



Global Maintenance Day

Maintain Today Sustain Tomorrow



Overview

This document outlines a variety of suggested activities designed to encourage organizations to actively celebrate Global Maintenance Day (GMD) with practitioners on June 9. Embracing the theme **“Maintain Today, Sustain Tomorrow,”** the focus is to foster a culture of excellence in maintenance by involving individuals at all levels and recognizing the vital contributions of maintenance practitioners to sustainability and resilience.

Through the implementation of the recommended activities, organizations can create an engaging and collaborative environment that not only celebrates the importance of maintenance but also underscores its role as a strategic enabler for long-term sustainability. Participants are encouraged to showcase their GMD celebrations and share their experiences to inspire others and promote a culture of safety, efficiency, and continuous improvement that echoes the commitment to maintaining today's systems for a sustainable tomorrow.



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Social Media Plan

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Social Media Campaign

✿ Social Media Plan

1. Prepare a content calendar for social media one month in prior to the celebration day.

- Identify the dates for scheduling the posts.
- Prepare countdown messages leading up to June 9 to build excitement.
- Create messages and posts on the theme “Maintain Today, Sustain Tomorrow”.

2. Create social media posts

- Prepare engaging posts based on the GMD theme and publish it on your social media platforms.
- Below is a sample post for your reference, scan the QR to download.
- Feature prominent maintenance practitioners and use #ThankAMaintainer



3. Hashtag Strategy

To amplify GMD’s reach and encourage community interaction, use the below hashtags:

- #GlobalMaintenanceDay
- #GMD2025
- #ThankAMaintainer

4. Support participating Organizations

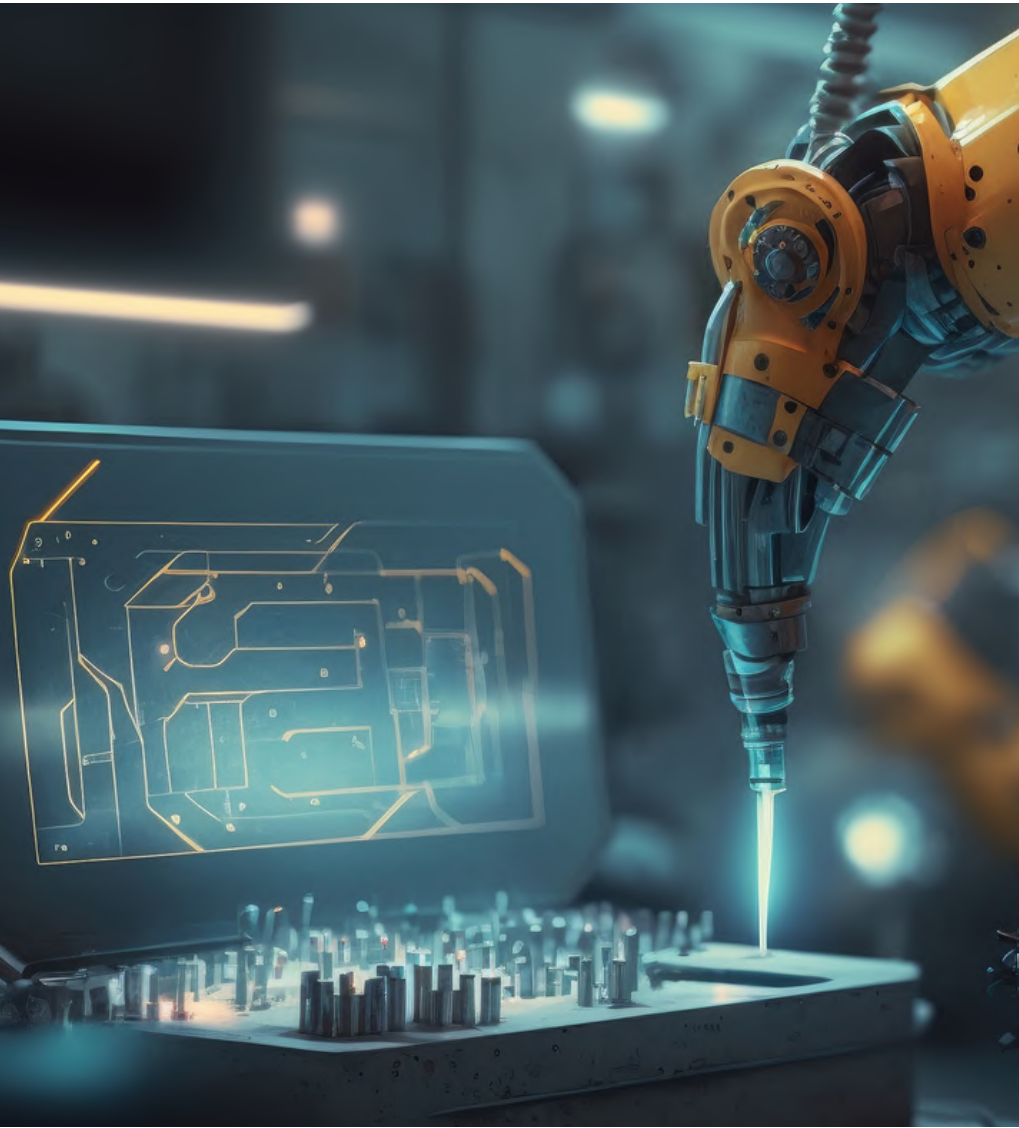
- Engage with other organizations’ posts, via Like and sharing the posts.
- Share your GMD activities [here](#) to feature on the Global Maintenance Day website.

