

Taking time to plan how you will utilize your partnership benefits is critical to a successful partnership term. This document provides ideas for how you can use your industry expertise to influence the profession with knowledge sharing and quality content. We hope you leverage your corporate partnership with IFMA to build and strengthen your company's reputation as an industry leader among facility management professionals.

### Partnership

We believe in forging a true partnership with industry professionals. We will help you connect your company's goals and objectives to FM professionals through content and thought leadership. Successful partnerships ensure a steady cadence of content. You can contribute to IFMA by taking advantage of your membership benefits:

- Submitting to the newsletters.
- Contributing to the Knowledge Library. Once you have 6-9 pieces, you can be featured in a content spotlight.
- Submitting an abstract for the Connected FM podcast.
- Submitting an abstract for IFMA's Connect FM podcast and/or blog.
- Scheduling a Behind the Brand – 2-3 months in advance.
- Considering a webinar with a council or community – send us the abstract and we will:
  - Submit it to leaders for review or
  - Promote your webinar to the group.
- Gold and Platinum Only:
  - Host a co-branded webinar.
  - Plan your participation in IFMA's events, including hosting a session, using a room (Platinum) and scheduling a focus group (Platinum).

View your membership benefits: [Platinum](#) | [Gold](#) | [Silver](#) | [Bronze](#)

### IFMA's Global Network

Your corporate partnership provides opportunities for thought leadership to IFMA's 24,000+ members. Strategically planning how best to position target-specific content within IFMA will help you make the most of this global network. Aligning your content to specific industry segments, focus areas, or geographical locations, can help your company drive awareness among key decision makers. IFMA's components (or membership groups) have been formed based on three reasons for networking.

- Industry councils give members access to industry specific networks around the world.
- Communities of practice allow members to connect with others who share an interest in a specific topic.
- Chapters offer connections and networking based on geographical location.

[Learn more about council's and communities](#) and [view the chapter map](#).

### Important Dates

Plan specific content to help highlight your thought leadership throughout the year.

- 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
- World FM Day – Wednesday, May 8, 2025
- IFMA's World Workplace in Minneapolis, Minnesota – September 17-19, 2025

### IFMA's Core Competencies

Build messaging around what FMs need to know! IFMA identified these 11 core competencies for a well-rounded FM.

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| <ul style="list-style-type: none"> <li>• Finance &amp; Business</li> <li>• Operations &amp; Maintenance</li> <li>• Leadership &amp; Strategy</li> <li>• Project Management</li> <li>• Real Estate</li> <li>• Sustainability</li> </ul> | <ul style="list-style-type: none"> <li>• Facility Information Management &amp; Tech Management</li> <li>• Communications</li> <li>• Risk Management</li> <li>• Occupancy &amp; Human Factors</li> <li>• Performance &amp; Quality</li> </ul> |
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### Emerging Topics

IFMA's new 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 industry conversation concerning the key issues, trends and drivers shaping the industry. These six topics underscore the importance of collaboration as we navigate emerging topics. [Read the white paper.](#)

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

#### Additional Information