



IFMA Facility Fusion 2011 Call for Presentations Detailed Information

Westin Boston Waterfront – Boston, Mass., USA – March 23-25, 2011

The International Facility Management Association (IFMA) is pleased to announce the Call for Presentations for Facility Fusion 2011.

IFMA is the world's largest and most widely recognized international association for professional facility managers, supporting more than 19,000 members in 78 countries. The association's members, represented in 124 chapters and 16 councils worldwide, manage more than 37 billion square feet of property and annually purchase more than US\$100 billion in products and services. Formed in 1980, IFMA certifies facility managers, conducts research, provides educational programs, recognizes facility management certificate programs and produces the annual Facility Fusion and World Workplace conferences.

About Facility Fusion

Launched in 2010, Facility Fusion is growing in intensity as the ultimate springtime conference and expo for facility management professionals. Featuring unparalleled education focused on what it takes to manage facilities, teams and projects, plus an expo dedicated to facility solutions, Facility Fusion *fuses* ideas, best practices, how-to's, products and services, and leadership and management training into one comprehensive event in one convenient location.

About the Call for Presentations

The Call for Presentations will open on July 1, 2010 and close on Aug. 31, 2010, allowing you two full months to submit your abstract for review and consideration by the program committee.

The objective of the Facility Fusion educational experience is to offer leading FM education that has NOT been duplicated in the marketplace. All abstract submittals must be new and never before presented prior to Facility Fusion. In the event that IFMA discovers that a selected session is scheduled to be presented prior to Facility Fusion, March 23-25, 2011, the session will be cancelled.

Important Tips for Completing the Call for Presentations

When completing your application online, please keep in mind the following:

Review the online application before you complete it in order to familiarize yourself with the requested information. Be sure to note the required fields in the application, designated by an asterisk(*). You will not be allowed to submit your application unless all required fields are complete.

Gather all information needed before you begin. This is especially important if you use a dial-up Internet service. Your service may "time out" if it remains idle for a certain length of time. If this happens while you are trying to complete your application, it is possible you will lose information that has been entered.

There are 7 educational tracks for Facility Fusion 2011. Please pre-determine which track best represents your session. The tracks and descriptions are listed below.

Type your information in a Word document prior to completing the online application. This will allow you to copy and paste large amounts of text—such as your abstract and presentation outline—from your Word document to the online application. Your Word document can also serve as your back-up copy.

Proofread what you have entered into the application. The Program Committee reviews your application based on the specified evaluation criteria. If your application is difficult to read because of spelling or grammatical errors, you could lose points in the Quality category.

The Call for Presentations form must be filled out **completely**. The program committee has only your proposal on which to base its decision. Incomplete applications will not be reviewed or considered by the Program Committee.

Please fill out all speaker information fields, even if you have presented at another IFMA event in the past. The Program Committee does not have access to your past presentation submissions. Be sure your application is **complete** before you hit the submit button.

Steps for Completing the Call for Presentations

Step 1: Review the Call for Presentations Detailed Information package

Step 2: Click the box that indicates you read this detailed information package

Step 3: Choose the format the best fits your presentation

Step 4: Choose a track the best describes your presentation

Step 5: Enter your session title

The title should be catchy, enticing the viewer to read more about the session. The title must not exceed 100 characters.

Step 6: Complete the abstract portion

The abstract is a succinct summary of your presentation. It should not be too long or too short, and should provide enough information for the Program Committee to understand what you plan to present.

Step 7: Complete the presentation outline

The presentation outline allows you to elaborate on specific, important points of your presentation and to describe how the presentation will flow.

Step 8: Indicate the duration of your presentation

Most Facility Fusion sessions are 60 minutes in length. If you submit a 75-minute session for review you may be asked to scale it back to a 60-minute session for overall program requirements.

Step 9: Clearly outline 4 learning objectives

The learning objectives should describe exactly what attendees will learn after hearing your presentation and should describe any "take-away" information attendees can apply upon their return to work. The learning objectives are also important for assigning Continuing Education Units (CEUs) to your presentation; please be sure they are specific.

Step 10: Indicate the target audience

Complete the Health Safety and Welfare and Sustainable Design credit qualifier questions.

Confirm that Facility Fusion 2011 will be the first time your session will be presented.

