



RECRUITMENT TALKING POINTS

Who is IAMC

- IAMC is the leading association of industrial asset management and corporate real estate executives, their suppliers, service providers and economic developers.

Mission

- IAMC is a member-focused association providing strategic insights, highest quality educational resources and exclusive networking opportunities for the leaders of the manufacturing and industrial asset management industry.

Key Messages

- IAMC sets the standard in educational opportunities geared toward the experienced manufacturing portfolio management executive by providing strategic insights and practical solutions based on documented member needs.
- IAMC is a straightforward association focused on meeting the needs of its members, including managing both its size and mix of Active to Associate members in the association and at its Forums.
- IAMC provides its members with practical applications to help impact the bottom line and make a positive difference through its Professional Forums, Industry Groups, Leadership Development seminars, Research Roundtables, Site Selection magazine, social media outreach, monthly newsletters, weekly updates and daily Web site.

Member Benefits/Resources

- Competitively priced, the right size to foster a professional community and offer practical networking opportunities with industry leaders, and dedicated to offering best-in-class professional development opportunities, the benefits of joining IAMC are unparalleled.
- **Executive-Level Interaction and Networking** with a balance of corporate executives, economic developers and service providers. Members also have access to an online database of fellow members and the IAMC Group on LinkedIn.com.
- **Professional Forums** – IAMC offers two Professional Forums per year dedicated to providing practical solutions and take-home value through internationally recognized keynote speakers and interactive educational programs – including workshops and peer-to-peer sessions – on timely issues relevant to corporate real estate management.

- **Industry Groups** – IAMC’s Industry Groups offer Active members the opportunity to discuss topics specific to their field, such as pharmaceuticals or consumer goods. While participation is open only to Active members, the Industry Groups benefit Associate members as well. The groups share their findings with Associate members through occasional reports, white papers and special Forum programs. Currently, the Industry Groups include: Consumer Packaged Goods; Health & Science Companies; and Large Scale Manufacturing.
- **Research Roundtables** – Held twice a year, Research Roundtable workshops are designed specifically for corporate end-users on topical corporate real estate issues.
- **Leadership Development Seminars** – Held twice a year, Leadership Development Seminars are designed to provide high-quality leadership training to benefit both participants and the organizations they represent. Once program requirements are met, they also offer the opportunity for distinction as an IAMC Fellow.
- **Social Media** – In addition to IAMC.org, IAMC maintains a presence on social media platforms LinkedIn, Twitter and Facebook. Social media facilitates year-round networking among IAMC members, increases IAMC brand visibility and enhances communication between IAMC and its members.
- **IAMC Connect** works to attract, retain and develop leadership among professionals up to 45 years of age and end-user and service provider professionals who have less than 5 years of globally-based corporate real estate management experience. The objective is to enhance leadership skills and opportunities, for this particular demographic, within IAMC and the industry.
- **Communications** – IAMC offers several hard-copy and online resources to help members keep in-touch with the association and keep informed on the industry, including: a Web site dedicated to supporting members’ professional lives; monthly and weekly newsletters IAMC Dispatch and IAMC Notes; social media outreach across Twitter, LinkedIn and Facebook; research publications; and Site Selection magazine, the official publication of IAMC.
- **Site Selection Magazine** – The official publication of IAMC, Site Selection magazine is the leading publication covering issues of importance to corporate real estate executives, economic developers and their service providers. The magazine is published six times a year and reaches more than 44,000 subscribers with each issue. Site Selection magazine is owned and published by Conway Data, Inc.
- **Career Center** – Powered by Simply Hired, Indeed Jobs!, and GlassDoor.com, the IAMC Career Center on www.iamc.org offers both job-seekers and employers seeking candidates extensive tools to help make their search a success
- **IAMC Research Series** – IAMC regularly develops industry-relevant Research Reports, which are sent to IAMC members at no additional cost. Recent reports include *Organizational Patterns in Manufacturing and Industrial Corporate Real Estate*; *Outsourcing in the Corporate Real Estate Function — A Manufacturing Perspective*; and *Corporate Real Estate Compliance with the Sarbanes-Oxley Act; Scattered Benefits, Significant Costs*. Past reports are available for purchase on www.iamc.org.