One Global Community.

One Powerful Brand.

Making project management indispensable for business results.
Are you looking to reach global influencers through the multimedia channels they trust and rely on most? We’ve got you covered.

Project Management Institute (PMI) is the world’s leading not-for-profit professional membership association for the project, program and portfolio management profession. Founded in 1969, PMI delivers value for more than 2.9 million professionals working in nearly every country in the world through global advocacy, collaboration, education and research. PMI advances careers, improves organizational success and further matures the profession of project management through its globally recognized standards, certifications, resources, tools, academic research, publications, professional development courses, and networking opportunities.

Offering a variety of interactive channels, PMI lets you reach this engaged audience to nurture your brand, convert prospects to buyers and align your message with leading-edge content.
PROFILES
Global influencers at your fingertips.

PMI.org

- 3,862,000 Registered Users
- 12.3 Million Monthly Page Views
- 13.8 Million Unique Visitors Annually

ProjectManagement.com

- More than 1.1 Million Active Members
- 2.5 Million Monthly Page Views
- 325,000 Unique Visitors Monthly
- 18% From Mobile Devices

PM Network® Magazine

A PMI member publication offered in print and digital formats

- 470,000 Subscribers
MARKET RESEARCH
Make smart media buying decisions with PMI member research data.

Who are PMI Members?

**TOP INDUSTRY SECTORS OF EMPLOYMENT**

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT</td>
<td>21%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>8%</td>
</tr>
<tr>
<td>Consulting</td>
<td>10%</td>
</tr>
<tr>
<td>Telecom</td>
<td>7%</td>
</tr>
<tr>
<td>Government</td>
<td>7%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>6%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>5%</td>
</tr>
<tr>
<td>Energy</td>
<td>8%</td>
</tr>
<tr>
<td>Construction</td>
<td>6%</td>
</tr>
<tr>
<td>Training/Education</td>
<td>4%</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>2%</td>
</tr>
<tr>
<td>Aerospace</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>14%</td>
</tr>
</tbody>
</table>

**MEMBER BREAKDOWN BY REGION**

- **North America**: 60%
- **EMEA (Europe, the Middle East, and Africa)**: 15%
- **Asia Pacific**: 17%
- **Latin America**: 7%

**700,000+** members and credential holders from more than **185** countries

**280+** chapters in over **80** countries

**Network of more than 5,800** Registered Education Providers (R.E.P.s)

**JOB TITLES REPRESENTED**

**Project Management Practitioners**

- Project Manager
- Project Manager I, II, III
- Project Management Specialist
- Project Management Consultant
- Project Team Leader
- Senior Project Manager

75%

**Senior Level, Management and Executive**

- Chief Executive Officer
- Chief Information Officer
- President
- Vice President (including EVP/SVP)
- Director of Project Management
- Director of PMO
- Owner
- Portfolio Manager
- Program Manager

24%

**Highest Level of Education**

- Graduated 4-year university: 85%
- Post-graduate study: 51%
- With degree: 42%
- Without degree: 9%

**Type of Degree**

- Master of Science
  - Project Management: 4%
  - Management: 8.8%
  - Computer Information Systems: 12.5%
  - Technology Management: 1.6%
  - IT: 1.8%
  - Information Security Systems: 3.2%
  - Information Systems: 2.8%
  - Doctorate: 4.4%

FOR MORE INFORMATION CONTACT ADVERTISING@PMI.ORG
What do PMI Members Purchase?

Training

14% Average percentage of budget for training

US$949,000

Average actual budget for training

21% of members’ organizations are currently seeking a PMI Registered Education Provider (R.E.P.) for in-house project management training.

Level of Purchasing Involvement

Involved in purchasing process: 68%
Recommend vendor/purchase: 38%
Make final decision/approve purchases: 22%
Specify product/vendor/services: 15%

Software

16% Average percentage of budget for software

US$1,314,000

Average actual budget for software

61% PMI members involved in the process of purchasing software

Level of Purchasing Involvement

Involved in purchasing process: 66%
Recommend vendor/purchase: 39%
Make final decision/approve purchases: 24%
Specify product/vendor/services: 16%

Consulting

18% Average percentage of budget for consulting services

US$1,314,000

Average actual budget for consulting services

12% PMI members actively seeking consulting services for their organization
61% PMI members involved in the purchasing process for consulting services

