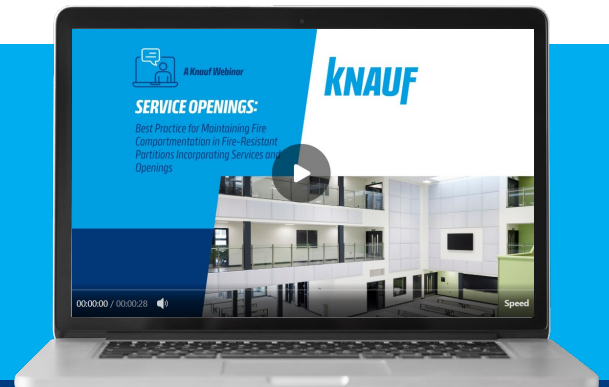
Engage architects and specifiers by providing clarity on legislative requirements and practical solutions

Position Knauf as a thought leader and trusted partner, demonstrating its responsibility to the industry and commitment to safer building practices

Generate meaningful leads that would strengthen relationships, drive CPD participation and ultimately feed into Knauf's sales pipeline

Industry-leading speakers

Recruited by Fabrick, the panel of guest speakers and chair – Iain McIlwee of FIS – were selected for their in-depth specialist knowledge and expertise.



Audience Engagement

A highly targeted communications campaign, consisting of a staggered solus email campaign, secured registration **engagement with 630 architects and specifiers** (KPI was 50).



The Results

86

completed or scheduled CPDs, with a further 69 registrations

94%

rated the content good or excellent

312

leads generated from the webinar

Beyond the numbers, the webinar shaped a new knowledge-led marketing strategy which will see a second campaign launch in 2026.