



**Leadership  
Institute  
Meeting  
AP-SA 2026**



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Placeholder for stinger  
Abhishek Sharma & Eugenia Teo

# From Engagement to Growth

Activating Members Through Smart Marketing

Placeholder for stinger  
My Tran Le, Anthony Tsui,  
Manohar Yerraguntla

Placeholder for static slide of  
all speakers:

Abhishek Sharma, Eugenia Teo,  
My Tran Le, Anthony Tsui,  
Manohar Yerraguntla

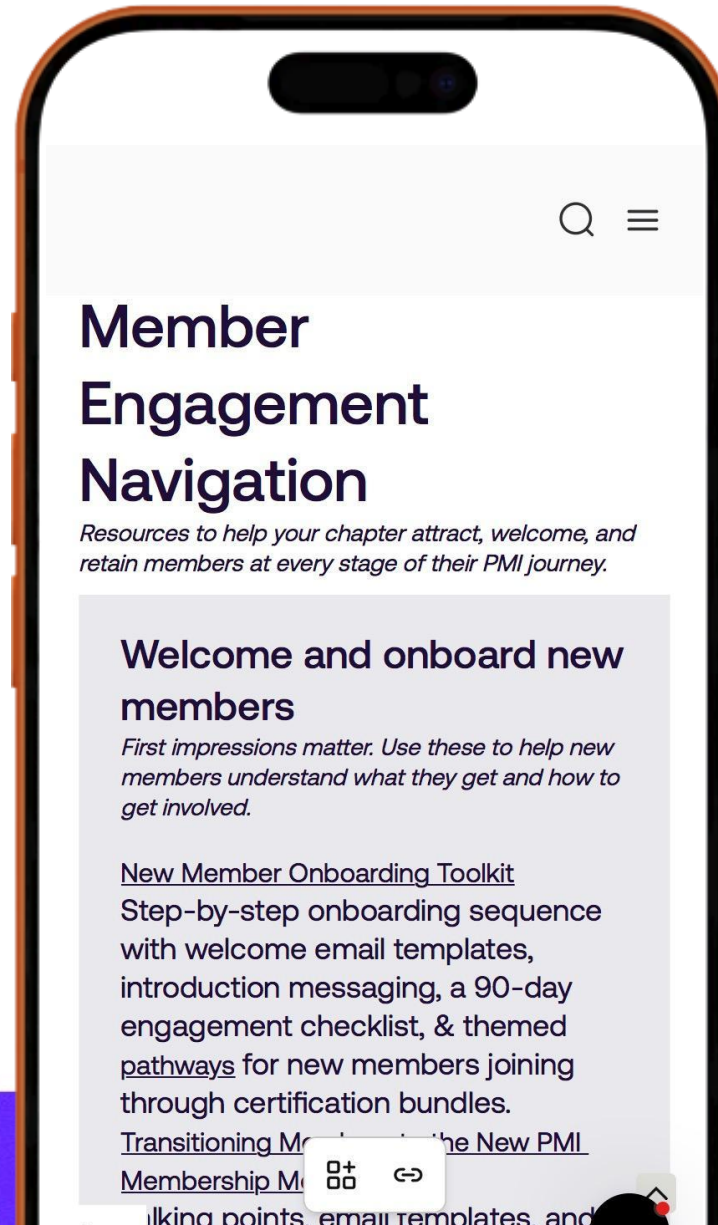
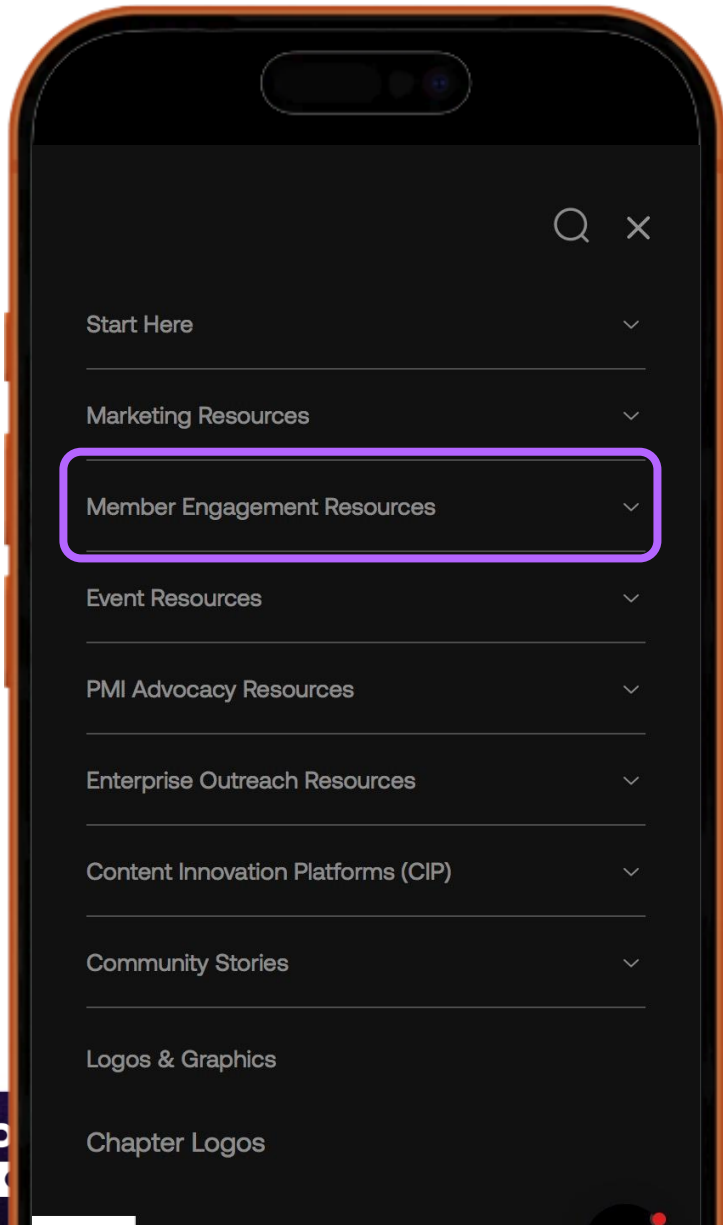
# Marketing Workshop