Level of Purchasing Involvement

Involved in purchasing process: 66%
Recommend vendor/purchase: 39%
Make final decision/approve purchases: 28%
Specify product/vendor/services: 14%

Types of software solutions and specifications PMI members’ organizations are planning to purchase in the next 6 months:

- Agile
- Business Analysis
- Collaborative
- Data Security/Storage/Backup
- Database
- Engineering
- Enterprise
- Mind Mapping
- Product Development/Management
- Project Portfolio Management
- Risk Management
- Time Tracking
- Vendor/Procurement Management
- Virtual Meeting

2017 AT A GLANCE

Seminars World: 450+ attendees
LIM: Over 1,000 global PMI Chapter Leaders

Congress: Over 2,000 Practitioners (excluding exhibitors)

80% of attendees hold a PMI credential;
71% of attendees hold a PMP®
Digital Display Advertising

Reach members based on content they consume on PMI web sites.

On-Site Display Advertising

Rates are cost-per-thousand (CPM) impressions (minimum order 50,000 impressions) and in U.S. dollars.

ProjectManagement.com rates:
1. 728 x 90 Leaderboard ............................... $80CPM
2. 300 x 250 Medium Rectangle .................. $50CPM
3. 160 x 600 Skyscraper ............................ $45CPM
4. Text Ads ........................................... $3,950/month

PMI.org rates:
5. 300 x 250 Medium Rectangle ............... $60CPM Targeted
6. 300 x 250 Medium Rectangle ............... $50CPM ROS
7. 728 x 90 Footer ..................................... $40CPM ROS

FOR MORE INFORMATION CONTACT ADVERTISING@PMI.ORG
EMAIL NEWSLETTERS
Reach members and certification-holders in their inbox.

PMI Email Newsletters

**PM Insider | 488,000 opt-in subscribers**

*PM Insider* keeps project managers in touch with the latest content on ProjectManagement.com. Led by each month’s front page theme, the weekly publication highlights material from subject matter experts and practitioners in the field, as well as a wide range of important trending topics.

Reaching over 488,000 professionals in project management, sponsorship opportunities include:

- Premium Sponsorship .................................. $6,995
- News Section Sponsorship ............................. $6,995
- Window .................................................. $2,495
- Text Ad | Bonus 25,000 on-site impressions ........... $1,795

**Driving Strategy | 121,295 opt-in subscribers**

*Driving Strategy* is a bimonthly newsletter for strategic initiative leaders that provides guidance and insights about strategic project, program and portfolio management trends—from organizational agility and culture change, to benefits realization and digitalization, to transformation and innovation.

Reaching over 120,000 opt-in subscribers interested in IT Strategy related content, sponsorship opportunities include:

- Premium Sponsorship .................................. $5,995
- News Section Sponsorship ............................. $5,995
- Window .................................................. $2,495
- Text Ad | Bonus 25,000 on-site impressions ........... $1,795

**Agileist | 117,314 opt-in subscribers**

The *Agileist* is a bimonthly newsletter providing thought leadership on agile practices, methods and principles, from the individual to organizational level. Featuring content from a wide range of agile experts, topics include certification, implementation—pilot program and full-scale—and more.

Reaching opt-in subscribers interested in Agile methodology content, sponsorship opportunities include:

- Premium Sponsorship .................................. $5,995
- News Section Sponsorship ............................. $5,995
- Window .................................................. $2,495
- Text Ad | Bonus 25,000 on-site impressions ........... $1,795

**Certification Update | 127,714 opt-in subscribers**

*Certification Update* is a quarterly newsletter that aims to help PMs enhance their career development efforts, including preparing for, maintaining or expanding their credentials.

Each issue helps readers test their knowledge with a quiz question and provides information on PDU-earning opportunities.

Reaching over 125,000 project management certification holders, sponsorship opportunities include:

- Premium Sponsorship .................................. $4,995
- News Section Sponsorship ............................. $4,995
- Window .................................................. $2,495
- Text Ad | Bonus 25,000 on-site impressions ........... $1,795

**PM Network® Digital Edition Email | 470,000 opt-in subscribers**

A monthly newsletter sent to 470,000 PMI members when each issue of *PM Network®* Magazine becomes available online:

- Premium Sponsorship .................................. $6,995
- News Section Banner ................................. $5,995
- Below the Fold ....................................... $2,495

