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Facility Management Experience *usted vous 您 आप sen*

Press Release

Dallas Convention Center || Dallas, Texas, USA || Oct. 15-17, 2008 || [www.worldworkplace.org](http://www.worldworkplace.org)

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FOR IMMEDIATE RELEASE

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### World Workplace 2008 Brings US\$12.8 Million to Dallas

HOUSTON — (Oct. 22, 2008) — The [World Workplace 2008 Conference & Expo](#) — a three-day event showcasing the trends and new products affecting today's built environment — concluded in Dallas, Texas, last week, attracting an estimated 4,500 attendees from nearly 40 countries. Held Oct. 15-17 at the Dallas Convention Center, the event generated about US\$12,853,728 in revenue for the city, according to estimates from the Dallas Convention & Visitors Bureau.

"Every year World Workplace raises the bar, and this year was no exception," said John McGee, MBA, chairman of the IFMA board of directors. "The educational tracks were excellent; we had a record number of exhibitors; and there were continuous opportunities to network. It was the complete FM experience in every regard."

As the "youniversal" workplace event, World Workplace 2008 marked IFMA's 29th annual conference. Industry leaders, educators and government representatives joined more than 300 international exhibitors from companies such as AT&T, IBM and Microsoft to focus on the future of the work environment.

Back for the second year was the World Workplace Green Zone, an exclusive section of the expo floor reserved for exhibitors offering environmentally friendly products and services. More than 100 exhibitors were featured in the Green Zone this year, including organizations such as the U.S. Green Building Council and companies such as Bentley Prince Street, Herman Miller and Kohler.

Chip Heath, a professor of organizational behavior at Stanford University's Graduate School of Business, and European business guru Dr. Jonas Ridderstråle, a visiting professor at Ashridge Business School in the U.K., delivered the conference's keynote addresses. Heath discussed how to use "naturally sticky" ideas to design more effective messages, while Ridderstråle offered evolved thinking and commentary on the state of business in the latter half of this decade.

The event also featured 83 educational sessions on topics such as sustainability, emergency preparedness in a post-Sept. 11 world and global facility planning. Educational session speakers included representatives from ARAMARK, ConocoPhillips and Nokia, as well as from universities around the world.

In addition to continuing education, industry partnerships took center stage at the conference. World Workplace 2008 saw IFMA enter into a memorandum of understanding with the American Society of Heating, Refrigerating and Air-Conditioning Engineers. The two groups agreed to

collaborate on projects, publications, sustainability research, educational offerings, and legislative and regulatory issues.

IFMA also renewed Partners in Excellence agreements with the British Institute of Facilities Management and the Facility Management Association of Australia. Originally signed in 2004, the agreements call for collaboration between the organizations on standards, research, knowledge sharing and other activities.

Conference attendees had the chance to see Dallas firsthand during IFMA facility tours throughout the city. Among the facilities open for touring were the Dallas Morning News corporate offices, the American Airlines Center, the Dallas Convention Center and the 115-year-old, newly-restored Old Red Courthouse.

Following in the tradition of last year's World Workplace, this year's conference again received Cleaner & Greener<sup>®</sup> certification from Leonardo Academy, a non-profit environmental consulting group. Organizations seeking Cleaner & Greener certification make a commitment to gather emission reductions, offsetting the emissions caused by events.

With World Workplace 2008 complete, momentum is building for World Workplace 2009, held Oct. 7-9 in Orlando, Fla. For information on World Workplace 2009 call for presentations, booth registration or sponsorship opportunities, visit [www.worldworkplace.org/2009](http://www.worldworkplace.org/2009).

IFMA's World Workplace Conference & Expo is an annual three-day educational and networking event focused on the future of the built environment. Building on the professional development opportunities available through the association year-round, the World Workplace experience includes a conference focused entirely on education and an exposition incorporating product demonstration and instruction. Next year's conference will be held Oct. 7-9, 2009, at the Orange County Convention Center in Orlando, Fla. For more information, visit [www.worldworkplace.org/2009](http://www.worldworkplace.org/2009).

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