Everything you wanted to know about Social Media but were too afraid to ask
Vision Statement
The FMCC is the resource and voice for Facility Management Consultants worldwide to leverage our collective expertise to benefit IFMA members, and the Facility Management profession.

Mission Statement
To serve as a global Facility Management consultants' resource and representative for Knowledge Sharing, Networking and Business Opportunities in support of our impact upon the built environment and value to their clients.
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http://www.nextfms.com
Presenters' Bio

**Chris Payne** is Principal Consultant with CSS Consultancy. He works in partnership with facilities management organizations to identify and embed more efficient ways of working within their delivery contracts. With a strong focus on innovation, he contributes to improvement activities through the development of frameworks, contract analytics, software and technology to capture and incorporate new ways of working that saves cost and enhances operations. With over 25 years of experience working on the built environment, Chris has comprehensive insight into the construction and maintenance of facilities within a number of industry sectors, including: social housing, critical environments, defense estates, food processing and commercial office space. In recent years, through the successful delivery of consultancy projects, he has helped clients secure more profitable work by moving beyond standard delivery approaches to find new ways of adding value to facility end-users and occupants. Based near Glasgow in Scotland, he travels extensively to support an international client base.

**Markus Groll**, a registered architect, has been in the commercial design profession since 1988. As the founder and manager of companies in Germany, Jordan and the UAE, he has acquired a wealth of experience in architecture, construction and facilities management over the past 25+ years specializing in project planning and management in accordance with industry specific best practice standards. Working with major clients in a consultancy capacity, he has provided advice and expertise on all aspects of building construction and maintenance. Due to his IT affinity Markus has been also working with clients and companies to lead the implementation and configuration of CAD, BIM, CAFM, IWMS, IMMS and CMMS software applications. In 1999, he has established the IFMA Regional Chapter “Inn-Salzach” with the primary focus on informing about IFMA and facilities management best practice whilst securing new members for the IFMA. Markus was also the co-author of the German IFMA Planning & Project Management course and has been teaching that course for IFMA since 1998.

isar1 CEO Markus Groll is active in FMCC Board Member as Secretary since July 2013 and also Chair at the FMCC STAG
Learning Objectives:

- Understand the many social media platforms commonly in use, and the benefits and pitfalls to each.
- Help you appreciate the ways that social media can be used within FM.
- Identify ways to implement a social media strategy that aligns to your corporate objectives.
- Ways to provide effective customer care through social media.
- Understand what to do if things go wrong.
1. How active are you in social media?

- Very active, daily?
- Medium, weekly?
- From time to time?
- Not at all?
FMCC's encounter with social media...

FMCC has been starting a professional development program in 2013

- Aim: 1 webinar per month
- Marketing: via social media --> mainly on LinkedIn Groups
- Challenge: High visibility --> reach a wide audience

1st step: posting announcements manually on LinkedIn

- High time expenses
- Support group required
- Several changes in basic configuration of LinkedIn to be adapted

2nd step:

- Generate weebley blog and copy posting to LinkedIn
- --> hard to configure / hard to create posting (e.g. no copy feature)

3rd step:

- Establish wordpress.com blog --> additional cost for special features/plugins as podcasts, video etc.

4th step:

- Establish fmcc-workplace.com on wordpress.org (just cost of domain --> plugins mainly for free
Why have a Social Media strategy?

Millions of tweets per day
http://www.internetlivestats.com/twitter-statistics/

continuous changes in terms of popularity of different channels

Hard to find out: 'Which is the right channel for me?'
How I can increase my visibility, the hits on my website?
The time of static websites is over!!!
Which should be the tools?

How I can implement a social media strategy without hiring a team of 2-3 persons?
Some considerations:
- blog
- backlinks
- SEO
- performance
- statistics
- link several channels
- hits
- be up to date
- likes
- stay tuned
- ...
Secrets of SEO

Search engines use complex **mathematical algorithms** to guess which websites a user seeks.

In this diagram, if each bubble represents a website, programs sometimes called **spiders** examine which sites link to which other sites, with arrows representing these links.

Websites getting more **inbound links**, or stronger links, are presumed to be more important and what the user is searching for.

*Source: Wikipedia*
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International Facility Management Association

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World FM Day 2015: Virtual Conference by IFMA’s FM Consultants Council
‘Building Resilience for the Future’
Are You A Dir. of Ops.? - Join An Elite Network Of Professionals. Apply Now To Bristol Who's Who!

