

# PMI Registered Consultant Program

## Your bridge to powerful connections

### The Bottom Line?

Be part of the PMI Registered Consultant Program and make invaluable connections that will help you grow your business.

#### Does my consulting firm qualify?

Yes, if your firm meets the following criteria:

- It is legally constituted and recognized by the regulations and laws of the jurisdiction in which your firm is located
- It agrees to adhere to the PMI RCP's Code of Conduct (based on PMI Code of Ethics)
- It can demonstrate a minimum of five years of consulting experience relevant to project management

### Benefit from PMI's Global Reputation and Reach: Join the PMI Registered Consultant Program and Make the Connections that will Help You Grow Your Consulting Business.

#### Why participate in the PMI Registered Consultant Program?

Fortune 500 companies, as well as mid-sized businesses and government agencies around the world, trust PMI to connect them with the right resources to improve their project management implementation.

When these organizations ask for help, PMI refers them to consulting firms participating in the PMI Registered Consultant Program (RCP).

PMI's strong relationships with organizations worldwide mean your consultancy will be promoted to thousands of decision makers and influencers – the people who can help grow your business.

#### Expect an impressive ROI



**Total investment:** US\$1,500 (annual RCP participation fee)



**The return:** For the cost of a one-page ad in a small trade publication, you can reap the benefits of PMI's far-reaching marketing campaigns – focused on helping you make the connections to grow your business. Plus, you will benefit from the power of recognition that PMI's brand will provide all year long. Get new customers and retain current customers who know they are in good hands.

### What do you get?

**Being a part of the PMI Registered Consultant Program will provide an array of benefits:**

**A listing in the PMI Consultant Registry** that drives customers directly to your firm via a website link, phone number and e-mail address

**The PMI Consultant Registry logo** to use in promotional materials and on your website to show the connection to the PMI Registered Consultant Program. The PMI brand has strong recognition and value in the project management marketplace

**An opportunity to share your case studies** that provide specific insight into your areas of consulting expertise and the results you have helped clients achieve

**Plus, leverage a powerful annual global marketing campaign that promotes the Registry. The campaign includes:**

- Network of PMI organizational account managers and chapters promoting the Registry to international, national and local companies and government organizations

- E-mail promotion to organizational decision makers who want to ensure the right fit between their project management implementation and strategy
- Marketing materials distributed at PMI and non-PMI events that reach thousands of organizational decision makers and influencers all over the world
- Articles about the Registry in the PMI electronic and print publications that reach close to a million unique readers annually
- Consultant Registry ads on PMI.org all year long (the PMI website serves over 13 million visitors per year)
- Exposure to PMI's online communities of practice via webinars you may be invited to host and advertising on the community sites
- Select case studies posted in the Registry shared with PMI's 60,000 Facebook fans and more than 20,000 Twitter followers
- LinkedIn targeted ads, Google AdWords and AdSense marketing

These are just a sampling of the value-added activities that PMI employs to drive traffic to the Registry and positively impact your ROI.

Visit [www.PMI.org/RCP.aspx](http://www.PMI.org/RCP.aspx) to download your Registered Consultant Program application today.