



**GFMAM**  
Global Forum on Maintenance  
& Asset Management

# Global Maintenance Day

Resilience in Maintenance, Securing Reliability for the Future



**June 2026**

# Overview

This document presents a curated set of high-impact activities designed to inspire organizations to meaningfully commemorate Global Maintenance Day (GMD) on June 9 alongside practitioners globally. Anchored in the theme **“Resilience in Maintenance, Securing Reliability for the Future,”** this year’s focus reinforces a critical shift; maintenance is no longer a purely operational function, it is a strategic capability that enables organizations to withstand disruption, adapt decisively, and excel amid growing uncertainty.

By implementing these activities, organizations can foster an engaging, collaborative, and purpose-driven environment that elevates maintenance as a cornerstone of organizational resilience. Beyond celebration, these initiatives highlight maintenance as a powerful enabler of reliability, safety, efficiency, and long-term sustainability. Participants are encouraged to actively showcase their GMD celebrations and share their experiences, amplifying collective learning and inspiring a global community committed to continuous improvement and operational excellence. Together, these efforts demonstrate a shared commitment to Resilience in Maintenance, Securing Reliability for the Future.

## Supporting Organizations



# Table of Contents

<b>Social Media Campaign</b>	<b>04</b>
------------------------------	-----------

<b>Local Celebration Plan</b>	<b>06</b>
-------------------------------	-----------

Messages To Be Communicated	<b>08</b>
-----------------------------	-----------

Recommended Physical Activities	<b>09</b>
---------------------------------	-----------

Recommended Virtual Activities	<b>10</b>
--------------------------------	-----------

<b>Digital / Physical Material</b>	<b>13</b>
------------------------------------	-----------

Digital Poster	<b>15</b>
----------------	-----------

Physical Roll-up Banner	<b>15</b>
-------------------------	-----------

Website Banner	<b>16</b>
----------------	-----------

Email Signature	<b>16</b>
-----------------	-----------

Email Template	<b>16</b>
----------------	-----------

<b>Post-Activity Plan</b>	<b>17</b>
---------------------------	-----------

# Global Maintenance Day

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## Social Media Campaign



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# Social Media Campaign

## ► Social Media Plan

### ◆ Strategic Planning and Content Calendar

Plan the content calendar one month prior to Global Maintenance Day to ensure consistent, high-impact engagement.

- Develop a dedicated social media content calendar mapping all posts across platforms.
- Identify specific posting dates to maximize visibility and audience reach.
- Launch a countdown campaign leading up to June 9, designed to build anticipation and momentum.
- Create compelling messages and posts on the theme “Resilience in Maintenance, Securing Reliability for the Future,”.

### ◆ Creation of High-Impact Social Media Content

- Prepare engaging posts based on the GMD theme and publish it on your social media platforms.
- The social media posts will focus around the following thematic pillars:
  - **Resilience Stories** - Share real-life incidents where maintenance prevented failures or disruptions.
  - **A Day in Resilience** - Showcase maintenance teams in action, highlighting daily efforts that ensure stability.
  - **Future of Resilience** - Feature innovations such as predictive maintenance, AI, and digital twins from your organization.
- Use dynamic content formats, including:
  - Short videos and reels
  - Before-and-after scenarios
  - Case-based storytelling
  - Practitioner testimonials and quotes
- Below is a sample post for your reference, scan the QR to download.
- Feature prominent maintenance practitioners and use #ThankAMaintainer



### ◆ Hashtag Strategy

- To amplify GMD’s reach and encourage community interaction, use the following hashtags:
  - #GlobalMaintenanceDay
  - #GlobalMaintenanceDay2026
  - #MaintenanceForResilience
  - #MaintenanceMatters
  - #ThankAMaintainer
- If you come across a post relevant to GMD without hashtags, add the appropriate GMD hashtags in the comments section to increase visibility.

### ◆ Support and Amplify Participating Organizations and Practitioners

- Engage with other organizations’ and practitioners GMD posts, via Like, comment and sharing the posts.
- Tag partnering organizations or practitioners in collaborative content to foster a sense of global unity.
- Share your GMD activities [here](#) to feature on the Global Maintenance Day website.



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## Local Celebration Plan

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# Local Celebration Plan

This section outlines high-impact activities that organizations can adopt to meaningfully celebrate the essence of Global Maintenance Day (GMD). The recommended activities are categorized into physical and digital formats, ensuring inclusive participation while reinforcing maintenance as a strategic driver of resilience and reliability.

