

Understanding IFMA's strategy and opportunities for thought leadership is critical to a successful partnership. This document provides ideas for how you can use your industry expertise to benefit both your association and the facility management (FM) profession with the sharing of quality content.

Strategic Partner Association (SPA)

We believe in forging a true partnership with relevant professional organizations. We can help you connect your strategy and objectives to FM professionals through content and thought leadership. Examples of content submissions through the available IFMA channels include:

- Submitting to the newsletters.
- Contributing to the Knowledge Library.
- Submitting an abstract for IFMA's Connect FM podcast and/or blog (original content).
- Submitting an abstract for an IFMA FMJ article (original content).
- Adding select subject matter experts to IFMA's Speaker Directory on the Engage forum.
- Responding to a call for presentations for an IFMA event.

IFMA's Global Network

You can make the most of your relationship by targeting content within IFMA's 24,000+ global community. Aligning your content with specific industry segments, focus areas or geographical locations can help your company drive awareness among key decision makers. IFMA's [Networking Groups](#) include:

- [Industry councils](#) that offer access to industry specific areas of FM.
- [Communities of practice](#) connect members with colleagues based on issues, concerns and best practices in areas of interest.
- [Local chapters](#) are a source of education, information and interaction based on geographical location.

Important Dates

Plan specific content to highlight your thought leadership throughout the year. [IFMA's Event Calendar](#) has an up-to-date listing of events.

- International Women's Day - March 8, 2024
- IFMA's World Workplace Europe - March 6-7, 2024
- Earth Day - April 22, 2024
- IFMA's Facility Fusion Conference & Expo in Boston, Massachusetts - May 5-7, 2024 www.facilityfusion.ifma.org
- World FM Day – Wednesday, May 8, 2024
- IFMA's World Workplace in San Antonio, TX - October 9-11, 2024 www.worldworkplace.ifma.org

IFMA's Core Competencies

Align your content with the 11 core competencies necessary for a well-rounded FM.

- Finance & Business
- Operations & Maintenance
- Leadership & Strategy
- Project Management
- Real Estate
- Sustainability
- Facility Information Management & Tech Management
- Communications
- Risk Management
- Occupancy & Human Factors
- Performance & Quality

Emerging Topics

IFMA's 2023 white paper, [Evolution is Never Finished: Insights from IFMA's Emerging Topics Working Group on How Six Key Topics are Transforming the FM Industry](#), is a starting point for an ongoing conversation concerning the key issues, trends and drivers shaping the industry. These six topics underscore the importance of collaboration as we navigate emerging topics.

- Circular Economy
- Climate Change
- ESG
- PropTech
- Workplace Wellness
- Cyber Security

Helpful Links