



# Forward Focus: Specification in 2026

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Explore our key themes, content streams, learning modules and schedule of events running throughout the year as part of the Buildings, Design and Specification programme



## OUR MOST POPULAR EDITORIAL STREAMS

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**Case studies** | a detailed look at an architectural project focused on a challenging specification that required an innovative approach  
— format: 1,200 words, 5-10 high-res images and a project supplier list

**In pictures** | a series that highlights eye-catching architectural projects that have recently completed  
— format: 500 words, 10-20 high res images and a project supplier list

**Comment** | an op-ed looking at topical issues within the industry. These must remain product and company-agnostic  
— format: 1,000 words and a headshot of the author

**Let's be specific...** | a material-focused question and answer series that demystifies our readers' burning questions on specifying a particular material  
— format: detailed answers for 5-10 questions and a headshot of the author

**Product news** | a shorter news article looking at new and innovative product releases that solve problems for specifiers within the built environment  
— format: 300 words and 2-3 high-res images

**What made this project...** | a series for the finalists of the Architect of the Year Awards only, which focuses on the materials that made up one of their entry projects



# 2026 EVENTS

There will be a number of specification sessions running as part of our events programme. Topics we would like to explore, in the specification sessions and in editorial content running simultaneously, have been included below.

**WA100 LIVE** Webinar *Wednesday 12th February 2026*

Top firms and their go-to materials / global specification trends from the world's leading architecture practices / the materials driving landmark projects

**Good Employer Guide Live** Panel debate *Wednesday 5th March 2026*

Specifying for employee wellbeing / trends supporting hybrid working models / innovations and certifications for happy work environments

**Risk & Regulations Live** Webinar series *Tuesday 1st - Wednesday 2nd April 2026*

What's new in cladding and insulation? / materials that meet today's toughest standards / mitigating risk with smart building systems

**ESG LIVE** Webinar series *Tuesday 24th - Wednesday 25th June 2026 +*

Webinar series *Monday 24th - Tuesday 25th November 2026*

How materials drive ESG success in modern developments / the future of transparent material choices / greenwashing vs. green innovations / human factors impacting design

**Housing Today Live** Round table *Tues 20th May (Leeds) + Webinar Monday 1st December 2026*

Products and systems leading the way in energy efficient housing / materials that enhance indoor air quality / balancing cost and quality: material choices to help solve the housing crisis

**Building the Future Conference** *Tuesday 7th October 2026*

Emerging trends in high-performance building materials / the role of AI in specification and supply chains / future-proofing buildings through adaptive material design

**Architect of the Year Awards** *Tuesday 7th October 2026*

We will be taking a closer look at the most innovative products specified by this year's finalists

**Building Awards** *Monday 3rd November 2026*

We will be celebrating the innovation and materials at the forefront of this year's finalists

In addition to events already scheduled, we work on a bespoke range of projects throughout the year — if you would like to get involved, please contact the relevant team member.



## KEY FOCUS AREAS

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**Building Services** — from solar PV technology to mechanical ventilation heat recovery systems, we want to know what systems specifiers are installing into their buildings to make them comfortable, functional, efficient and safe for building occupants

**Envelope** — all the building components that separate the indoors from the outdoors, including exterior walls, foundations, roofs, windows and doors

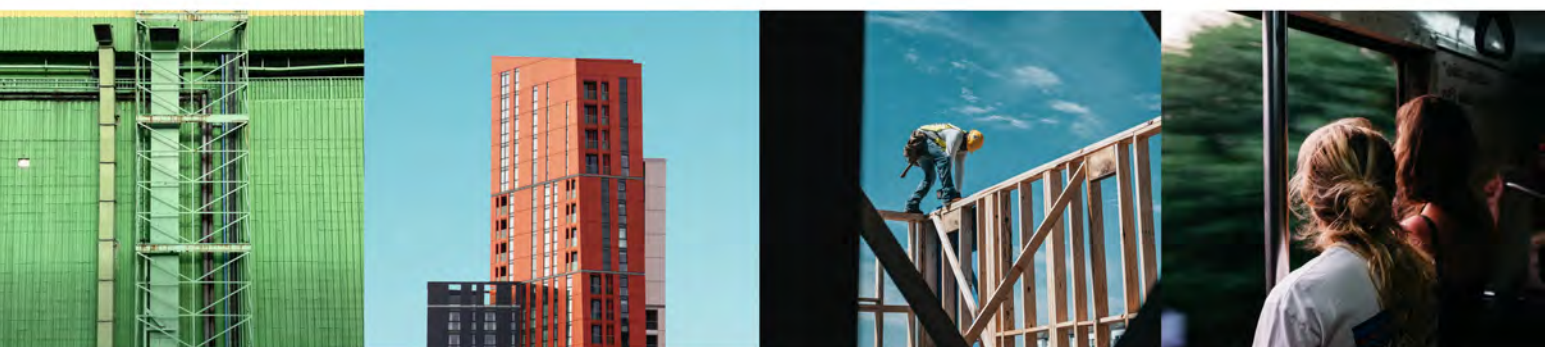
**Interiors** — focused on the material and product specifications within a space, from the flooring and ceilings to furniture and security systems

**Materials** — from timber and cork to brick and steel, we want to take a closer look at material specifications and the motivations behind the choices made by project design teams

**Retrofit** — the retrofit agenda will continue into 2025 and so will our focus on sustainable developments and re-imagining spaces for new purposes

**MMC** — modern methods of construction have played a vital role in the built environment over recent years and we want to hear about how those methods are continuing to be adopted

**Human Factors** — placing an emphasis on the role materials play in the health and wellbeing of occupants, we are interested in the human need to live in healthy spaces and how that influences our specification choices







# A TARGETED APPROACH

*Various opportunities are available across all our publications throughout the year as part of the specification programme, including:*

**Sponsored content** — if your pitch doesn't fit within one of the editorial streams available, we offer paid-for advertorials to give sponsors full control over when and where their content is published

**CPDs** — sponsored learning modules that provide a unique opportunity for lead generation, as well as a chance to position oneself as a leading expert in a particular area of focus

**Awards** — alongside sponsorship opportunities, the **Architect of the Year Awards** now has a Manufacturing Partner of the Year category

**Webinars and events** — see previous pages for more information





# CONTACT

In addition to the Buildings, Design and Specification programme, we also have six other programmes that we are seeking submissions for, including: Social Value, International, Housing, Net Zero and Energy, Digital Construction and Business Strategy: Risk and Regulations.

Editorial submissions for the specification programme should be sent to specification editor: [mary.richardson@assemblemediagroup.co.uk](mailto:mary.richardson@assemblemediagroup.co.uk)

For commercial opportunities, contact commercial director: [cameron.marshall@assemblemediagroup.co.uk](mailto:cameron.marshall@assemblemediagroup.co.uk)

For all other programmes and more information on our year-round events, please contact programmes manager: [jordan.marshall@assemblemediagroup.co.uk](mailto:jordan.marshall@assemblemediagroup.co.uk)