## ▶ Physical Celebration

## ▶ Virtual Celebration

### ▶ Celebration Plan

- Define your organizations' GMD activities & share your plan to be featured on the GMD website.
- Organize Physical/ Virtual engagements for practitioners.
  - Center discussions on Maintenance as a Driver of Resilience.
  - Integrate real-world applications, including failure prevention, crisis handling, and adaptive maintenance strategies.
  - Ensure senior leadership delivers core GMD messages, reinforcing organizational commitment.
  - Host a GMD cake-cutting ceremony featuring the GMD logo, to symbolize unity, pride, and professional strength among maintenance practitioners.
- Collaborate with local societies or industry bodies for joint activations.
- Plan events, webinars, and engagements aligned with the GMD theme "Resilience in Maintenance, Securing Reliability for the Future,"
- Share post-event highlights to be featured on the GMD website, amplifying collective impact.

### ▶ Resilience Drill Simulation

- Conduct simulated equipment or system failure scenarios.
- Evaluate teams on the response time, decision quality, and performance under pressure.
- Facilitate a structured post-simulation debrief to capture lessons learned and improvement opportunities.

### ▶ "Failure to Resilience" Case Showcase

- Five teams present real failure incidents.
- Highlights on lessons learned, how maintenance prevented escalation, and improvements implemented post-incident will be discussed.

### ▶ Maintenance Hackathon

- Host a solution-driven session addressing critical resilience challenges.
- Teams develop concepts using:
  - Automation
  - AI and digital tools
  - Process redesign
- Teams present outcomes, with high-impact solutions formally recognized.
- Participants will present their concepts, and the most impactful solutions will be recognized.





# Messages To Be Communicated

Highlight how maintenance strengthens organizational resilience, safeguards reliability, and secures long-term performance. Some of the recommended messages to be communicated by each society:

- ◆ **“Maintenance is one of the foundations of organizational resilience. By keeping our assets reliable, safe and available, maintenance teams help us continue operating even in uncertain conditions.”**
- ◆ **“Today, on Global Maintenance Day, we recognize the people whose expertise keeps our systems running. Their work protects continuity, safety and long-term value.”**
- ◆ **“Resilience is built before disruption happens. It is built through strong maintenance practices, reliable assets and skilled professionals who understand how to keep operations under control.”**
- ◆ **“Maintenance is not a cost to be minimized. It is a strategic capability that reduces risk, protects performance and strengthens the future of our organization.”**
- ◆ **“We thank all maintenance practitioners for their dedication, technical excellence and problem-solving mindset. Their work keeps our organization moving.”**

# Recommended Physical Activities

## ▶ Maintenance Excellence Recognition

### ◆ Define the Awards

- Develop recognition categories: “Resilience Champion Award”, “Crisis Response Excellence”, “Predictive Maintenance Leader”, “Asset Reliability Innovator”.
- Establish criteria for each category to ensure fairness and clarity.

### ◆ Nomination Process

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

### ◆ Event Planning

- Schedule an awards event for Global Maintenance Day that includes a presentation of awards.
- Plan for refreshments and visual presentations highlighting the resilience journeys of the nominees and winners.

## ▶ Wall of Resilience

- Create a physical display showcasing:
  - Success stories
  - Key maintenance wins
- Encourage practitioners to contribute by sharing their notes, photos, or short stories.



# Recommended Virtual Activities

## ▶ Maintenance Leader Spotlight Interview

### ◆ Identify Guests

- Select maintenance practitioners who can share:
  - Crisis prevention stories
  - Real-world resilience experiences
  - Moments where maintenance avoided major failures
- Ensure diversity across roles, experiences, and functions.

### ◆ Prepare Interview Questions

Customize the below sample questions to highlight decision-making, adaptability, and impact of the chosen practitioner's career and experiences:

- Can you describe a day in your role and what makes it fulfilling?
- What does resilience mean in your role?
- What inspired you to join the maintenance and reliability field?
- Can you describe a situation where maintenance prevented a major failure?
- What lessons have you learned from failures?
- 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).
- Encourage practitioners to share their responses in storytelling format, rather than short answers.

### ◆ 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, internal magazine, or newsletter and promote it via social media platforms or email campaigns using Global Maintenance Day hashtags.