Supporting Societies



Supporting Organizations





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Local Celebration Plan

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Local Celebration Plan

This section contains recommended activities that organizations can use to celebrate the essence of Global Maintenance Day. The suggested activities are categorized into physical and digital formats, ensuring a diverse and enriching experience for all participants.

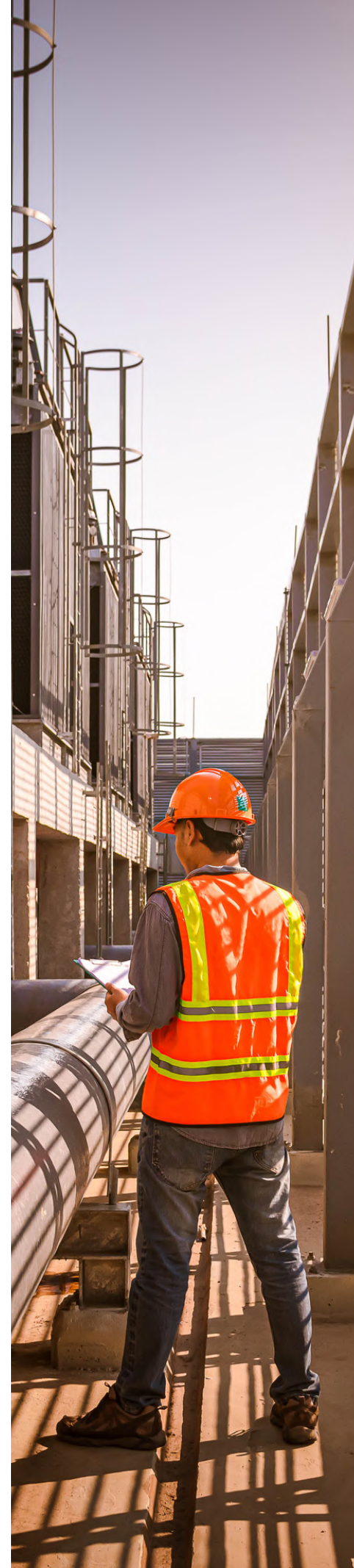
- [Physical Celebration](#)
- [Virtual Celebration](#)