Weekly eNewsletter reaching members interested in upcoming webinars. Includes advertisement within webinar interface. *Please ask your account representative about exclusive webinar sponsorship opportunities.*
DEDICATED EMAIL LIST RENTAL

General Information & Rates

**Total List Universe | 219,180**
Base Rate .......................... $400CPM (includes transmission)

**Available Selections:**
- Content Interest ................ $20/M
- Company Size ...................... $10/M
- Job Function ...................... $10/M
- Industry ......................... $10/M
- SCF/Zip Code .................. $15/M
- Geography (Country/State) ...... $10/M

**Click-Thru Tracking:**
- $100/F for up to 3 links.
- $50/F for each additional link.

**Minimum Order:**
- 6,000 Names

**Source:**
- 100% Membership
- 100% Opt-In

- Send your HTML email message directly to targeted members of ProjectManagement.com who have elected to receive email from sponsors.
- Opt-in Email List Rental – 219,180 universe.
- $400CPM includes transmission and tracking.
- Email data card available upon request.

**Job Function Selects**
- Business Manager/IT Project Manager .................. 41%
- Senior Business & IT Mgmt (VP, Director) .......... 21%
- Consultant/Systems Integrator C-Level
- Developer/Programmer/Analyst/Team Member

**Geography Selects**
- USA; Canada; EMEA; Asia/Pacific; North America
  *US States, SCF & Zip Code selects also available

**Content Interest Selects**
- Agile
- Portfolio Management/PPM
- Application Development
- Business Intelligence/Data Warehousing
- CRM (Customer Relationship Management)
- eBusiness/Web Development
- Knowledge Management
- Process Improvement
- PMO
- Requirements Management

**Industry Selects**
- Information Technology
- Business Services/Consulting
- Finance/Banking/Accounting
- Other
- Education
- Telecommunications
- Manufacturing
- Healthcare
- Construction/Architecture/Engineering
- Insurance/Finance
- Federal Government
- State & Local Government
- Retail
- Utilities
- Marketing/Advertising/Entertainment
- Data Processing Services
- Transportation
- Aerospace
- Research & Development
- Mining/Oil/Gas
- Distribution/Supply Chain
- Automotive
- Pharmaceutical
- Non Profit/Trade Associations
- Travel/Hospitality/Recreation
- Publishing
- Insurance/Real Estate/Legal Services
- Agriculture/Forestry/Fisheries
CUSTOM PUBLISHING & LEAD GENERATION

Custom Publishing

**Custom White Papers | $6,500**
- 3-5 page white paper on selected topic
- Includes ownership and distribution rights

**Custom Webinars/Webcast | $6,500**
- One 50-minute webinar including PM.com moderator
- Hosting and recording of live event
- On-demand version available

**Custom Landing Page | $1,500**
- Lead Generation form hosted by ProjectManagement.com designed to maximize conversion rates by pre-populating form data
- Leads delivered real-time or batched

**Industry Research and Report with Webcast | $39,500**
- Subject Matter Experts draft a set of 20-30 survey questions; Vendor also provides input for questions
- Publisher pushes survey out to targeted members
- Vendor’s clients to be interviewed as specific company examples to be highlighted in the Report
- Vendor’s thought leaders supply quotes for inclusion in the final Research Report
- Vendor is recognized as the exclusive sponsor of the Report
- Vendor’s Logo on the cover for the life of the report
- Vendor has right to freely redistribute the Report for one year
- Includes One 50-minute Webcast

*All custom publishing options qualify for 20% off lead generation packages.*

Lead Generation Packages

Discounted bundle of our most powerful vehicles to generate leads.

**Premium**
- $34,500 value for $17,250
- 100,000 on-site display impressions
- Dedicated Email blast to 25,000 targeted prospects
- Four display advertisements in relevant eNewsletters
- On-site text ad visible on every page of ProjectManagement.com

**Pilot Program**
- $13,500 value for $10,125
- 50,000 on-site display impressions
- Dedicated Email blast to 10,000 targeted prospects
- Two display advertisements in relevant eNewsletters

Directories

**Basic Listing | Free**
Upgrade to Featured Listing for $4,950/year

**Tool Directory**
The most detailed database of project management software available, sort-able across 26 categories, 55 features, and 6 platforms. Featured and enhanced listings offer additional functionality and prominence.

**Training Directory**
The most detailed database of project management training programs available, sort-able across 33 subjects, 29 focus areas, and 7 delivery methods. Featured and enhanced listings offer additional functionality and prominence.

