

Evaluation World FM Day 2010

Global FM member	Evaluation of 2010 Edition	Suggestions for 2011
ABRAFAC	Very Positive. We had a kind of happy-hour in three different Brazilian states: São Paulo/62 attendees – Rio de Janeiro/9 attendees – Curitiba/13 attendees. We all connected by skype.	No comments
ARSEG	The event is very much appreciated and creates more and more interest. The joint participation of Arseg and Sypemi (FM Suppliers Professional Union) was a real improvement. The debate about the organization of FM (in house vs partly outsourced vs totally outsourced) has been a real success and we saw that this question is still on debate in a lot of major companies. The business cases presented by RBS, Mibag and Delphi allowed to discuss about the limits of outsourcing in terms of decision power and responsibilities. Videos and Google Map are really necessary to make it a real international event.	Next year, we will propose to other single service professional unions to join. We still have some difficulties to involve the in house FM departments of major companies to celebrate the WFMD within their teams. Suggestion: could be great to create a short video with images from all our events: GFM workshops, national events (WWP, Ideaction, Siseq, BIFM Conference...), events from the WFMD around the world to show we are a living community and giving an idea of what is done abroad.
BIFM	Very positive, impressive numbers: 70 viewers of the live stream with around 15-20 people at any one time, the #bifmstream had 2,700 followers and the combination of #worldfmday and #bifmstream was 13,000 Global FM google map was very impressive Liked both videos	§ Explore further the life streaming possibilities and see if different Global FM members can connect their events § But avoid having all the life streaming at the same time of the day in order to avoid competing events
HFMS	Very positive, 40 participants, HFMS celebrated its 5 th anniversary and the 10 th anniversary of FM education in Hungary, positive feedback from participants, participation of single service associations and real estate associations	Explore possibilities of having two or more events virtually connected. This would contribute to increase the feeling of global FM community The video message could be improved To involve from the beginning single service associations (?)
FM Arena	Few attendance, due to public holidays	No comments
FMA Australia	§ Few attendance, due to wrong timing for Australia § As the date was the end of the Financial year for Australia this did cause our numbers to be down and as predicted not as successful as it could have been.	§ Tighter guidelines for Video

	<p>§ Reduce timing of World FM Day Video – the brief was changed from what was agreed by subcommittee so it was much longer and as it was un-scripted for many speakers, so slightly disjointed in messages and filming locations. Include short introduction about the event itself.</p> <p>§ Awards video much better, but would have been useful to have a script about the Awards, which could have been read out prior to the video</p>	
<p>IFMA</p>	<p>Very positive, twitter participation increased from 30 in 2009 to 75 in 2010</p>	
<p>SAFMA</p>	<p>Attendance was not as good as last year but the timing was completely wrong – World Cup has over shadowed everything. The concept of the global connections goes down well.</p> <p>Both videos went down well.</p>	<p>§ Use the video to “educate” about the theme of the day. Just have one speaker, and talk more on the theme</p> <p>§ See if 2 functions can link up via VC</p>