✿ Celebration Plan

- **Identify the activities for your organization & share your plan to be featured on the GMD website.**
- **Plan the Physical/ Virtual activity for practitioners.**
 - When planning an event, the topic of discussion should be around Innovative Maintenance solutions in enhancing Sustainability.
 - GMD messages to be communicated by the leader.
 - Organize a cake cutting featuring the GMD logo, to symbolize unity and celebration among maintenance practitioners.
- **Reach out to your local society for collaborations and co-activations.**
- **Plan events, webinars in alignment with the GMD theme “Maintain Today, Sustain Tomorrow”**
- **Share your activity highlights post GMD to be featured on the GMD website.**

✿ Additional Activities

- Recognition Program for Practitioners
- Publish a Specialist Profile or Interview
- Webinar / Panel Discussion
- Social Media Feature
- Special Feature





Messages To Be Communicated

➤ Importance of Maintenance

Highlight how maintenance contributes to safety, sustainability, and economic efficiency. Some of the recommended messages to be communicated by each society:

- ➔ "Maintenance is the cornerstone of our operational excellence, preserving the integrity and efficiency of our systems for organizational resilience."
- ➔ "We pay tribute to the maintenance experts whose tireless precision and vigilance uphold the pillars of reliability, and excellence."
- ➔ "Meticulous maintenance extends asset longevity, promotes resource conservation, and supports our commitment to a sustainable future."
- ➔ "Embracing proactive maintenance strengthens our enterprise, ensures uninterrupted service, and secures our legacy of resilience."

Recommended Physical Activities

✿ Recognition Program for Practitioners

Define the Awards

- Develop categories for recognition: "Rising Star," "Outstanding Maintenance Project," "Best Maintenance Practitioner."
- Establish criteria for each category to ensure fairness and clarity.

Nomination Process

- Open nominations for awards two weeks prior to Global Maintenance Day.
- Create a simple online form for individuals to submit their nominations.

Event Planning

- Schedule an awards event on Global Maintenance Day that includes a presentation of awards.
- Plan for refreshments and a presentation highlighting nominees and winners.

Recommended Virtual Activities

✦ Publish a Specialist Profile or Interview

Identify Guests

- Select maintenance practitioners with inspiring stories and notable achievements from your organization and consider diversity within roles and experiences.

Prepare Interview Questions

Customize the below sample questions to fit the chosen practitioners career and experiences:

- Can you describe a day in your role and what makes it fulfilling?
- What inspired you to join the maintenance and reliability field?
- How has your career evolved and what have you learned from it?
- What tips would you give to the youth considering this career?
- What does Global Maintenance Day mean to you personally?

Conduct the Interview

- Schedule a one-on-one interview (in-person, video call, or via phone).

Draft the Article

- Write a compelling article based on the interview, ensuring it captures the essence of their journey and insights, and include photos of the practitioners at work.

Publish & Promote the Article

- Publish the article on your organization website or internal magazine, and promote it via newsletters or social media platforms using Global Maintenance Day hashtags.



Recommended Virtual Activities

✿ Webinar / Panel Discussion

Organize a webinar featuring a panel discussion with experts discussing key themes related to maintenance. The webinar will be marketed through various channels to maximize attendance.

Webinar Topics

- Innovative Maintenance Strategies for Sustainable Tomorrow
- Predictive Maintenance Technologies for Enhanced Sustainability
- Sustainable Maintenance Practices for a Circular Economy

Initial plan

- Decide the date, time and duration based on the target audience.
- The goal is to educate participants on current trends and share insights on innovations in maintenance.