Targeted Postal List Rental

- List Universe: 243,604 opt-in records in U.S. & Canada
- Available Selects: geography, industry, job function, company size, content interest
2018 Advertising Rates

<table>
<thead>
<tr>
<th>Premium</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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<tbody>
<tr>
<td>Cover 4 (Back)</td>
<td>$3,500</td>
<td>$2,850</td>
<td>$2,700</td>
<td>$2,550</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$3,500</td>
<td>$2,850</td>
<td>$2,700</td>
<td>$2,550</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$3,500</td>
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</tr>
<tr>
<td>Spread</td>
<td>$5,700</td>
<td>$5,400</td>
<td>$5,100</td>
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<tr>
<td>Full Page</td>
<td>$3,000</td>
<td>$2,850</td>
<td>$2,700</td>
<td>$2,550</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,600</td>
<td>$1,520</td>
<td>$1,440</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,000</td>
<td>$950</td>
<td>$900</td>
<td></td>
</tr>
</tbody>
</table>

Materials due 45-days prior to publication date.

PM Network® Digital Edition

Print ads appearing in PM Network® Magazine are automatically included in the e-pub, and linked. More prominent banners are available. Ask your sales rep for details.

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Ad Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blow-in Card</td>
<td>suggested max size: 500 x 300 pixels</td>
</tr>
<tr>
<td>Cover Tip</td>
<td>500 x 175</td>
</tr>
<tr>
<td>Bellyband</td>
<td>suggested max size for two-page spread: 800 x 175 pixels; suggested max size for single page: 500 x 175 pixels</td>
</tr>
<tr>
<td>Streaming Video</td>
<td>Under 100MB, limited to 4 minutes; File types accepted: .mpeg, .wmv, .mov, .flv, .avi</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 pixels</td>
</tr>
<tr>
<td>Button Drawer Ad</td>
<td>180 x 150 pixels</td>
</tr>
</tbody>
</table>

Ad Close Dates and Materials Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
</table>

The PM Network® app is available in the App Store and Google play. See your ad sales representative for more information.
Ad Specifications

**Mechanical Requirements**
- **Trim Size:** 8-1/8” x 10-7/8”
- **Format:** 3 columns
- **Print Process:** Web Offset
- **Binding:** Perfect

**Print Specifications for PM Network®:**
- Ads must be submitted electronically and be suitable to print as-is—Imagination is not responsible for any errors in content.
- Color proofs must be provided to ensure color guidance on press.
- Electronic ads may be transmitted via zip, CD-ROM or FTP.
- Imagination does not accept ads via e-mail.
- Files may be created in the following programs (versions up to, but not exceeding, the following are acceptable):
  - Adobe InDesign CS through CS6
  - Adobe PDF/X-1
- We do not accept Postscript files.
- Use the “Package...” feature under the File menu in Adobe InDesign to ensure all images and special preference files are included with the final document.
- All PDF files should comply with PDF X-1a specifications.
- Please refer to the mechanical requirements section for information and to confirm that your electronic ad conforms to our ad sizes.
- Bleeds must extend .125 inches beyond the trim line.

**Fonts**
- Copies of all fonts used within any layout or EPS file must be provided. Include both screen and printer fonts.
- Postscript and Type 1 fonts are encouraged. Bitmapted fonts are not recommended but can be used.

**Images**
- The resolution of all photography and scanned illustrations must be at least 300 dpi.
- Line art used at 100 percent in Adobe InDesign should be 600 dpi, used at 50 percent it may be 300 dpi. Art should not be used smaller than 50 percent.

**Colors**
- Color artwork or photographs for final output must be saved as CMYK.
- Four-color ads should have the colors within the document programmed properly, with the process separation button checked. If you are using a fifth color, this should be chosen as a Pantone solid color without process separation selected.
- Nothing should be colored with the default colors. Default colors and any unused programmed colors should be deleted.
- Color corrections should be made prior to submitting. Imagination will follow the color proof provided for color on press.
Mark Your Calendars!

Did you know you can attend four free, exclusive, virtual events because you are a PMI member? They are a great way to learn from and network with other PMI members around the world.

**PMI® Information Systems & Technology Symposium | June 2018**
Technology is changing just as fast as your projects are evolving. Are you using it effectively? This all-day virtual event will show you how the latest tech trends can help you improve communication, assess risk, expedite project completion and more.