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- FM Consultants
- International Facility Management Association
- Workplace Evolutionaries
- Corporate Facilities Council
- Corporate Real Estate Council
- Consultants Link

Start a discussion with your group

Enter a discussion title
IFMA FMCC
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IFMA FMCC is for blogs/tweets to increase the global cooperations of FM Consultants
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World FM Day 2015: Virtual Conference by @IFMAFMCC @WorldFMDay fmcc-workplace.com/world-fm-day-2... ... via @IFMAFMCC

Building Resilience for the Future
International Facility Management Association
Definitions

- **Big Data**
  - Extensive amounts of complex data about your organization pulled from many sources
- **Key Performance Indicators**
  - Critical metrics that can be measured against to determine success of core processes in an organization
- **Balanced Score Card**
  - Aligns and monitors performance in comparison to core business values
- **Benchmarking**
  - Comparison of metrics against "targets"
Webinar review: “Benchmarking: It’s Much More Than Just a Bunch of Numbers!”

Teena Shouse, CFM, IFMA Fellow, VP, Facility Engineering Associates
FM Consultants Podcast 2015-07 – Discussion by Geoff Williams (Canada), Nicole Lobb (Canada) and Chris Payne (UK)

Download file | Duration: 5:14 | Size: 2.6M | Recorded on April 2, 2015

Post-Webinar Interview to the IFMA FMCC Live Webinar – “Cost Center to Profit Center: Leadership & Business Management for Facility Managers” – Geoff Williams, Nicole Lobb and Chris Payne
e.g. Website & Twitter

Website updates provided saw website traffic increase **59.70%**
(from 2355 to 3761 sessions)

The largest increase seen in:
- Brazil 782%
- Japan 649%
- Germany 284%
- Canada 192%
- New Zealand 151%
430,844,178
Tweets sent today
view how many in 1 second

Number of Tweets (current and historical)
Growth Rate
Curious Facts
Sources and References
view how many in 1 second

Sources and References

Tweets per day 500 m | August 16, 2013

1. First tweet is sent 2006-7-21
2. 5,000 tweets per day 2007-2-1
3. 300,000 tweets per day 2008-1-1
4. 2.5 million tweets per day 2009-1-1
5. 35 million tweets per day 2010-2-1
6. 50 million tweets per day 2010-3-14
7. 100 million tweets per day 2011-1-30
8. 200 million tweets per day 2011-6-30
9. 250 million tweets per day 2011-10-17
10. 340 million tweets per day 2012-3-21
11. 500 million tweets per day 2013-8-16
Account home

28 day summary with change over previous period

Tweets
154 ↓3.1%

Tweet impressions
22K ↑43.8%

Profile visits
4,326 ↑3.2%

Mentions
125 ↑33.0%

Followers
642 ↑151

Tweets linking to you
100 ↓42.9%

June 2015 - 8 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,225 impressions

Check out on LinkedIn for your celebrations on #WorldFMDay @WorldFMDay @IFMA linkedin.com/grp/post/38141... pic.twitter.com/G0ZAU8deOz

Top mention earned 17 engagements

Chris D. Payne @iamChrisDPayne Jun 1

IFMA’s FMCC World FM Day - Sustainability Metrics: A Tale of Two Companies: fmcc-workplace.com/ifmas-fmcc-wor... via @IFMAFMCC facman

Top media Tweet earned 319 impressions

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more than 1.2 billion people.

Get started

JUNE 2015 SUMMARY

Tweets
81

Profile visits

Tweet impressions

Mentions
FMCC Sponsors - Backlinks

IFMA™ FM Consultants Council
International Facility Management Association

ISS

FEA FACILITY ENGINEERING ASSOCIATES

isar1 AG

NEXT FMS
POTENTIAL MULTIPLIED

EXCEL
Developing a social media strategy can be challenging.

What works for one organization does not always work for another.

Defining objectives from the outset helps to assign responsibilities and milestones.
Objectives

Customer Support
- Complain about customers, ensure compliance with service standards, and maintain customer relationships.

Complaints
- Resolve customer complaints efficiently and effectively.

Offers
- Offer special promotions and discounts to customers.

Status
- Monitor the status of orders and provide updates to customers.

Campaign / Sales
- Analyze customer data to optimize marketing campaigns and sales strategies.