# Marketing Portal

Scan the QR Code to access the marketing portal on Frontify

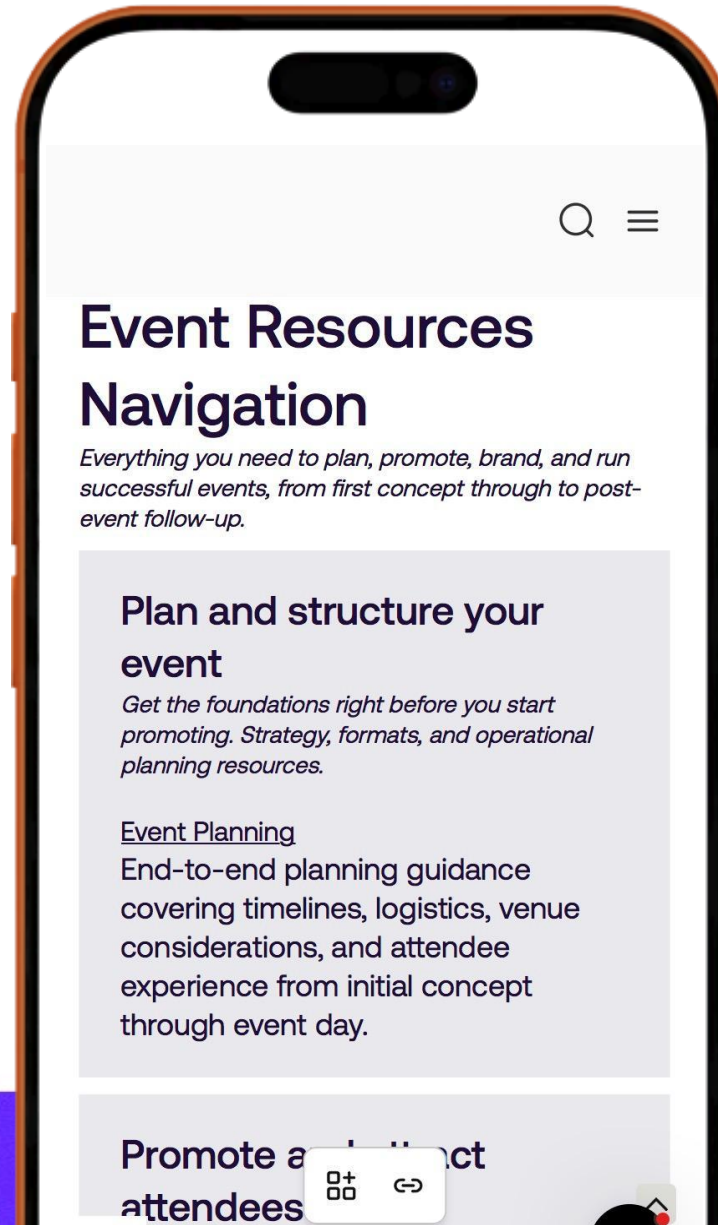
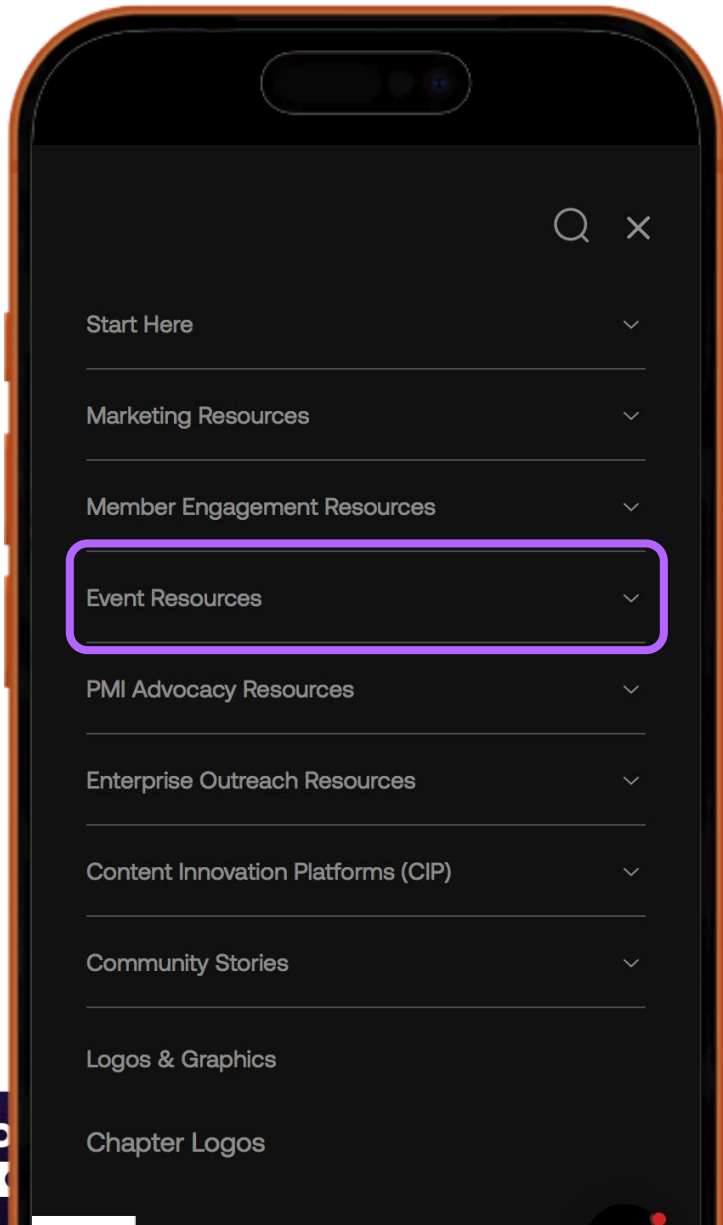