Indicate whether your session is being presented on behalf of a Corporate Sustaining Partner (CSP).

Indicate whether your session is being presented on behalf of an organization.

Step 11: Provide complete and detailed speaker contact information, a photograph and introduction for each speaker

Step 12: Provide each speaker's experience and two references

The Program Committee reviews your speaker experience information to learn about your past speaking engagements and audience demographic. If you have limited or no public speaking experience, please explain your background knowledge of the presentation subject matter.

Step 13: Read the closing information, double-check your responses and hit Submit

Once you have submitted your online application you will see a confirmation page and receive an e-mail indicating that your application has been received. If you do not receive these, you must re-submit your application.

About the Evaluation Process

Comprised of distinguished industry and academic experts, members of the Program Committee will evaluate each application based on the following criteria:

- **Quality:** The overall quality of the proposed presentation – the proposal is free of spelling errors, paragraphs are well constructed and the information provided is effectively written.
- **Focus:** The topic of the presentation and the learning objectives are clearly stated, the presentation focuses on a specific topic correlating to one of the educational tracks and relates to a specific aspect of the workplace.
- **Application to the Profession:** The presentation provides the workplace professional with useful information that can be applied upon their return to the office.
- **Presentation Experience:** The presenter's presentation experience is sufficient to deliver the presentation and hold the audience's attention.
- **Professional Qualifications:** The presenter's background, experience and professional knowledge indicate that he or she is well-qualified to deliver a presentation on the subject matter provided in the abstract.

Please note: the Program Committee considers the following additional information when reviewing each abstract:

How is your presentation valuable?

Your presentation must be relevant and contain practical information that attendees can apply in their workplaces. Determine your value proposition and suggest it in your title, state it in your objectives and support it through your narrative. *Tip: Create a clever or compelling title that piques interest and describes the value.*

Why is your proposal superior?

Your proposal could possibly be competing with several comparable abstracts to be selected for presentation within the learning track and/or targeted level. Differentiate your proposal through clear objectives, strong writing, correct grammar and a professional look and feel. The quality of your proposal reflects the level of your professional standards, and the impact of an outstanding proposal cannot be overestimated. *Tip: Avoid jargon, acronyms and slang.*

Why are you well-qualified to present?

Your individual qualifications as a presenter will drive your presentation's success at Facility Fusion. The description of your qualifications should address your communication skills and style, your industry and training experience, your credibility and your track record (past evaluations). *Tip: Support your expertise through third parties rather than co-presenters.*

What to Expect if Your Submittal is Accepted

All abstract submitters will be notified of their final selection status via e-mail. If your abstract is accepted you will receive up to two limited speaker event registrations per session and will be expected to:

Complete a confirmation and release form.

Adhere to IFMA pre-determined session deliverable deadlines.

Submit a white paper (6 pages maximum) in .pdf format, to be published in the online conference proceedings.

Submit the final presentation using the Facility Fusion PowerPoint template in a .pdf format, to be published in the online handouts.

Deliver an exceptional educational session at Facility Fusion.

Note: All presenters will be responsible for their own travel, accommodations and related expenses.



Facility Fusion 2011 Focused Learning Tracks

Best Practices

World-class organizations share best practices, processes and procedures that clearly demonstrate superior performance for many FM functions.

Sustainability

The topic of sustainability is at the forefront of business, as facility managers look for methods to create and/or maintain an environmentally sound facility. Sessions in this track offer insight into topics such as the costs and benefits of sustainability, acquiring organizational support for "greening" facilities and LEED, among others.

Leading and Managing/Volunteer Leaders

This track is a combination of leadership and management trends and topics for anyone who leads a team, coupled with volunteer leadership training sessions for IFMA's chapter, council and community officers.

Emerging Leaders

This track was designed specifically for the future movers and shakers in FM. Advice and insights on FM and career advancement opportunities and strategies.

Council/Industry Specific

This track offers educational sessions focused on topics and best practices unique to managing specific types of facilities or business sector.

Academic Facilities/Council Industry Specific

These sessions are geared specifically toward facility professionals who support academic facilities.

Research and Development /Council Industry Specific

These sessions will focus on topics of interest to facility professionals who support the research and development industry.