Collaborations
- Foster partnerships with other companies to enhance customer satisfaction.

Research

Competitors
- Monitor competitor activity and adjust strategies accordingly.

Market
- Analyze market trends and consumer behavior for better decision-making.

Innovation
- Foster innovation in products and services to meet customer needs.

Opportunities
- Identify new business opportunities and develop strategies to capitalize on them.

Technologies
- Stay updated with the latest technologies to improve business processes.

Candidates
- Recruit and select candidates through comprehensive candidate assessment.

Communication

Recruitment
- Promote our brand and attract potential employees.

Public Relations (PR)
- Manage public perception and build a positive image.

Staff Communications
- Ensure effective communication with employees.

General Updates
- Share company updates and news with employees.

Shareholders
- Keep shareholders informed about the company's performance.

Engagement
- Engage with employees and stakeholders to build a strong community.

Policies

Access
- Ensure access to company resources and maintain data security.

Posting
- Post updates and important communications on social media.

People

Knowledge
- Develop and maintain a knowledgeable workforce.

Exposure
- Increase the visibility of the company through various channels.

Competency

Training
- Provide training to improve employee skills and performance.

Capability
- Enhance the company's capability to meet customer needs.
Objectives

Customer

Customer Support

- Expectation of immediacy - instant awareness of issue and unspoken anticipation of immediate rectification.
- Personal communication rather than corporate, outsourced or automated one.
- Transparent demonstration of service efficiency.
- Ability to promote corporate capability through social media interactions.
- Ease of interaction and ability to respond rapidly to diverse customer base.
- Good service promotes strong recommendations.
- Elimination of unnecessary and time-consuming interaction to resolve.

Source: 7 Answers You Need to be Using Social Media as Your Customer Service Portal: Forbes Magazine

Complaints

In an age where customers are connected to the mass market through social networking and mobile technology, it is easier for negative experiences to be shared with a broad population.

Reputation management has been the key focus for social media activities within most organizations in recent times.

Research

Competitors

Market
Customer Support

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67% of consumers have used a company's social media site (Source: J.D. Power & Associates)
33% of users prefer to make contact through social media rather than the telephone
Source: Nielsen
71% of customers say that valuing their time is the most important thing to do to provide good service.

Source: Forrester
Complaints

In an age where customers are connected to the mass market through social networking and mobile technology, it is easier for negative experiences to be shared with a broad population.

Reputation management has been the key focus for social media activities within most organizations in recent times.
42% of people will tell people about a GOOD customer experience on social media

53% of people will tell people about a BAD customer experience on social media

Customers who have a positive experience on social media are 3 times more likely to recommend

Source: American Express Global Customer Service Barometer

Source: Harvard Business Review
When dealing with complaints, speed is of the essence.

A
User motivated to take action via social media.

B
User increases frequency and volume of posts.

C
User escalates to level where no rectification possible.
2. Are you aware of any negative comments on social media about your organization?

- Yes.
- Do not know.
- Not interested.
Problems with my installation which where supposed to have finally b... See More

Like · Comment

You don't pay your employees on time! 2 months my son has been flabbergasted with excuses. You owe him over £400

Like · Comment

Hi Guys, This is really uncool. I waited the entire sat morning.... See More

Like · Comment
Kristal Van Boven – This company does not treat its employees well. They fire employees to replace them with lower waged workers and don't pay them what they are owed, or on time.
Like · Comment · about 5 months ago · 11 Reviews

4 people like this.
Offers

Offers can be used to acquire new customers and to connect with existing ones to increase sales.
Case study - Starbucks

Posting offers on social media can lead to a 38% increase in in-store purchases

Source: Adweek
Motivation through offers

Offers made available to staff and end-users can also help to improve levels of motivation, loyalty and satisfaction.
Status

The use of social media to advise on service status or on availability during disaster recovery situations helps to keep stakeholders informed and engaged.
Case study - status

In July 2012, O2’s telecoms network went down in the UK, disrupting over 10 million customers.

There were over 200,000 social media posts from disgruntled users to express their frustrations and anger about not being able to use their mobile devices.

