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Boston hosts 2011 IFMA Facility Fusion Conference & Expo

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This March, the International Facility Management Association's (IFMA) second annual Facility Fusion Conference & Expo will help facility, design and real estate professionals recharge their careers through instructor-led educational courses, an expo showcasing the latest workplace products and services, facility tours, and other professional opportunities.

Held March 23rd - 25th at the Westin Boston Waterfront Hotel, Facility Fusion combines all of IFMA's previous spring events into one conference offering a fusion of new ideas, best practices, and leadership and management training. The event will feature industry-leading keynote and power speaker presentations, nearly 60 educational sessions and an expo with more than 75 exhibiting companies.

Facility Fusion kicks off on Wednesday, March 23rd, with a keynote presentation from "The Gen Y Guy" Jason Dorsey, acclaimed generational speaker. Dorsey will present "Crossing the Generational Divide: Making the Four Generations in Your Workforce a Competitive Advantage in Any Economy," in which he highlights what each generation brings to the workplace and how to build on these strengths to achieve better results.

"Facility Fusion offers a program that can benefit facility and real estate managers alike," said Eric Baugh, president of the Corporate Real Estate Council of IFMA and an educational session presenter. "Facility managers' value to the C-suite today is in providing accurate and timely information. These sessions will cover new legislation that every facility professional should be aware of, what facility and real estate managers should be doing right now to benefit their corporation's bottom line, and where the future of workspace and real estate is heading."

The Facility Fusion expo will also debut Wednesday and remain open through Thursday, March 24th. Open to the public at no cost, the expo will feature more than 75 exhibiting companies showcasing the latest products and services impacting the workplace. The expo will also include a solutions arena highlighting educational content and featuring new product demonstrations.

The conference will conclude on Friday, March 25th, with presentations from power speakers Elizabeth Freedman, MBA, and Bob Nunnally. Freedman, an author and career and workplace expert, will present "Personality Poker: How to Lead with Your Strong Suit," in which she helps participants identify their personality "hand" and use it to better achieve their career goals. Nunnally, a retired U.S. Air Force fighter pilot and experienced facility manager, will deliver "Commanding Your Organization," in which he teaches attendees how to take charge of their careers through character and performance and defeat the "missiles of adversity" they encounter along the way.

Those interested in attending Facility Fusion may register online or by calling 713-623-4362. Members of the media may register for the event at no cost by e-mailing communications@ifma.org. To learn more about the IFMA Facility Fusion Conference & Expo, or to learn about the Certified Facility Manager and Facility Management Professional courses being offered in conjunction with

the event, visit www.ifmafacilityfusion.org.

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