# Recommended Virtual Activities

## ▶ Global Maintenance Day Knowledge Exchange

Organize a webinar or a panel discussion with experts discussing key themes related to maintenance. The discussion will be marketed through multiple channels to maximize global participation.

### ◆ Knowledge Exchange Topics

- Building Resilient Maintenance Systems in Uncertain Times
- Predictive Maintenance as a Risk Management Tool
- The Maintenance Evolution from Reactive to Resilient
- Digital Transformation for Maintenance Resilience

### ◆ Initial plan

- Decide the date, time and duration based on the target audience.
- The objective is to educate participants on how maintenance enables resilience, reduces risk and ensures business continuity.

### ◆ Knowledge Exchange Agenda

- Plan the agenda that includes the following items:
  - Welcome and Introduction of the panel discussion and its speakers.
  - The Knowledge Exchange contents to be shared with the audience.
  - Interactive Q&A Session, followed by closing remarks with key takeaways on resilience.

### ◆ Marketing Strategy

- Use integrated marketing channels such as email campaigns, social media promotions, website announcements to encourage audience participation on the knowledge exchange platforms.

### ◆ Post-Discussion

- Track the number of registrations and attendees, social media mentions and shares over the post 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, quotes, and key moments of impact.

### ◆ Create Content

- Develop engaging posts featuring:
  - “Resilience Moments” that showcase critical incidents handled.
  - Practitioner quotes & visuals of teams in action.
- Incorporate images, quotes, and a problem-solution narrative of their contributions.

### ◆ Schedule and Post

- Plan a social media calendar leading up to Global Maintenance Day:
  - Pre-event teasers
  - Practitioner features
  - Recognition posts for the day.
- Utilize the following hashtags
  - #GlobalMaintenanceDay
  - #GlobalMaintenanceDay2026
  - #MaintenanceForResilience
  - #MaintenanceMatters
  - #ThankAMaintainer



## ▶ Special Feature

Develop high-impact, thought leadership content, including feature articles, in-depth case studies, and expert insights from industry leaders, positioning maintenance as a critical enabler of organizational resilience. A flagship cover story such as the Maintenance Framework on Global Maintenance Day would be ideal, promoting 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 provides organizations with a variety of digital and physical materials to elevate their events and activities. These resources enable organizations to communicate with clarity, establish a cohesive brand identity, and maximize audience impact. Whether supporting a local event, internal engagement, or launching a social media campaign, these materials will amplify the significance of maintenance as a critical driver of resilience, reliability, and long-term organizational success.

- ▶ **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 contains 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 ensures each Global Maintenance Day initiative delivers measurable value by capturing outcomes, evaluating impact, and translating insights into future action. It strengthens learning, visibility, and continuous improvement across the maintenance community.

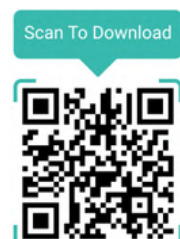
## ▶ Document & Evaluate

### ◆ Structured plan to capture and document post-activity

- Engage a professional photographer/videographer to capture key moments, interactions, and highlights.
- Assign an individual to manage live updates, create content, and consolidate social media engagements.
- Designate an individual to record webinars, simulations, and sessions for sharing.

### ◆ Evaluate the activities & Submit

- Review all captured activities and evaluate its outcome to identify strengths, gaps, and improvement opportunities.
- Submit curated materials, including event images, videos, social media post links, website snapshots [here](#).



# 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.

▶ **2026 SAAMA Conference: The Pulse of Asset Management**

June 10-11, 2026 | Asara Wine Estate, Stellenbosch, Cape Town, South Africa

<https://www.saama.org.za/Events/2026-Conference>

▶ **IAM Global Conference**

June 17-18, 2026 | London, England

<https://theiam.org/events/iam-global-conference-2026/>

▶ **EuroMaintenance**

June 23-25, 2026 | Luleå, Sweden

<https://euromaintenance26.eu/>

▶ **GFMAM F2F Members Meetings**

October 2-4, 2026 | Montréal, Quebec, Canada

▶ **MainTrain 2026**

October 5-7, 2026 | Montréal, Quebec, Canada

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

▶ **CIFRAMI**

October 13-15, 2026 | Paris, France

<https://iframi.fr/>

▶ **Asset Management Summit**

October 22-23, 2026 | Melbourne, Australia

<https://www.amsummit.com.au/home>





For more information visit [globalmaintaineday.org](https://globalmaintaineday.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.