Webinar Agenda

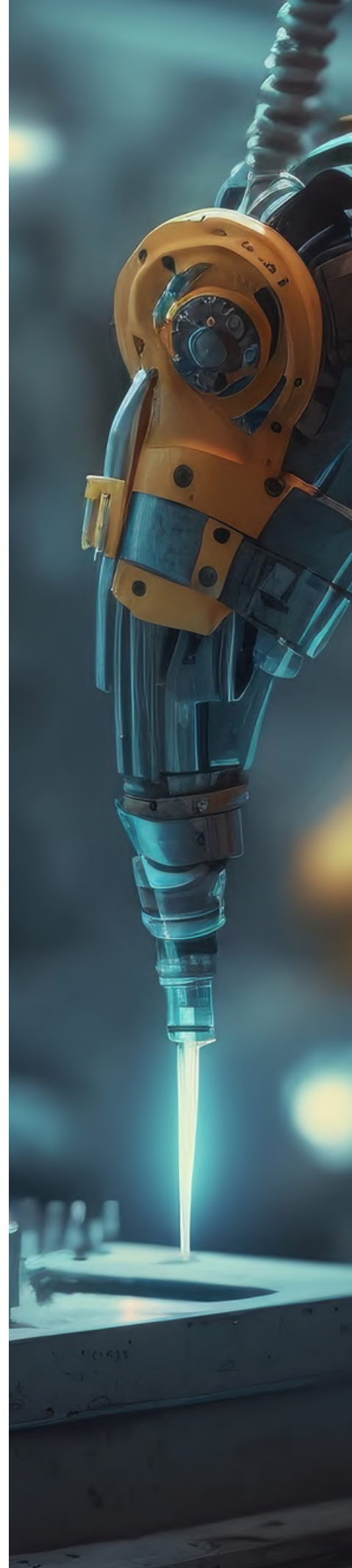
- Plan the agenda that includes the following items:
 - Welcome and Introduction of the Panel Discussion and its speakers.
 - The Webinar contents to be shared with the audience.
 - Q&A Session, followed by closing remarks .

Marketing Strategy

- Various marketing strategies such as email campaigns, social media promotion, website announcements will encourage audience participation on the webinar platforms.

Post-Webinar

- Track the number of Social media post, registration and attendance numbers to measure the success metrics.



Recommended Virtual Activities

✿ Social Media Feature

Select Practitioners

- Identify a few outstanding maintenance practitioners for a feature.
- Conduct brief interviews to gather insights and quotes.

Create Content

- Develop engaging posts featuring the maintenance practitioners.
- Incorporate images, quotes, and a brief overview of their contributions.

Schedule and Post

- Plan a social media calendar leading up to Global Maintenance Day for pre-event teasers and recognition posts on the day itself.
- Utilize the following hashtags
 - #GlobalMaintenanceDay2025
 - #GMD2025
 - #ThankAMaintainer

✿ Special Feature

This can include articles, case studies, and insights from industry leaders highlighting best practices and critical advancements in maintenance. A cover story on Global Maintenance Day would be ideal, such as the Maintenance Framework that promotes the core values of maintenance and its competencies in management, with the ability to benchmark maintenance practices.

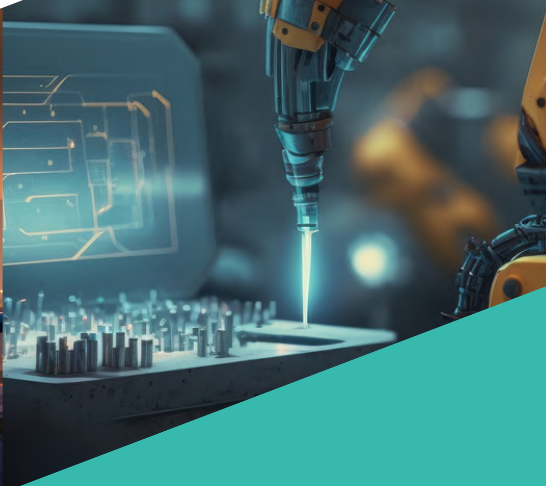


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Digital / Physical Material

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Supporting Material

This section offers organizations a variety of digital and physical material to enhance their events and activities. These resources are crafted to help organizations promote their message, establish a cohesive brand identity, and connect with their audience. Whether during organizing a local event or launching a social media campaign, the material will amplify the significance of maintenance and ensure messages are both visible and impactful.