# Marketing Portal



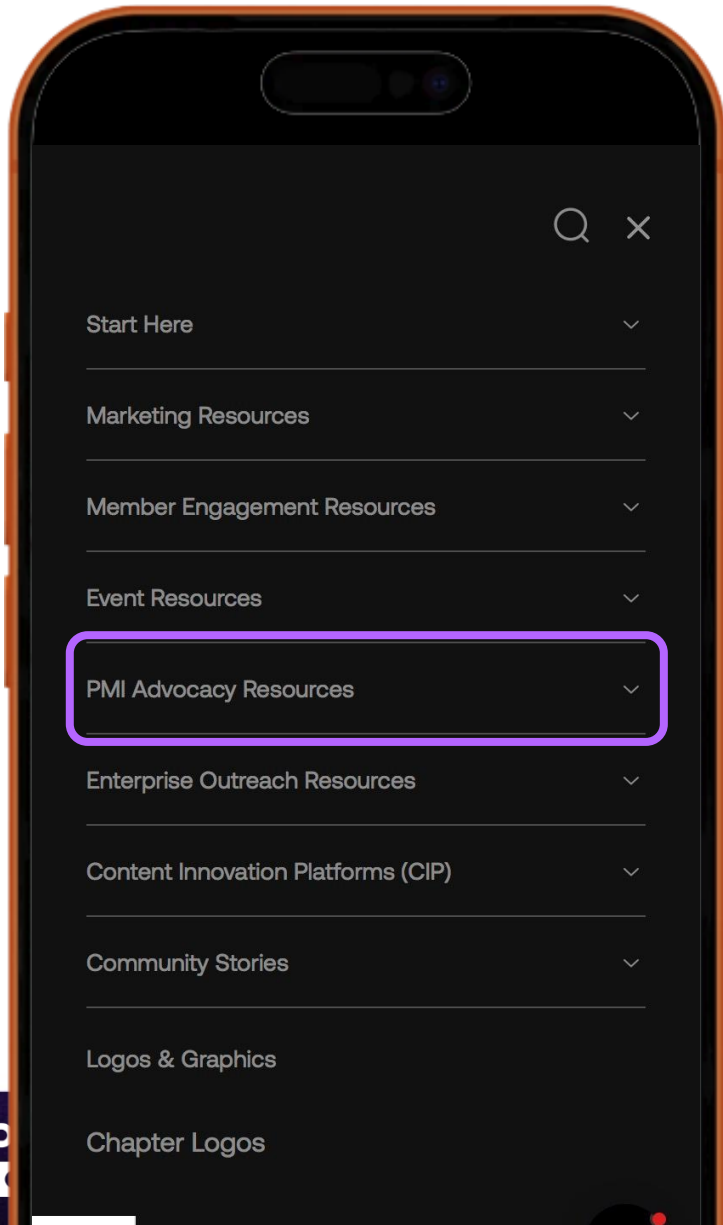
- ✓ Ready-to-use resources to improve member onboarding, engagement, and retention.
- ✓ Includes templates, guides, FAQs, and volunteer engagement materials.
- ✓ Supports the full member journey from onboarding to networking and development.
- ✓ Helps chapters deliver a more consistent and value-driven member experience.

