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## **Graphisoft continues business and technology architecture series, highlighting key elements firms need for sustained profitability, in live webinar**

**WHO:** Patrick MacLeamy, FAIA, International Chairman, buildingSMART International; CEO Emeritus, HOK & Huw Roberts, CEO, Graphisoft

**WHAT:** How BIM Helps Firms Achieve Sustainability and Long-Term Success

**WHEN:** JULY 27, 2021, 2 PM EDT

Graphisoft announces an upcoming live webinar in cooperation with Architectural Record. The session features an in-depth discussion between Patrick MacLeamy, FAIA, and Huw Roberts, CEO of Graphisoft®. Drawing from their collective 80 years of experience in the industry, the two will dive into ways in which architectural practices of all sizes can structure their businesses and design sensibilities to survive recessions and prosper.

Attendees will gain insight into how to best implement a sound business structure, strategies for embracing BIM to win jobs, and designing buildings that are as green as possible using current technology.

Participants will be eligible to receive continuing education credits upon completion of the webinar.

Watch from anywhere! [Sign up today!](#)

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## About Graphisoft

[Graphisoft](#)® empowers teams to design great buildings through award-winning software solutions, learning programs, and professional services for the AEC industry. **Archicad**®, the architects' BIM software of choice, offers a complete end-to-end design and documentation workflow for architectural and integrated architectural and engineering practices of any size. **BIMx**®, the most popular mobile and web BIM app, extends the BIM experience to include all stakeholders in the building design, delivery, and operations lifecycle. **BIMcloud**®, the AEC industry's first and most advanced cloud-based team collaboration solution, makes real-time collaboration possible across the globe regardless of the size of the project and the speed or quality of the team members' network connection. **DDScad**'s intelligent MEP design tools, integrated calculations, and comprehensive documentation solutions combine great architecture with peak building performance. Graphisoft is part of the Nemetschek Group. To learn more, visit [www.graphisoft.com](http://www.graphisoft.com)

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