

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, 2025
- Earth Day - April 22, 2025
- IFMA's World Workplace Europe - March 12-13, 2025
- IFMA's Facility Fusion Conference & Expo in Austin, Texas – April 29 - May 1, 2025 www.facilityfusion.ifma.org
- World FM Day – Wednesday, May 14, 2025
- IFMA's World Workplace in Minneapolis, Minnesota – September 17-19, 2025 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

The latest report, [Circular FM: The Role of the Circular Economy in Facility Management](#), explores the unprecedented planetary impact, the urgent need for a paradigm shift, and actionable insights and recommendations for facility managers.

- Circular Economy
- Sustainable Procurement
- Life Cycle Thinking
- Material Reuse
- Data-Driven FM
- Resilient Buildings

Helpful Links