- [Digital Poster](#)
- [Physical Roll-up Banner](#)
- [Website Banner](#)
- [Email Signature](#)
- [Email Template](#)



Suggested Designs

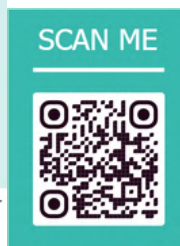
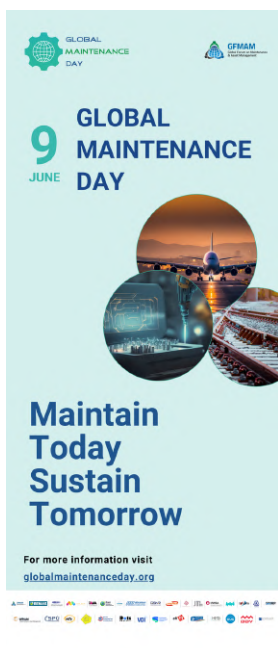
Digital Poster

The digital posters are designed in a printable format that should be used by organizations during their Global Maintenance Day activities.



Physical Roll up Banner

Organizations are recommended to use the printable physical banners and display it during the Global Maintenance Day activities.



Suggested Designs

Website Banner

The website banner should be published on the organizations' website to support Global Maintenance Day. The banner contain information such as the date and GMD theme.



Email Signature

The GMD-themed email signature includes the date and theme slogan to promote GMD in all email communications, encouraging recipients to participate in the day's activities.



Email Template

The email template is designed to be shared by the organization Leader to its practitioners to communicate and acknowledge practitioners on Global Maintenance Day.



Post-Activity Plan

This section is created to evaluate the success of the activities and identify opportunities for improvement, while setting the stage for future maintenance initiatives within the community.

Document & Evaluate

- **Plan to capture and document post-Activity**
 - Hire a professional to capture key moments of the event.
 - Assign someone to manage posts, create content, and provide live updates.
 - Designate a person to record webinars and events for sharing.
 -
- **Evaluate the activities & Submit**
 - Evaluate the captured activities and review them for submission.
 - Event Images, Videos, Social media links, website snapshots, should be shared [here](#)



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Upcoming Events

Join the maintenance movement by participating in activities that promote best practices, collaboration, and the essential role of maintenance in sustainability and operational success. Enhance your skills while contributing to a collective effort to highlight the importance of maintenance for a resilient future.

- **SAAMA Conference**

June 11-12, 2025 | Aha Gateway Hotel, uMhlanga, KZN

<https://saama.org.za/Events/Conference>

- **8th World Congress of Maintenance and Asset Management**

June 11-13, 2025 | Cartagena, Colombia

<https://congresomundialdemantenimiento.co/home/>

- **The IAM Global Conference**

June 18-19, 2025 | London, UK

<https://theiam.org/events/iam-global-conference-2025-london/>

- **IPWC25 Conference**

August 25-28, 2025 | Sydney, Australia

<https://www.ipwea.org/ipwc/home>

- **World Power-to-X Summit**

October 1-2, 2025 | Marrakech, Morocco

<https://maramm.org/world-power-to-x-summit-2025/>

- **SMRP Annual Conference**

October 6-9, 2025 | Fort Worth, Texas, USA

<https://smrp.org/Events/Annual-Conference>

- **CIFRAMI (IFRAMI Conference)**

October 14-16, 2025 | Paris, France

<https://iframi.fr/appel-a-communications/>

- **MainTrain Conference**

October 27-29, 2025 | Calgary, Alberta, Canada

<https://www.pemac.org/conference/2025>

- **Asset Performance Conference**

November 4-5, 2025 | Antwerp

<https://www.bemas.org/en/events-awards/asset-performance-conference>





For more information visit
globalmaintenanceday.org



The proposed activities for the Global Maintenance Day celebration aim to engage maintenance practitioners worldwide, foster collaboration, and highlight the critical role maintenance plays in ensuring operational excellence.

Through a combination of events, communications, and digital outreach, organizations can successfully elevate the profile of Global Maintenance Day and contribute to the ongoing dialogue about maintenance and reliability in the industry.