# Marketing Portal



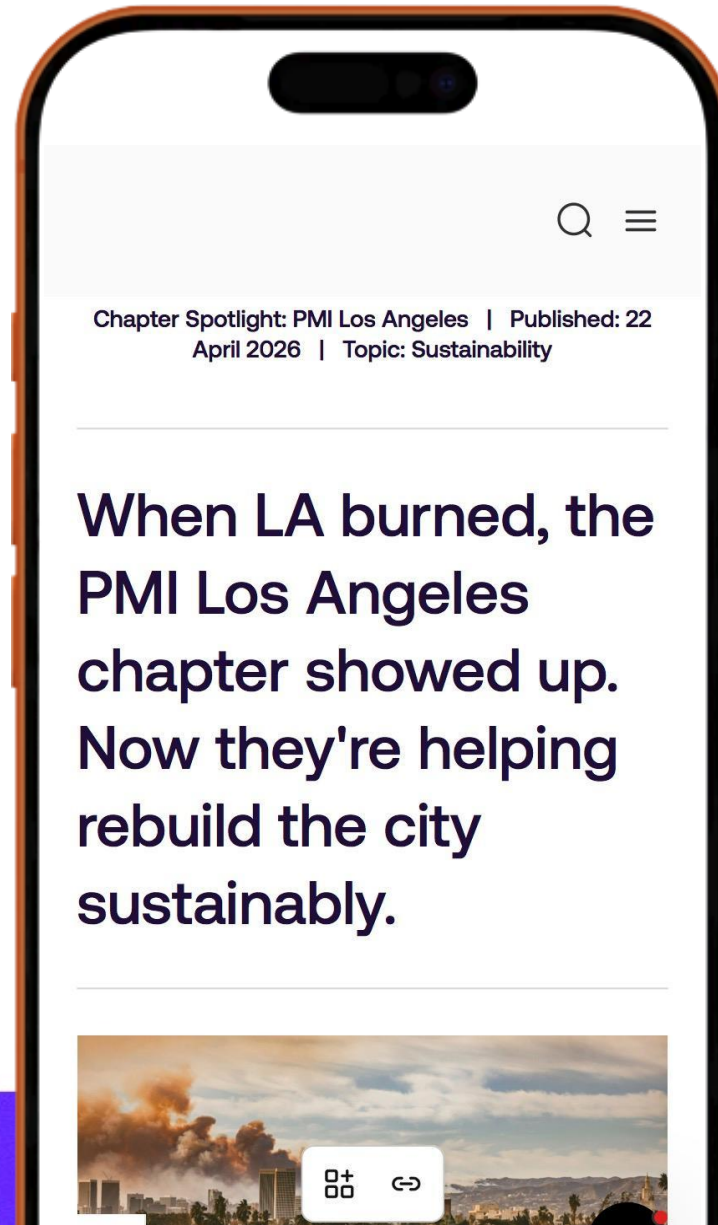
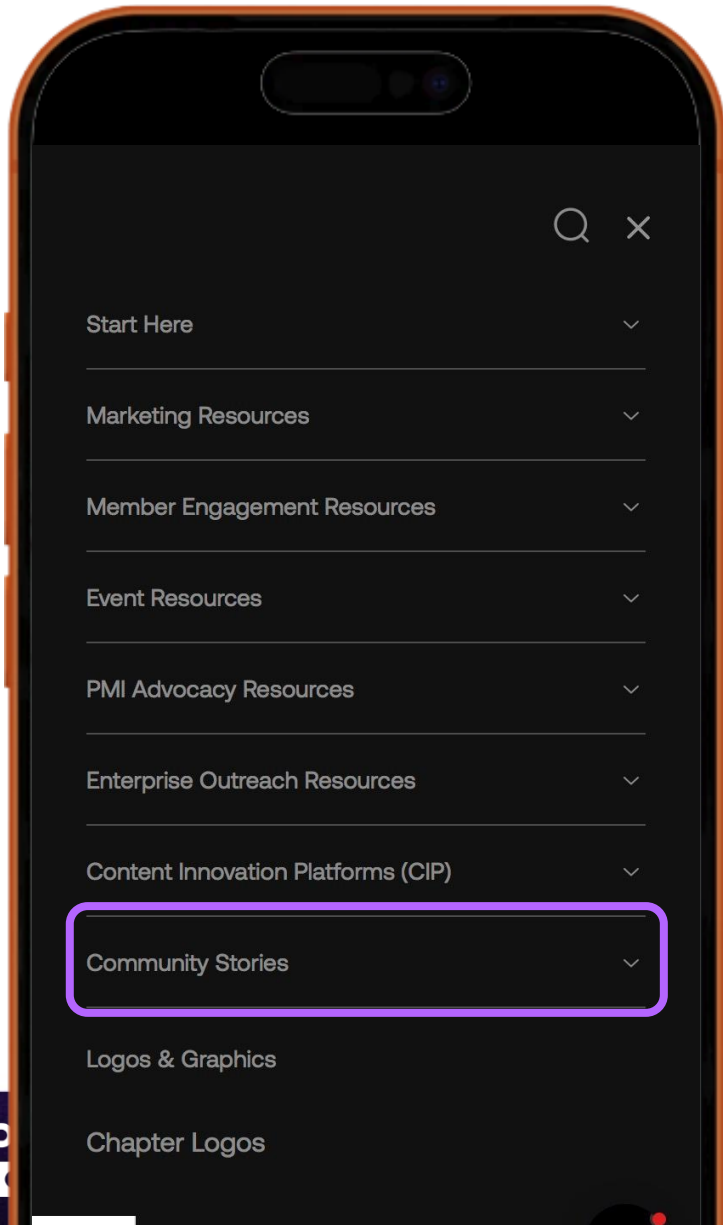
- ✓ Resources to help chapters plan, promote, brand, and run successful events.
- ✓ Includes event planning guides, sponsorship resources, and promotion templates.
- ✓ Provides ready-to-use frameworks for PMIAI, certification, and sustainability events.
- ✓ Helps chapters deliver professional, engaging, and consistent event experiences.

