



EMA Conducting Webinar on Utilizing Digital Replica of Building Data

Digital Twin Tech Opens Door to Integration of Artificial Intelligence, Machine Learning, Predictive Analytics

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(Washington, DC, June 29 2020)—The Energy Management Association ([EMA](#)), announced that it's teaming with award-winning Associate Member [SkyFoundry](#) and research firm [Verdantix](#) to conduct a webinar that explores the current uses and future possibilities of a technology known as the “digital twin.”

Free Webinar: Utilizing Digital Twins of Operational Data

Tuesday, July 23, 2020

11:00 AM-12:00 PM (Noon) Eastern

Attendees Earn 1 AIA Learning Unit for Continuing Education

[Registration](#)

Presenters for the webinar are John Petze, Principal & Cofounder, SkyFoundry and Executive Director, [Project Haystack](#) (also an EMA Associate Member) and Susan Clarke, Head of Smart Buildings Research Practice, Verdantix. The session is approved for 1 AIA Learning Unit (LU) for professional continuing education needs.

Petze explained the technology to be examined in the webinar. “The goal of the digital data twin is to provide managers and operators with access to any and all operational data at any time. It provides a unified, seamless replicated data environment enabling diverse users to address unique data analysis and reporting needs. Digital twin data replicas provide that capability for operators,” said Petze.

The learning objectives for the webinar include:

- Understand digital twin data replicas of facility operational data, and how they serve applications from analytics, to energy analysis/forecasting and 3D visualizations of building operations over time and under differing design conditions.
- Understanding how a digital twin data replica supports diverse facility management functions and applications to enable improved operational results
- Learn about potential use cases of digital twins in a building and the role of “metadata.”
- Understand the next steps to take to get to get value from digital twins.

The Energy Management Association ([EMA](#)) is a trade association dedicated to providing education, training and certification in the field of building and facility energy efficiency. Its [Energy Management Professional Certification](#) (EMP) has achieved accreditation by the American National Standards Institute (ANSI) and is a recognized certification by the Department of Energy's Better Buildings® Workforce program.