

IFMA'S WORLD WORKPLACE 2009 SPEAKER PROSPECTUS

Introduction

We are pleased to have you as a presenter at IFMA's World Workplace 2009 Conference & Expo. The following information was assembled to assist you in preparing your materials for the event's educational program. You will find information about the show and statistics about the attendees. If you have any further questions or comments, please contact Monica Cooper, IFMA's Event Program Manager, via e-mail at monica.cooper@ifma.org.

About IFMA's World Workplace Well Known. Well Balanced. Well Worth It.

The annual conference and exposition of the International Facility Management Association (IFMA), World Workplace, encompasses the vast educational and networking opportunities available through IFMA year-round. The knowledge and experience of the Association is consolidated into a three-day, world-class gathering of facility professionals, educators, students and companies for the continued advancement of the profession.

IFMA's World Workplace is the largest, most comprehensive educational, networking and buying event for the facility management industry. World Workplace addresses the TOTAL built environment, focusing educational content and career-enhancing activities on topics relevant to FM, as well as related workplace fields.

The 2008 conference and expo will also focus on the future of the workplace—highlighting innovative tools and practices, a progressive approach to managing today's built environment, and cutting-edge knowledge and skills professionals need to remain competitive. Exhibitors will introduce the latest products and services to take attendees into 2010 and beyond.

IFMA's World Workplace is the single FM-focused conference and exposition backed by 25 years of research, education, forecasting and career development for facility and workplace professionals. World Workplace attendees represent anyone responsible for the functionality, design, security and maintenance of the built environment, as well as those responsible for managing and supporting other professionals, including:

Facility, Building and Property Managers	Designers
O&M Professionals	Security Professionals
Building Owners	IT Professionals
Developers	Government Employees
Architects	Real Estate Professionals
Engineers	Human Resource Professionals

About IFMA

The International Facility Management Association (IFMA) is the largest and most widely recognized professional association for facility management, supporting more than 18,000 members. The Association's members are represented in 125 chapters, 15 councils and one Special Interest Group (SIG), in 56 countries worldwide. Globally, IFMA certifies facility managers, conducts research, provides educational programs, recognizes facility management degree and certificate programs and produces World Workplace, the largest facility management-related conference and exposition.

Session Information

The average session attendance over the last five years is 97% of attendees. The average number of attendees you can expect in a classroom for a single session is 120; however, depending upon the session format, time, etc., there could be as few as 30 or as many as 250.

The 2009 educational program will center around the following tracks:

Benchmarking & Best Practices	Industries & Interests
International Outlook	Maintaining the Built Environment
People Perspective	Strategic Facility Planning
Sustainability	Trends & Innovation

Session Titles, Descriptions & Learning Objectives

In reviewing evaluations over the years, we have found that one of the most highly criticized areas of the World Workplace educational program is the session descriptions. We would like to stress to you the importance of presenting your session as you have described it in our promotional materials. Session descriptions are taken directly from your original abstracts. They are condensed for space considerations and edited so that they are more intelligible to the average reader.

Continuing Education Units / IACET Standards

The Continuing Education Unit (CEU) is designed to facilitate recording, accumulating and exchanging standardized information about individual participation and learning achievement in continuing education experiences. The CEU is a standard of measure for continuing education or training. The criterion was developed by the International Association for Continuing Education and Training (IACET). IACET defines the CEU as "10 contact hours of participation in an organized continuing education experience under responsible sponsorship, capable direction and qualified instruction."

IFMA has been designated a Certified Provider of Continuing Education Units by the International Association for Continuing Education and Training (IACET). As a Certified Provider, we have a responsibility to provide education that adheres to the IACET standards. Meeting these standards requires a partnership between the requesting IFMA Component Unit and IFMA Headquarters to ensure that all requirements are satisfied.

Criteria Set Forth by IACET:

Each activity is planned in response to educational needs, which have been identified for a target audience.

Qualified instructional personnel are involved in planning and conducting each activity.

Participants must demonstrate their attainment of the learning outcomes.

The group has an identifiable unit, group or individual with clearly defined responsibilities for developing and administering learning activities. The group maintains a complete record of each individual's participation and can provide a copy of that record upon request for a period of at least seven years.

Each activity has a clear and concise written statement of intended learning outcomes.

Content and instructional methods are appropriate for the intended learning outcomes of each activity.

Each learning activity is evaluated by the participants.

The group has a review process in operation that ensures the CEU criteria are met.

The group provides an appropriate learning environment and support services.

