

WORLD FM DAY 2010

TOTAL Number of People Reached: 17.347

WHO	WHERE	WHAT	Attendees
ARSEG	France, Paris	Conference "FM's business performance all around the world" followed by a cocktail (organized by Avenance-Elior) on the river boat the "Tennessee" for a cruise on the Seine	100
ABRAFAC	Brazil (São Paulo, Rio de Janeiro, Curitiba)	Happy Hour / Networking with prize draw and speeches by the founders of ABRAFAC	186
BIFM	UK, London	Evening event held at Steelcase offices in Farringdon, London, with networking afterwards. Live streaming of the event was available	50
FMA Australia	Australia, Sydney, Melbourne, Adelaide, Brisbane and Canberra	Lunch forums organised covering different topics (Mandatory Disclosure; The Australian Economy; Business Continuity Management, etc) in relation to FM in Australia:	270
FM Arena	Switzerland, Zurich	Diner	
IFMA	IFMA Headquarters Trinidad & Tobago IFMA Chapter Silicon Valley IFMA Chapter Hong Kong IFMA Chapter Abuja IFMA Chapter	The second edition of the TweetWorldFMDay Event on Twitter. At IFMA Headquarters a lunch and the competition "build the best building out of Legos" was organised. Facility managers from the IFMA headquarters building and members of the Houston Chapter of IFMA were invited to serve as judges Other IFMA chapters organised different events from seminars and conferences to luncheons and happy hours	76 participants in Twitter 50 participants in IFMA's Headquart ers Lunch
HFMS	Hungary	Social event at Kinnarps House in Budapest. In this occasion the 10th anniversary of the FM education in Hungary and the 5th anniversary of HFMS were also celebrated	40
SAFMA	South Africa, Johannesburg, Cape Town	A function was organised at the Prestige Cleaning Services Training Centre in Johannesburg. During the event, the corporate members of SAFMA were awarded plaques and certificates. Following the function, participants gathered in the SWC 2010 fan park. In Cape Town a small group of 14 people had a lunch.	36
TOTAL			808

YouTube Videos

Promotional Video: 342 views (20 July)
WFMD video: 130 views (20 July)
Awards Video: 163 views (20 July)

Google Map

Views: 13,857 (20 July)
Entries: 53 events

World FM Day Facebook Fan Page

Number of Fans: 44 fans (20 July)

World FM Day Twitter

Number of followers: 25 (20 July)

Emails sent from Secretariat

Pre and Post event Press Release: list of 730 contacts
Dedicated Page on Global FM Website: 596 visits and 105 visitors between 23rd June and 1st July.
Global FM Homepage: 1476 visits and 655 visitors between 23rd June and 1st July
Personalised Mailing 18 June (1 week before) - 488 contacts
Personalised Mailing 24 June – 488 contacts

Feedback on press, blogs, partner associations, companies

EUROFM

National Association of Church Facility Managers Annual Conference in Knoxville

Building Operating Management Magazine <http://www.facilitiesnet.com/bom/>

Blog: Today'sFacilityManager: <http://todaysfacilitymanager.com/facilityblog/2010/03/global-fm-launches-awards-program.html>

<http://www.worshipfacilities.com/go.php/editorial/11586>

Property and Facility Management Innovators (PFMI) Group on LinkedIn

<http://www.linkedin.com/groups?home=&gid=1858850>

<http://www.rooftopgarden.com/>

<http://www.managerlabs.com/>

University of Texas

Sodexo

HSBC – Hong Kong

FMLink

Optimal Facility SRO

Paul-James Facilities Inc