**PMI® Organizational Agility Conference | September 2018**
We know there’s no “one way” to be agile. And, there are challenges when trying to get everyone to adopt an agile mindset. Register now for this virtual event to get customized tips on what it means to be agile—and successful—in your work environment.

**PMI® Virtual Student Summit | October 2018**
Learn. Meetup. Experience. Emerge. This event is full of opportunities for students interested in project management. It includes learning & collab sessions and networking with your peers.

**PMI® Business Analysis Virtual Conference | November 2018**
If you perform business analysis, your work is vital to project and program success. In this full day of free virtual sessions, learn how to apply BA to any project situation using any delivery method: agile, hybrid, waterfall, and beyond.

Member-only virtual conferences on industry specific topics offer a unique environment for your company message. Virtual booths enable your company to interact with attendees and generate leads.

**Event Sponsorship (1) | $9,500**
- Optional 15-minute presentation following keynote
- Signage
- Sponsor logo in lobby
- Sponsor logo in center of Exhibit Hall
- Sponsor logo on “Theater” screens, and pre-roll
- Optional giveaway contest (prize provided by sponsor)
- All benefits of exhibitor

**Session Sponsorship | $4,500**
- Pre-roll logo prior to sponsored session presentation
- All benefits of exhibitor

**Exhibitor | $2,500**
- Customizable interactive booth
- Live Chat
- Download Library

---

**Main Hall**
Here’s what you’ll see when you first login to the event. Available here are the day’s Agenda, your Profile, “My Briefcase”, links to the Exhibition Hall, Conference Hall, Resource Center, and Networking Lounge.

**Exhibit Hall**
Similar to a physical Exhibition Hall, vendors’ booths are ready to interact with attendees, answer questions, give product demos, and hand out white papers, brochures, and other assets for attendees’ briefcases!

**Conference Hall**
Industry experts will deliver live keynote address as well as live and education sessions on multiple Project and Portfolio Management subjects.

**Networking Lounge**
You can interact with industry peers and meet new contacts in a vibrant and inquisitive community.
PMXPO 2018 Virtual Trade Show  |  22 March 2018

ProjectManagement.com’s engaging virtual conference environment features a Main Conference Hall, and Exhibit Halls, plus Networking Lounge and Resource Library. With the look and feel of an in-person event, you’ll have unprecedented access to over 21,000 attendees during the live event, and the leads keep coming during the 3 month on-demand period.

Qualified Sales Leads, High ROI, Extensive Market Reach, Leverage Existing Assets and Demos – while you and your team interact from the comfort of your desks or conference room! Plus detailed reports provide intelligence on attendees’ actions.

PMXPO 2018 is a rich media experience with a grand entranceway, Conference Hall, Exhibit Booths, Resource Center, Networking Lounge, Giveaways & Product Demonstrations.

Exhibit Hall encourages thousands of attendees to investigate new products and services, view demos, pick up white papers and case studies in their “briefcase”, and chat live with your company representatives.

**Audience:**

PMXPO addresses the specific needs of project executives and aspiring IT and PM executives, charged with managing project offices, program offices and project portfolios of organizations big and small.

- 86% are PMs, senior IT management or c-level executives
- Nearly 70% are within North America
- Half are from companies with more than 1000 employees
- Almost 70% recommend or make final decision on purchasing

**2017 Stats:**

- 26,402 Unique Attendees
- Average Exhibitor Booth Visits: 3,484
- 90% of participants said this event was much better, somewhat better, or about the same as live conferences they have attended (ProjectWorld, PMI global congresses, etc)
- 99% said they would attend again
- 92% rated PMXPO 2017 “Good” or “Excellent”

**Keynote Sponsorship | $50,000 Includes:**

- 15-minute presentation immediately following the keynote presentation.
- You receive as leads, all attendees of your 15-minute sponsor presentation and your booth visitors.
- PLUS – all the features and benefits of the Track Sponsorship.

**Gold Sponsorship | $38,000 Includes:**

- 15-minute presentation immediately following the Track presentation you sponsor.
- You receive as leads, all attendees of your 15-minute sponsor presentation and your booth visitors.
- Dedicated email blast to the entire registration list, post-event. ($16,000+ value)
- And all the features and benefits of the Track Sponsorship.