# Marketing Portal



- ✓ Ready-to-use PMI advocacy content, messaging, and certification resources for chapters.
- ✓ Includes PMI thought leadership reports, industry insights, and profession advocacy materials.
- ✓ Supports promotion of PMI certifications, standards, and global PMI events.
- ✓ Helps chapters communicate PMI's value and strengthen professional awareness locally.

# Marketing Portal



- ✓ Showcases PMI chapter success stories and community impact.
- ✓ Highlights real examples of volunteering, sustainability, and innovation.
- ✓ Gives chapters ideas they can adapt locally.
- ✓ Celebrates achievements and strengthens cross-chapter learning.

# Table Challenge: Explore. Discuss. Readout.

Table # 1 - 5



Member Engagement

Table # 6 - 10



Events

Table # 11 - 15



Advocacy

Table # 16 - 20



Community Stories

Group Discussion:



1. Identify top 3 resources you loved
2. Identify top 3 areas of improvement

Report Out:



- 1 Person from each table group



# Report Out

# Rewrite your Marketing

Four questions to move from random to intentional

## 1. Brand Story Arc

How does this connect to Relevance, Leading Authority, or Elevating Our World?

## 3. PMI Calendar

What existing PMI campaign or moments can you leverage?

## 2. Chapter Specialty

How does this showcase what makes your chapter unique?

## 4. Flywheel Role

Does this drive Adoption, Advocacy, Contribution, or Retention?

# Three things to take home:

- 1. You don't start from scratch.** PMI provides the framework, campaigns, and assets. You add local flavour.
- 2. Intention over addition.** It's not about doing more things. It's about doing things with more meaning.
- 3. Project success is the message.** Position PMI as the pathway to delivering greater value and impact.

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# Sign-up for Post-LIM Focus Group

1. Immediately following the last session tomorrow
2. 45 minutes
3. 10 diverse people will be selected
4. Scan code and complete the form if interested
5. If selected, you will receive an email invitation by 10 a.m. tomorrow

