

# A Celebration for World FM Day in your Country or Region Take Part in World FM Day 2010!

## What is World FM Day?

World FM Day is a Global FM initiative to celebrate the importance of the FM profession.

It aims to raise the FM profession profile around the globe, promoting facilities management's ideals, not only within the profession and industry, but also among governments and the general business community.

## When is World FM Day?

24. June 2010

## Objectives of World FM Day:

- ◆ To draw attention to the aims, objectives and progress of the facilities management profession around the globe;
- ◆ To highlight the valuable contributions sound facilities management has made and is making to sustainable global communities; productive, safe, healthy and secure work environments; and local and global economies;
- ◆ To give worldwide coverage to the ideals of facilities management, not only within the profession and industry, but also to governments and among the general public.

## Where will World FM Day be celebrated?

Different FM related Associations all over the world will celebrate World FM Day, on 24 June 2010. Global FM members have confirmed that events will take place in:

- ◆ Australia
- ◆ Brazil
- ◆ France
- ◆ Hungary
- ◆ UK
- ◆ USA
- ◆ South Africa
- ◆ Switzerland

## Who can take part in World FM Day?

Every FM professional, organization working in the FM area and FM associations around the world can celebrate World FM Day and use the World FM Day logo.



If you are planning an event, please inform Global FM ([globalfm@kelleneurope.com](mailto:globalfm@kelleneurope.com)) so we can list your activities on our website.

## How will World FM Day be celebrated?

FM associations will celebrate World FM Day by organising events, such as luncheons, seminars and workshops, Twitter debates or by undertaking any other activity to celebrate and promote facilities management.

You can also celebrate World FM Day within your company by organizing a lunch event, social events or simply raise the attention that it is World FM Day by using the World FM Day logo as screensaver, include the World FM Day banner in your email signature or post the personalized World FM Day poster in your office's canteen or meeting room.

Global FM has created a section on its website ([www.globalfm.org/world\\_fm\\_day.asp](http://www.globalfm.org/world_fm_day.asp)) where the following items can be downloaded:

- ◆ World FM Day logo
- ◆ World FM Day Promotional Video
- ◆ Personalized World FM Day Poster
- ◆ World FM Day Email Signature
- ◆ World FM Day Banner
- ◆ World FM Day Template for Power Point Presentations

Please make sure that you use the World FM Day Template for Power Point Presentations during your events and activities.



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**Click here for more information.**



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### Looking for ideas for your World FM Day event?

Breakfast meetings, lunches, cocktails, happy hour, dinners conferences, workshops, seminars related to FM. Participate virtually via Facebook, Twitter and indicate your event on the special Google map

If you would like to get more ideas on how you can celebrate World FM Day, please contact Global FM at [globalfm@kelleneurope.com](mailto:globalfm@kelleneurope.com) we will be happy to help.

World FM Day last year featured several original events. The French Association, ARSEG, organised a lunch on a *bateau mouche* on the river Seine in Paris, the Swiss Association, FM Arena, organised a soccer tournament with twenty different teams and the British Association, BIFM, held a breakfast meeting at Google's headquarters in London.



### World FM Day 2010's theme:

"Facilities Management has a key role in building organizational performance"  
Under this theme various subareas can be covered, such as globalization, strategy, emergency preparedness, risk management and education.

### Will there be Global FM coordinated activities during World FM Day?

Yes, there will be the following coordinated activities:

- ◆ Global FM's 2010 World FM Day video will be shown on

### World FM Day

- ◆ For the first time Global FM will announce on World FM Day 2010 the Awards of Excellence Winners
- ◆ 'World FM Day' FaceBook page (one can become fan/like it)
- ◆ 'World FM Day' Tweet <http://twitter.com/WorldFMDay>
- ◆ Interactive Google map will indicate all the activities taking place on 24 June 2010

### Why is FM Important for the business world?

Facilities management is a critical, strategic business discipline. Organisations increasingly occupy complex buildings and use sophisticated technology for communications and control. Professional FM is needed to plan, maintain and manage these facilities. It is part of the drive to meet the higher demands of organisations and individuals. Whether as employees, customers, students or patients, people have higher expectations of their living, working and leisure environments.

Good facilities management can deliver flexibility, adaptability and sustainability. It can help organisations respond to cost pressures or the need for greater security. Beyond buildings, it can enable remote and peripatetic working.

At its best it is a real differentiator and in the commercial sphere can provide a competitive advantage.

### 5 reasons to organize a World FM Day event in your Association, Company or Community

1. Take part in a global and innovative event
2. Attract media attention and raise the profile of FM
3. Be a part of an international campaign promoting FM
4. Innovate and set a new direction for your company, association, community
5. Global FM has created graphical work that can be easily tailored to your event

### Still have questions?

Should you have any questions, please contact the Global FM Secretariat at [globalfm@kelleneurope.com](mailto:globalfm@kelleneurope.com)



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[Click here for more information.](#)

