



present

EFMC

2010 | EUROPEAN FACILITY MANAGEMENT CONFERENCE

Save the date!
1st and 2nd of June 2010,
Eurostars Madrid Tower, Spain

THE European Facility Management Conference 2010

One world, different problems – joint efforts, sustainable solutions!

Keynote Speaker:



Francisco Vázquez

President and Owner of 3G Office Group,
Founder and Past President of IFMA Spain

EFMC 2010: Elements

- Business Conference
- Research Symposium
- Joint Workshops
- Exhibition
- European and Spanish FM Awards Ceremony
- Students' Poster Session
- Postgraduate Research Workshop
- Social Programme and Side Events
- Welcome Reception
- Gala Dinner



EFMC 2010: Themes

- Value-Added FM
- Performance Management
- Sustainability
- Workplace Management
- Evidence-Based Decision Making
- FM Future and Innovation
- Other related topics

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informa
business communication



INTEGRATION of Core Business and Facility Management

Welcome to EFMC 2010 Madrid

EFMC 2010 aims to bring the world of Facility Management practice, research and education together with Core Business through the Business Conference and Research Symposium. Recent economic problems have highlighted the fact that we are one world with shared problems. Joint solutions are needed! Let's get together to discuss the integration of Core Business and Facility Management strategies, typically seen as managing the supporting processes. What added value can be gained from the integration of the Core Business models with the FM business models? An additional integration topic includes processes, services and tasks. What challenges are posed to the FM discipline? What opportunities arise? The integration of people, place, process and technology is still a challenge.

The EFMC 2010 organisers are committed to supporting the development of FM knowledge and practice in light of these challenges.

EFMC 2010: Conference Theme and Intentions

EuroFM, IFMA, Informa and the Spanish organising committee ask you to join us at a conference aimed to linking FM research, education and practice, thus reflecting the conference theme of INTEGRATION of Core Business and Facility Management.

Confirmed Speakers (selection/not limited to)

- **Stephen Ballesty**, Director & Head of Advisory, Rider Levett Bucknall, Australia
- **Salvador Torres Barroso**, CEO, Santander Global Facilities, Spain
- **Jozsef Czerny**, Chairman, Hungarian Facility Management Society, Hungary
- **Prof Thomas Madritsch**, Professor and Director of FM & RE Studies, Kufstein University of Applied Sciences, Austria
- **Teo Manzano**, Marketing and R&D Director, AF Steelcase, Spain
- **Trevor Payne**, Director of Estates & Facilities, University College London Hospitals NHS Foundation, UK
- **Henk Schmidt**, Consultant & Project manager, Netherlands Tax and Customs Administration, the Netherlands
- **Ghislain Vanfraechem**, Director Facilities Department, Ernst & Young, Belgium
- **Dave Wilson**, Director, Agents4FM International, UK

Business Conference

Using keynote speakers, plenary, parallel and integrated sessions, the Business Conference will focus on the subjects that represent the current and future business needs within FM: highlighting best practices, relevant case studies, lessons learned, and signposting future trends. FM professionals will highlight and discuss many important themes relevant to the evolution of FM as a discipline.

In 2010 it is 25 years since Facility Management started in Europe. Business needs have changed considerably in that time frame. The Business Conference will show what has changed and why. Where are we now? Where will be in the next 25 years? This Conference shows FM in practice and connects practice to evidence-based research.

Research Symposium

The 9th Annual EuroFM Research Symposium provides an opportunity for the presentation, discussion and critical review of research carried out in member organisations. The Symposium seeks to share findings with a mixed audience of FM practitioners and educators in line with EuroFM's overall objectives. It also provides an opportunity for postgraduate researchers to present and review their research with a mixed audience of peers and practitioners through the postgraduate workshop. Joint workshops with the Business Conference afford a rare opportunity to bring together research and practice demonstrating best practices, and setting the agenda for future FM research.



Sponsorship and Exhibition

Take the direct route to your customers and make your company, its solutions and products the centre of attention. Involvement as a sponsor or exhibitor at EFMC 2010 gives your organisation an ideal opportunity to make its mark at this single-most relevant FM event in Europe in 2010. Play an active part and benefit from the additional edge:

- Generate new leads with over 500 highly qualified experts.
- Upgrade or renew existing client relationships.
- Create, maintain and enhance brand awareness.
- Present your company in a select upmarket setting.
- Elevate your profile in the FM profession.
- Secure a dedicated speaking slot (exclusively for Platinum Sponsors).

Tailored sponsorship and exhibition packages as well as individual exposure opportunities let you choose the option that best suits your objectives. Each option offers valuable benefits, plus the prestige of supporting this important event. Treat your FM peers to an unforgettable experience. Visit the conference website www.efmc2010.com and go to Sponsorship & Exhibition for details and specifications.



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Sponsors (already confirmed)



HSG Zander is one of the European leaders on Facility Services and the top leader in the German market. HSG Zander is part of the Bilfinger Berger Facility Services Group. It is the global FM service provider for an International Blue Chip company's Real Estate Portfolio acting local.

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Media Partners (already confirmed)



Who should attend:

Board members, CXOs, senior management, decision makers and experts who have an interest and responsibility for

- Facility Management
- Real Estate Management
- Asset Management
- Life Cycle Management
- Architecture and Project Development
- Building and Construction

from all industries, public administration, academia and press.

EFMC 2010 at a glance

- 31 May 2010: Welcome Reception (pre evening)
- 01 June 2010:
 - Welcome notes and Keynote Speaker
 - Business Conference and Research Symposium
 - Students' Poster Competition
 - Presentation of the four nominees for the European FM Award
 - Presentation of the nominees for the Spanish FM Award
 - Gala Dinner and Award Ceremony (European FM Awards/all categories)
- 02 June 2010:
 - Keynote Speakers
 - Business Conference and Research Symposium
 - Presentation of the finalists of the Students' Poster Competition
- Both days: exhibition / joint workshops/ poster session / networking / side events