LIM Onsite Focus Group



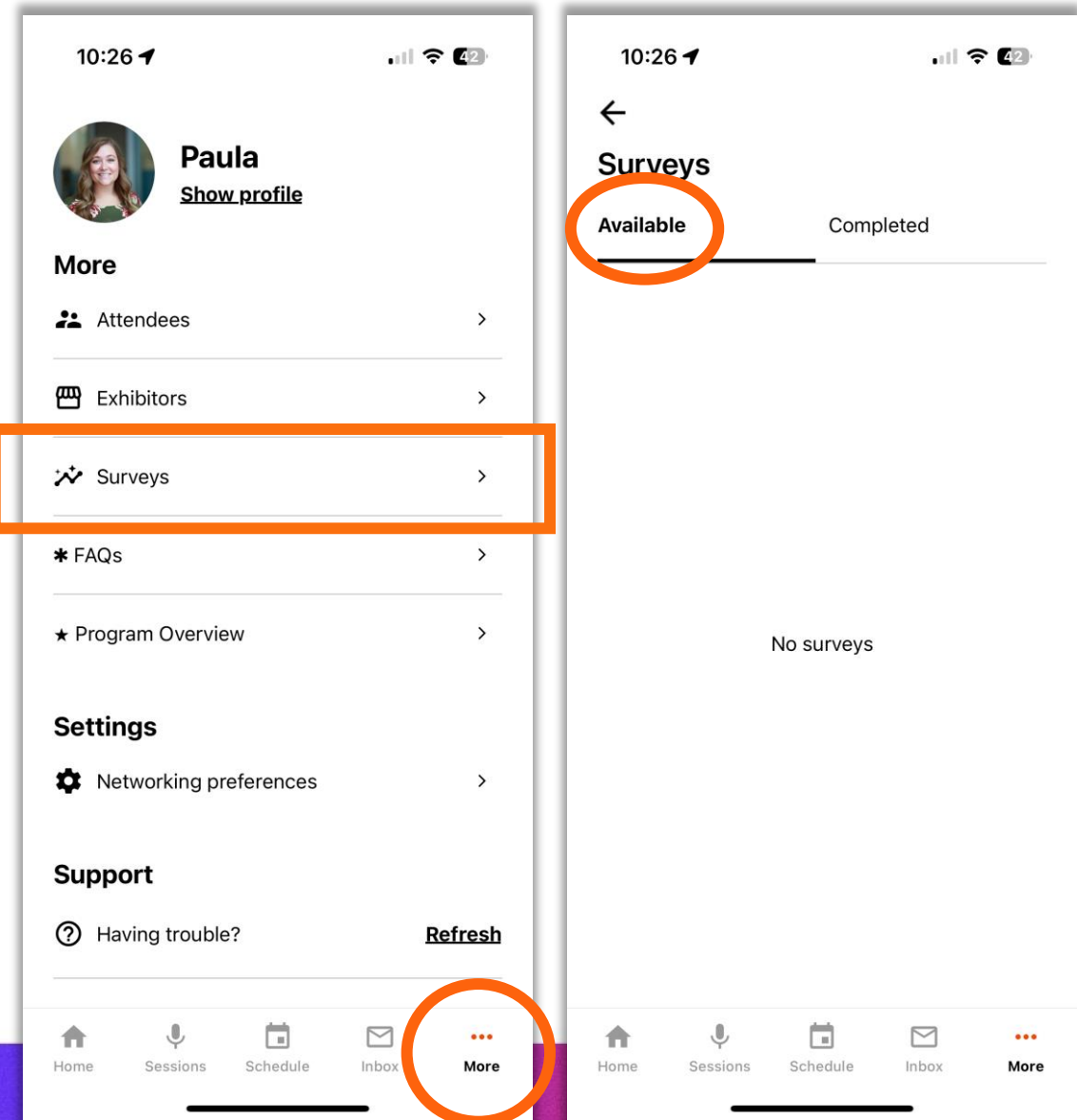
# Please Take Our Session Survey!

Complete the session survey, located in your **PMI Event App**!

Your feedback is important to us and helps our speakers learn, grow, and improve!!

## Access this session's survey:

1. Open the PMI Event App
2. Click the "More" menu item
3. Click "Surveys" to see available and completed surveys
4. Complete the brief survey for this session



THANK YOU