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Group C Media, Inc. Launches Highly Successful Event Despite Economic Challenges

*Educational, government and healthcare facility executives and suppliers make critical connections at the inaugural **TFM Forum: Institutional**.*

TINTON FALLS, NJ – A combination of creativity, flexibility, and targeting the right audience at the right time resulted in the launch of a successful new event for Group C Media, Inc. last week. **The TFM Forum: Institutional** was held March 22-24 at the Hotel del Coronado in San Diego, CA. The event is a spin-off of The TFM Forum, which was launched in 2007.

Group C Media's flexible approach to the event helped ensure its success. Originally targeted exclusively to facility executives in the education sector, it became clear that to attract attendees, the scope would have to be expanded. Group C decided to include government and healthcare facility executives as well, due in part to the federal stimulation package, and the event's name was changed from The TFM Forum: Education to **The TFM Forum: Institutional**. In addition to helping attract more delegates to the event, the change was welcomed by product and service providers who had already signed on as sponsors, and also resulted in the addition of several more.

The company conducted all marketing on the Web and via email, eliminating the need for any printed promotional pieces. This saved money, and also fell in line with the goals of the "green" movement, which is a primary concern in the field of facility management.

"In its first year, **The TFM Forum: Institutional** has proven to be an all around success," said Susan Coene, co-president of Group C Media, Inc., the parent company of **The TFM Forum**. "The success of this year's event proves that even in today's challenging economy, it is possible to launch a new venture to the right audience. In the facility management field, it is the education, healthcare, and government organizations that have budgets and are purchasing products and services for their projects.

"**The TFM Forum** format offers both sponsors and delegates an efficient use of their time, as well as a wise allocation of their funds," Coene added. "The return on investment for suppliers of facility management products and services is outstanding at this event, and that's crucial in this economic climate."

One-on-one meetings between sponsors and delegates are the hallmark of **TFM Forum** events. The pre-scheduled meetings took place between sponsors, who represent facility management product and service providers from across North America; and delegates, facility executives from the education, government,

or healthcare sectors who are actively seeking those products and services. Prior to the event, personal schedules were created for all participants through Group C-link, a Web-based application designed to match facility executives and sponsors of the event who have a mutual interest in one another.

The inaugural **TFM Forum: Institutional** received rave reviews from both sponsors and delegates who attended.

“The TFM Forum is different from typical trade shows in that you don’t have to hope for qualified buyers to stop by your booth,” commented sponsor Larry Jones, National Accounts Manager for Perfect Polish. “In some cases, you have to work hard to make sure you get traffic to your booth. This event provides qualified facility executives with active budgets who were interested in learning more about implementing our solutions. I’m looking forward to the event in the fall.”

The event format appeals to busy facility executives because it offers them an excellent educational program and an opportunity to meet one-on-one with the product and service providers who can help them meet their facilities’ challenges, at no cost to them and in just two days out of the office. One of 21 delegates in attendance, Frank Gillette, a plant manager at the Crossroads School in California, called the event “fantastic!”

“The educational program was very informative and the interactive format allowed me to solve existing problems and challenges,” he continued. “The amount of suppliers that I met in a short amount of time allowed me to view solutions that I had never considered.”

The TFM Forum: Institutional educational conference program was given by facility executives and other professionals working directly in the field, and covered such topics as utilities management, leadership, OSHA compliance, safety and security, and more.

Another important facet of **The TFM Forum** format is the networking opportunities that take place throughout the event. During receptions, meals, tours, and other events, delegates, sponsors, and speakers are able to meet informally and continue conversations that began during conference sessions or one-on-one meetings.

ABOUT THE TFM FORUM

The TFM Forum: Institutional gives facility executives in the fields of education, government, and healthcare with active projects a chance to learn about the industry, network with other facility executives, and evaluate vendor options for upcoming projects.

Coming up, **The TFM Forum**, which is for facility executives in all sectors, will take place October 18-20 at the exquisite Sanibel Harbour Resort and Spa in Fort Myers, Florida. The invitation-only event—which includes a world-class conference program, deluxe accommodations, meals, and ground transportation—is designed for senior-level facility executives with the most demanding schedules.

Endorsed by *Today’s Facility Manager* magazine, **The TFM Forum** provides an atmosphere that fosters highly productive discussions with leading facility product and service suppliers who can help to expedite facility executives’ upcoming renovation/new construction needs. Vendors who offer facility management products and services participate in **The TFM Forum** as sponsors.

To find out more about attending or sponsoring **The TFM Forum**, please visit www.TFMForum.com or call 800-524-0337.

