

NEWSUPDATE

Pop example can keep FM in tune

BY CATHY HAYWARD

The FM sector has had more hits than Madonna – on Google that is. That was Greg Davies, head of service development at Elementus, summing up an entertaining talk yesterday comparing the FM sector with the singer, turned actress and author over the past four decades.

Madonna has 53.5m hits and 12.8m Google images hits while the phrase facilities management receives 43.9m Google hits and 76.8m Google images hits, Davies explained.

Madonna has expanded her portfolio from her years in the 1970s as a dancer, to become a singer, actress, author, brand ambassador for multinational brands such as Gap and H&M, children's book author and laterally charity worker. She has reinvented herself whenever



what she did looked like it was becoming stale or less popular, said Davies.

In the same way, the FM sector has taken advantage of recessions which increased outsourcing, increased legislation and the rise in sustainability to boost its scope and recognition and become a sector worth between £40bn and £120bn.

"Madonna is not a particularly brilliant author, actress or singer, but in the

words of Bananarama "It's ain't what you do, but the way that you do it," he said Davies urging FMs to "have a tale to tell".

"Madonna has achieved a great deal by being driven and clever about what she did and how she did it. The next decade is where FM should be starting to be recognised by business as a core activity which can make a big difference to the success of the business."