

The AI Engagement Engine: How PMI Pearl City Chapter Scales Member Experience

Own Project Success

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Suresh Addepalli

Director of Membership
PMI-PCC

Krishna Chaitanya

Treasurer &
Director of Volunteering
PMI-PCC

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- This presentation is for registered attendees of Asia Pacific-South Asia LIM 2026.

Learning Objectives

At the conclusion of this session, attendees will be able to:

1

Zero-Touch Member Journey

Design a zero-touch member journey using triggers for welcome, renewal and follow-up outreach

2

Engagement-Driven Campaigns

Use engagement signals to spot non-renewal risk and launch targeted campaigns.

Let's Start With You

Does your chapter do any of these?

1

We spend more than 5 hours a week on member admin

2

Our welcome email goes out manually, when someone remembers

3

We send renewal reminders one by one from a spreadsheet

4

I couldn't tell you right now how many first-year members attended our last event

Raise your hand — be honest!

PMI-Pearl City, Hyderabad Chapter's Challenge

Before Automation: The Real Cost



TIME DRAIN

Manual processes consuming 15+ hours per week on routine admin tasks



INCONSISTENT COMMS

Inconsistent member communications — different messages, no tracking, no follow-up



DATA CHAOS

Scattered data across spreadsheets with frequent errors and duplicates



BLIND SPOTS

Limited visibility into engagement — no answers to “Who renewed? Who attended?”

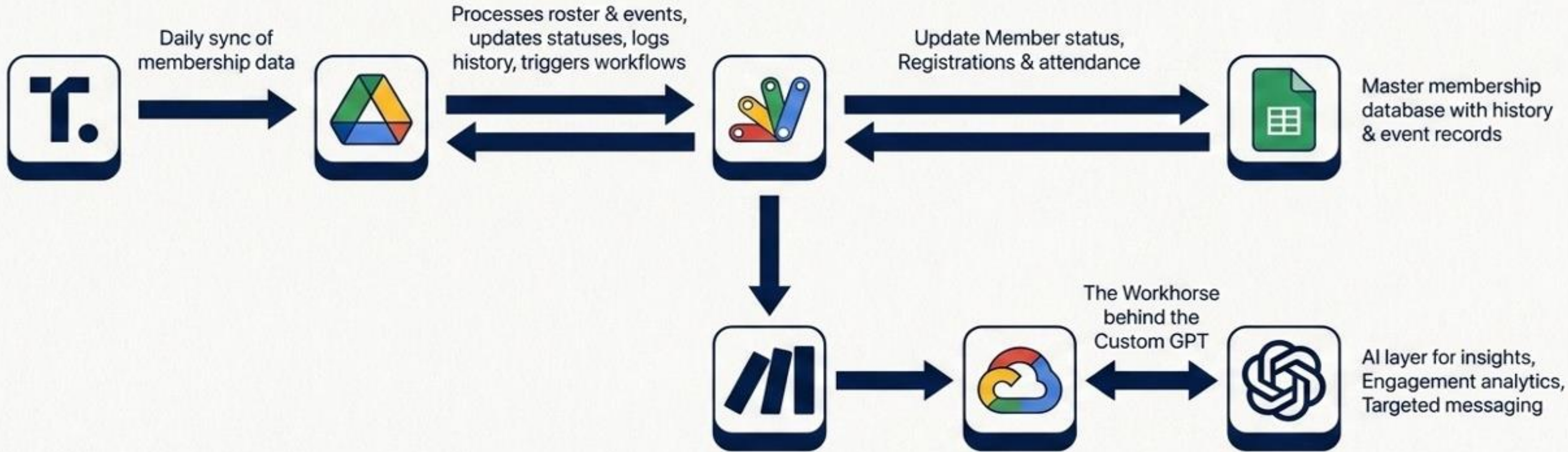


*We were spending 15 hours a week managing spreadsheets
— not managing relationships.*


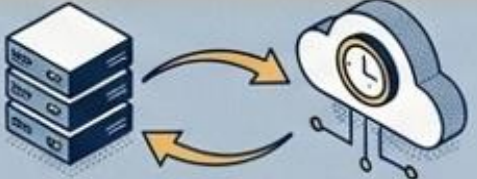

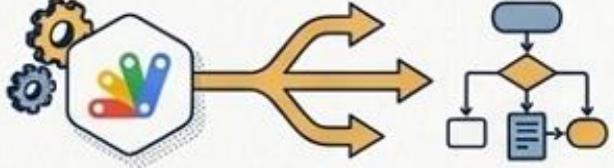




The Solution

System Flow – Phase 1

Ingestion → Processing → Storage → Automation → Intelligence



The Shift from Reactive to Proactive Intelligence

	Traditional Workflow	Intelligence Ecosystem
Data Synchronization	Manual CSV exports and uploads. 	Automated Daily Sync. 
Decision Logic	Human review and manual sorting. 	Google Apps Script automated routing. 
Execution	Batch updating once a month. 	Make.com real-time triggers. 
Community Insights	Guesswork and gut feelings. 	Custom GPT behavioral analytics. 

Automated Member Journeys

1 Welcome Email

First impression sent automatically within minutes of joining

2 30-Day Follow-Up

Check-in before early engagement drops off

3 Renewal Series

30, 7, and 1-day reminders, no manual chasing required

4 Non-Renewal Outreach

A second chance before the member is lost

5 Anniversary & NMO

Loyalty recognition and structured onboarding, every time

6 Open House & Campaigns

Targeted outreach whenever leadership needs to act fast



Live Demo

The Impact

The Numbers Speak for Themselves

90%

Communications Automated

95%

Reduction in Admin Time

100%

Member Touchpoint Consistency

<1%

Data Error Rate



What is your chapter's single biggest admin pain point right now?

Open discussion

Key Takeaways

1

Automation is not just for large organizations — chapters of any size can start small and scale

2

The stack works: Custom GPT + Make.com + Google Workspace is a proven, low-cost solution

3

Start with your highest-friction workflow — it is usually member onboarding or renewal reminders

4

The goal is not to replace human connection — it is to free your leaders to focus on it

Thank you!

Let's continue the conversation!



Krishna Chaitanya
Director, Engineering at OpenText



Suresh Addepalli
International Delivery Leader at Patriot Industrial
Partners | Director, PMI Pearl City Chapter | Sol...



Thank You!

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