O2 were widely applauded after the event for the way they engaged through social media, using positive language and well-placed humor to advise of the situation and keep customers up-to-date on the progress of repairs.
Transport for London (TfL) - Status

79% of London commuters change their journey plans based upon status updates on Twitter from TfL

Source: IPA Case Study
Campaign / Sales

Social media supports the running of campaigns targeted at specific consumers or market demographics.
Collaborations

Working with other, geographically dispersed parties is supported through social media.
14% of workforce work at home full time or use their home as a base

73% of globally dispersed workforce use online collaboration tools & social media to improve coordination

Source: EU Sponsored Report: Collaborative Working Environments - A key to globalisation success
Research

Competitors

Monitoring competitor’s social media profiles and posts highlights areas of their market focus and the strengths in their offering.

Market

Social media helps in understanding market influences and in identifying service enhancements that can be made to address opportunities in the marketplace.

Communication

Public Relations (PR)
Competitors

Monitoring competitor's social media profiles and posts highlights areas of their market focus and the strengths in their offering.
Market

Social media helps in understanding market influences and in identifying service enhancements that can be made to address opportunities in the marketplace.
Innovation

Crowd sourced ideas are supported through the use of social media, as are suggestions for service improvement and the opportunity for market testing.
Case study - Innovation

Organizations like General Electric (GE) use feedback from social media sites to improve their products.

Sometimes, entirely new product lines can be developed through feedback from social media.
Opportunities

Contract opportunities can be identified and relationships built through effective use of social media.
Case study - Opportunities

Through monitoring social media, Avaya noted a post from a potential customer who was reaching out to other end users to gauge performance and support. With direct engagement, the post translated into a real contract sale for Avaya.
Technologies

Technologies can be showcased and insight obtained from potential users.
Candidates

Research of job candidates through social media profiles helps to establish if there is a professional and cultural fit within the organization.
Communication

Recruitment
Vacancies can be promoted online through social media and candidates identified through their own social media profiles.

Public Relations (PR)
Corporate achievements and outcomes can be reinforced through social media, improving brand values and recognition amongst industry bodies and prospective customers.

Policies
Recruitment

Vacancies can be promoted online through social media and candidates identified through their own social media profiles.
Sodexo USA managed to reduce their recruitment budget by $300,000 by switching to recruitment through social media.
Public Relations (PR)

Corporate achievements and outcomes can be reinforced through social media, improving brand values and recognition amongst industry bodies and prospective customers.
Staff Communications

Staff members can be engaged through social media, particularly through periods of change and transition.
Case Study - Communications in Healthcare

Employees’ experiences and conditions at work are found to be closely linked to the levels of engagement they feel. From 2010 to 2011, results within a healthcare contract were closely monitored to determine the impact of improved staff communications.

General Updates

General announcements and updates through social media assist with engagement and help to encourage an open and transparent organization that looks to build relationships with stakeholders.
Shareholders

Contract wins, awards and changes to corporate structure announced through social media all have relevance to shareholders and are often done in advance of traditional print media announcements.
Engagement

Continuous engagement through social media helps to raise awareness of corporate competencies and the people behind the scenes that make FM service delivery unique.
Vacancies can be promoted online through social media and candidates identified through their own social media profiles.

Corporate achievements and outcomes can be reinforced through social media, improving brand values and recognition amongst industry bodies and prospective customers.

Policies

Access

Policies on access to social media during work time or through corporate networks aid in focusing social media posts onto relevant and positive communications with the marketplace.

30% The amount of organizations that have a formal structure to support social media.

Data from: Association of Corporate Executives

Posting

Directives on what information to post on social media on behalf of the organization, can assist in promoting corporate messages to the marketplace from a diverse number of individuals.

8% The amount of leaders that are actively sponsoring social media initiatives.

For more data: Association of Corporate Executives

Technology
3. Do you have a social media policy in place?

- Yes, definitely.
- Not yet.
- In progress.
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Source: PwC.co.uk - B2B Social Media Maturity Survey
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People

Knowledge

Encouraging individuals to post information relevant to their background can help to enhance corporate image and build lasting relationships with customers.

30%
The amount of organizations that have a formal structure to support social media.

Exposure

Recognizing the achievements of people within your organization helps to build lasting relationships with employees, demonstrates values that are rewarded and encourages others to replicate the same behaviors.

97% Output increase
21% Error reduction
25% Waste reduction
11% Rework reduction
69% Time decreased
22% Cost reduction

Source: The Impact of Recognition on Employee Performance; Ludmila & Stephanie (on social media success)
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raise awareness of corporate competencies and the people behind the scenes that make FM service delivery unique.