**Track Sponsorship | $26,000 Includes:**

- 15-minute presentation immediately following the Track presentation you sponsor.
- You receive as leads, all attendees of your 15-minute sponsor presentation and your booth visitors.
- And all the features and benefits of the Premium Booth Sponsorship.
- Optional Prize Giveaway.
- Two pop-up announcements to conference attendees during the event.
- Three assets available in Resource Center.
- Ability to link to external web site, surveys or webinar sign-up.
- Inclusion in pre-event reminder email to promote giveaway, speaker, product; whatever you like!

**NEW! Sponsored Breakout Session (5) | $18,000**

- Your 15-minute presentation featured within conference agenda and available to attendees on-demand during the event.
- And all the features and benefits of the Premium Booth Sponsorship.

**Premium Booth | $8,000 Includes:**

- Choose from four booth templates, then customize color scheme, background image, A/V greeting and scrolling marquis.
- Live chat.
- Up to 10 product listings.
- Up to 10 uploaded files or resources.
LIVE EVENTS

For a complete list of advertising and sponsorship opportunities, contact your account representative for an event prospectus.

PMI® EMEA Global Congress

**Berlin, Germany | 7–9 May 2018**

Bringing together project, program and portfolio managers from around the world, PMI EMEA Global Congress 2018 provides three days of unparalleled professional development and networking. Congress enhances personal skill sets, empowering leaders to drive strategic organizational objectives through the advocacy and advancement of the profession. Innovative keynotes challenge the status quo, industry experts deliver actionable solutions and peer driven content offers real-world insight into today’s evolving project and business challenges. Exhibitions are placed amongst the educational sessions enabling organic interactions.

**AUDIENCE DEMOGRAPHICS:**
- **70+** countries represented
- **800 – 1,000** average attendees

**Titles Represented:**
- Programme Manager, Project Manager, Director of Project Management, Chief Experience Officer, CEO/CIO, Portfolio Manager, PM Consultant
- Functional Manager (IT, HR, Operations), Business Analyst

**Top Industries:**
- IT, Financial Services, Energy, Telcom, Energy and Construction

PMI® Global Conference

**Los Angeles, CA | 6–8 October 2018**

Thousands of project and program managers, thought leaders and business professionals from around the world convene for three days at PMI Global Conference 2017. Delivering exceptional education, networking and community, the event enables the development of personal skill sets – from technical and leadership to strategic and business management. Congress empowers professionals to achieve career goals and drive professional results to help impact their organization’s bottom line. Practitioners leave the event with tools and knowledge that will help them add value within their organization.

**AUDIENCE DEMOGRAPHICS:**
- **50+** countries represented
- **2,500 – 3,000** average attendees
- (4,000+ including LIM attendees)

**Titles Represented:**
- Project Manager, Program Manager, Portfolio Manager, Chief Experience Officer, Director of PMO/PM, CEO/CIO, Functional Manager (IT, HR, Operations), Business Analyst, Graduate Student, Consultant

**Top Industries:**
- IT, Financial Services, Healthcare, Energy, Manufacturing and Aerospace
PMI® SeminarsWorld® and MEGA SeminarsWorld®

The PMI SeminarsWorld program is held in 15 – 20 locations annually. Each location offers at least four seminars and has, on average 100 attendees. All that SeminarsWorld has to offer is delivered in mega proportions at Mega SeminarsWorld! PMI features the most popular seminars along with showcasing new content over the course of 2, 3 and 4 days! “MEGA” SeminarsWorld also provides greater opportunities for attendees to interact and learn through an opening keynote speaker and evening receptions. These intimate sessions bring together focused, targeted project managers honing in on critical topics important to the practitioner of today.

AUDIENCE DEMOGRAPHICS:
- 1 session to be held in Middle East
- 3 sessions to be held in Europe
- 15 sessions to be held in the US
- 600+ practitioners attend MEGA SeminarsWorld

PMO Symposium®

Washington, DC | 11–14 November 2018

For leaders who direct an organization’s portfolio of projects, programs and initiatives, PMO Symposium fills a unique niche. Senior managers and executives attend PMO Symposium to acquire strategic business insights, advanced PMO knowledge, and for the opportunity to network with other PMO leaders, solutions providers and session leaders, from leading organizations around the world. In order to maximize opportunities for meaningful engagement, attendance at PMO Symposium is intentionally limited to 500 – 750 attendees.

AUDIENCE DEMOGRAPHICS:
- 30+ countries represented