

A Celebration for World FM Day in your Country or Region Take Part in World FM Day 2011!

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?

23. June 2011

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.

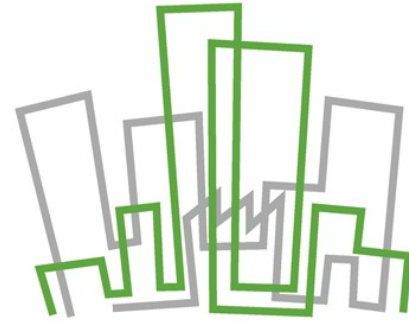
Where will World FM Day be celebrated?

Different FM related Associations all over the world will celebrate World FM Day, on 23 June 2011. Global FM members have confirmed that events will take place in:

- ◆ Australia
- ◆ Brazil
- ◆ France
- ◆ Hungary
- ◆ UK
- ◆ USA
- ◆ South Africa
- ◆ India
- ◆ Middle East

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.



WORLD FM DAY
advancing facilities management

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

How will World FM Day be celebrated?

FM associations will celebrate World FM Day by organizing 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_day2011.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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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 we will be happy to help.

World FM Day last year featured several original events. The British Association, BIFM, organised an evening event in London. Live streaming of the event was available. The members of the South African Association participated at the SWC 2010 fan park. Different IFMA chapters (Abuja, Trinidad & Tobago, Silicon Valley, among others) organised different events from seminars and conferences to luncheons and happy hours. ARSEG, the French Association, organised a conference followed by a cruise on the river Seine.



World FM Day 2011 Core Message:

“The Asset Mix and the New Economy: an Opportunity for FM”

With globalization and fast growth in technology, investors are beginning to rethink the asset definition and moving away from a traditional definition based on property, space and goods. In this lies a great challenge and opportunity for FM. FM assists in reaching more quantity and quality while using the same or less space. Investors need to understand and recognise FM as an asset for any sector.

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

Yes, there will be the following coordinated activities:

- ◆ Global FM’s 2011 World FM Day video will be shown on World FM Day
- ◆ Global FM will announce on World FM Day the Winners of the 2011 Awards for Excellence in FM
- ◆ ‘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 23 June 2011

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

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