About the Attendees

How many sessions did you attend during the conference? (2007)

1-2 sessions	12.2%
3-4 sessions	24.7%
5-6 sessions	43.4%
7 sessions	19.7%

In general, did you find the knowledge levels (i.e. executive, advanced, intermediate and basic) were appropriately assigned to each session? (2005)

Yes	88.2%
No	11.8%

Including this event, how many World Workplace events have you attended? (2007)

First time	32.7%
2	13.9%
3	9.8%
4-5	16.1%
6-7	10.1%
8 or more	17.3%

What is your total facilities budget? (2007)

Less than \$500,000	8.4%
\$500,000 - \$1,000,000	5.6%
\$1,000,001 - \$2,000,000	14.2%
\$2,000,001 - \$5,000,000	23%
\$5,000,001 - \$10,000,000	18.6%
More than \$10,000,000	30.2%

The organization you work for or mostly with is: (2007)

64.3%	Services (<i>financial, professional, utilities, health care, trade, etc.</i>)
13.6%	Manufacturing
26.2%	Non-Profit (<i>edu., gov., religious</i>)

Highest level of education: (2001)

Baccalaureate	50%
Masters	23%
Associate degree	13%
High school	14%

Representatives from the following segments of the business community were in attendance: (2002)

60%	Facility manager/executive; property manager; real estate manager; operational executive
11%	Architect; engineer; building or construction manager/contractor; specifier
6%	Interior/lighting designer
3%	Manufacturer's representative
2%	Security manager; protection officer; office administrator; leasing agent
1%	Instructor; student
17%	Other related professions

Number of employees in attendees' companies: (2000)

More than 10,000	21%
1,000 – 9,999	32%
500 – 999	13%
100 – 499	18%
Under 100	17%

Total years practicing facility management: (2002)

More than 20	18%
10 to 20	53%
8 to 9	7%
6 to 7	2%
4 to 5	6%
2 to 3	5%
One	2%
Less than one	2%

International Attendees: (2002)

84%	Canada
10%	The Netherlands
3%	Bermuda
2%	United Kingdom
2%	Switzerland
1%	Hong Kong

Previous Written Comments from Attendee Evaluations

IFMA's World Workplace is known for the quality and value of the educational experience it offers FM and workplace professionals. Conference attendees expect World Workplace sessions to be informative, enlightening, engaging, well-researched and well-presented. The World Workplace experience is based on the sharing of knowledge and ideas. Sometimes even the most knowledgeable presenters can learn something from their audience, which is why we have included the following comments from anonymous attendee evaluations. We feel that this information may be helpful to you in preparing your presentation for this year's event.

Positive Comments:

- High energy; kept everyone's attention.
- [Speaker] knows this topic inside and out; well presented.
- Dynamic speaker; easy to follow, energetic, easy to learn from.
- Well prepared; well presented.
- Very enthusiastic speaker with practical information.
- Session matched course description perfectly.
- Really enjoyed the speaker's humor; fun and informative.
- [Speaker] made an important-but-dry topic fun and accessible.
- Well organized and focused. Very personable and professional.
- Appreciated [speaker] repeating questions from audience so everyone could understand the meaning of the response.
- Speaker did not read presentation material, but spoke to it, which was wonderful.
- Speakers followed handouts without being married to it.
- [Speaker] was highly energetic and motivational. Audience interaction was beneficial in relating the information to individual requirements and development.
- A well-prepared, excellent speaker; obviously quite knowledgeable.
- Thorough case histories. Helpful that they identified costs for consultants.
- Session Q&A best part of the presentation.
- Case studies made the difference.
- Liked the case study. Hearing what was/is done in "real time" was valuable.
- Excellent real-life examples and stories that helped make the subject matter "come to life."
- Clear, concise, useable information.

Negative Comments:

- The second half of the session came across like a sales pitch; blatant advertising.
- I was hoping to leave with more immediate information I could take back to my job.
- Very bland. Did not keep my interest. Tough first thing in the morning.
- Avoid saying "you know;" every sentence should not contain "um."
- Don't read the slide. We can read.
- Lots of rich data, but blazed through too quickly to absorb; was left overwhelmed.
- Speaker should slow down, presentation seemed rushed.
- Slides had several typos.
- Watch color-combinations on slides; white-on-yellow can't be seen.
- Slides contained too much info. Condense content. Difficult to read.
- Relied too heavily on PowerPoint.
- [Presenter's] cell phone went off twice.
- Speakers should stand rather than sit behind a table.
- Information was two- to three-years old.
- Billed as "advanced," but was as "basic" as it gets.
- Talked mostly about his company and its issues, rather than general to everyone's situations. Too much "we" and "I" in presentation.
- I would not be able to explain to anyone what I just heard.
- [Presenter] spoke to slides instead of audience.

- Need to drag speaker into 21st century. He referenced having a “girl” in the office; perhaps if he had a “woman” in the office, he would be more secure.
- Good information hampered by poor presentation. Too slow, monotone, uninteresting slides. Session was like taking a dose of Ambien.
- Second speaker could put sleeping pill companies out of business.
- Cricket chirping in the back of the room was more interesting than the presentation.

Presentation Timing

Please understand the importance of limiting your presentation to the designated time provided. Event coordinators must prep and restock session rooms during the 30-minute session breaks, and attendees must have ample time to proceed to their next class. Please be considerate of your fellow presenters, as well as the attendees who have carefully planned their educational schedule. Ending your session on time helps the event coordinators run a smooth conference, and helps attendees get the most out of their time at the conference.