Competency

Training
For some individuals, using social media can be a daunting experience. Providing them with training and encouraging them to post information relevant to their background can help to enhance corporate image and build lasting relationships with customers.

2/3
Two-thirds of company cultures do not support the use of social media or provide only basic rules and training to staff.

Capability
Coaching individuals in the use of social media can build their capability over time, encouraging them to participate more in online support and information exchanges that add value to the business.

8%
Only 8% of B2B organizations say their workforce is empowered to engage through social media.

Source: Deloitte, 2019.
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Technology

Computer

Can social media be accessed through corporate laptops and desktops? If so, are individuals limited in what they can access or are they provided with clear policies on what can be posted? If not, are alternative means provided for accessing social media i.e. central computers in common areas?

Mobile

Increasingly, mobile devices are being used to take photographs, share content and update social profiles. Do you have a mobile policy? Increasing use of Bring-Your-Own-Device (BYOD) and personal devices means that access is often available to social media sites 24 x 7 x 365.
Can social media can be accessed through corporate laptops and desktops? If so, are individuals limited in what they can access or are they provided with clear policies on what can be posted? If not, are alternative means provided for accessing social media i.e. central computers in common areas?
Mobile

Increasingly, mobile devices are being used to take photographs, share content and update social profiles. Do you have a mobile policy? Increasing use of Bring-Your-Own-Device (BYOD) and personal devices means that access is often available to social media sites 24 x 7 x 365.
Sensors

With increased focus on the Internet-of-Things (IoT), more devices, assets and environments can be connected to the Internet and status updates posted automatically to social media sites.

43% of Internet traffic will be machine-to-machine by 2019

Source: Cisco
Collaborations
- Working with offline and online teams to achieve goals and objectives.
- Engaging with stakeholders through social media.

Candidates
- Research and discover new talent through social media platforms.
- Use social media to build a database of top candidates.

Engagement
- Maintain engagement through social media by sharing updates, content, and insights.
- Encourage and celebrate the people behind the scenes that make your organization successful.

Conversion
- Review your social media activity to achieve growth.
- Use social media to reach and convert potential customers.

Growth
- Leverage social media to increase your reach and engagement.
- Monitor and optimize your social media strategies for growth.

Activity
- Do you have specific objectives to achieve through social media?
- How can you measure and track the success of your social media activities?
What is the rate of growth in your followers? How fast did you accumulate likes and are the peaks in growth attributed to events communicated through social media or other channels?
How many followers do you have? What is the extent of your network and, most importantly, how many of them are engaged?

Twitter Statistics

- **829 Tweets made**
  - (906 last month)
- **399 Retweets**
  - (288 last month)
- **211 Favorites**
  - (202 last month)
- **89 Conversions**
  - (106 last month)

Reach
Activity

Do you have specific objectives to achieve through social media i.e. reducing customer service costs? If so, how will you track the success of your online activities?
From the individuals that follow you through social media channels, how do you convert them from passive followers to engaged ones? How do you measure this i.e. increased sales?
Our Social Media Strategy

To engage effectively with our global membership, supporting members through meaningful collaboration and the sharing of knowledge, trends and ideas. Engaging through social media supports this, helping us to collectively reinforce our positive image within the facilities management industry and to provide our members with the visibility and information to grow and develop themselves and their organizations.
Givers Gain: What can we do together?

- Subscribe our Blog @ http://www.fmcc-workplace.com/
- Follow us on Twitter
- Re-Tweet us on Twitter
- Tweet our events on Twitter
- Like us on Facebook
- Give us comments on Facebook
- Become friends on Facebook
- Like us on LinkedIn
- Supply Blogs, White Papers, Webinars, Podcasts.....

• FMCC will keep you updated
• FMCC will follow back on Twitter
• FMCC will re-tweet you also
• FMCC will re-tweet

• There will be always come something back by FMCC
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Q&A

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Markus Groll, Architect BYAK, Secretary + STAG
Chair FMCC, CEO isar1 ag (Germany)
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Do not miss the next event:

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Date: June 10th, 2015
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Register today @ https://attendee.gotowebinar.com/register/5344157941936315650

Presenter(s):

Alana Dunoff, FMP, IFMA Fellow, Consultant/Adjunct Professor, AFD Facility Planning

Lynn Baez, CFM, SFP, FMP, IFMA BOD, Facility Director Workplace Services, C&W for Ericsson Account NALA Region
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