

# Be active in FM - Take the Advocacy Day Challenge

September 9-10, 2015

Hyatt Regency on Capitol Hill, Washington, D.C.



## Top 5 Reasons WHY You Need to Attend IFMA's Advocacy Day

- 5 Experience** - There's nothing like the experience of Washington, D.C.; the monuments and memorials, the buildings and culture. And there's simply no better way to experience it than at IFMA's Advocacy Day, where you'll get to see and participate in the city at work in its primary purpose of governing. You'll be able to go behind the scenes in world-class facility tours. Find out why people who experience Advocacy Day come back again and again.
- 4 Information** - What happens in Washington, D.C. directly impacts the facility management profession. From environmental and energy policy to health and accessibility codes and more, being among the first to know about new laws and regulations gives a strategic advantage. At IFMA's Advocacy Day, you'll hear directly from the people shaping the policies that matter to you. And with a valuable head start on the information you provide, you'll be well situated to take full advantage of new opportunity.
- 3 Advocacy Training** - IFMA's expert government affairs team will provide you with the background and training you need to comfortably and effectively advocate on behalf of yourself, your organization and your profession. Public advocacy can be intimidating, but with the proper training you'll be able to meet that challenge head on. The skills you develop and the confidence you gain will not only help you on Capitol Hill but throughout your career.
- 2 Influence** - Equipped with pertinent information and trained to use it, you'll be ready to play a critical role in shaping national policy by offering subject matter expertise and guidance to policy makers in the executive and legislative branches of government. You'll rub elbows with top influencers in Washington, D.C., forge valuable relationships with peers and work as part of a team to introduce and advance the facility management profession to policy makers.
- 1 Civic Duty** - The United States Federal Government requires the participation of its citizens to operate effectively and efficiently. Your knowledge and expertise, along with that of others in the FM profession, will be critical to help ensure the policies that Washington, D.C. implements are effective. Fulfilling this role is not only a civic responsibility, it's also a smart professional investment since taking a seat at the table is the only way to ensure you're not on the menu.