



Impulsa tus eventos:

Processos, datos y herramientas para
aumentar el impacto de tu capítulo

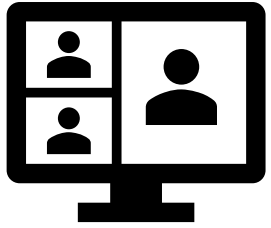
“

No son los objetivos los
que determinan tus
resultados, sino la calidad
de tus sistemas.

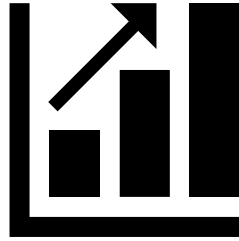
Inspirado en James Clear
Hábitos Atómicos



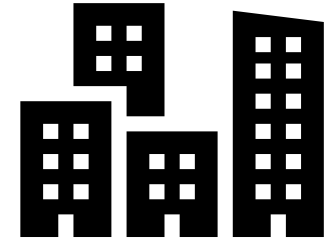
Todos tenemos los mismos objetivos



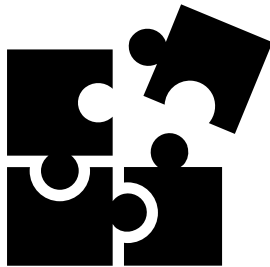
Participantes



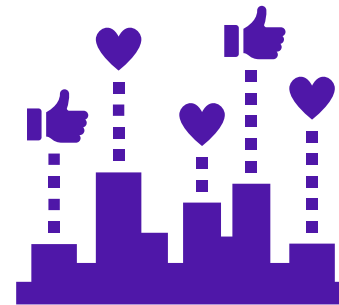
Ingresos



Patrocinadores



Voluntarios



Impacto

El reto no está en los objetivos

- Alta rotación de voluntarios
- Reinventamos procesos
- No aprovechamos los datos
- Empezamos casi desde cero



Tres pilares para eventos de alto impacto



Más impacto. Menos retrabajo.

- Identificar objetivos
- Analizar los datos
- Mapear Procesos
- Planifica la experiencia
- Aprovecha las herramientas
- Conecta con la comunidad
- Optimiza continuamente

¿Qué vale la pena estandarizar?

- Check lists
- Templates
- Timeline
- Comunicación
- Encuesta de satisfacción
- Informe final

Cuanto más estandarizas, más tiempo te queda para innovar.

El verdadero impacto



Herramientas

Dashboard de Eventos

VEP

Thoughtspot

Airmeet

Portal de Marketing

Dashboard Eventos LATAM

Dashboard de Eventos LATAM

- Calendario de eventos LATAM
- Calendario de eventos ATPs
- Base de Datos de Speakers
- Entrenamientos Airmeet

PMI LATAM Events Dashboard (View Only) :

 Project Management Institute

[Report Abuse](#) [Help](#)

 Project Management Institute

2026 PMI LATAM Events Dashboard

Español - Este dashboard te permite obtener información y soporte en lo relacionado con eventos como parte de PMI América Latina. Aquí podás revisar el calendario de eventos regional y congresos de capítulo/nacionales, solicitar apoyo con la herramienta oficial (Airmeet), obtener información sobre speakers que se tienen en la BD de LATAM o sugerir nuevos speakers para adicionarlos en la BD.

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Português - Este dashboard permite obter informações e suporte em relação aos eventos do PMI América Latina. Aqui você pode conferir o calendário de eventos regionais e capítulos/congressos nacionais, solicitar suporte com a ferramenta oficial (Airmeet), obter informações sobre palestrantes que estão no BD LATAM ou sugerir novos palestrantes para adicioná-los na BD.

Lembre-se que a partir de 1º de janeiro de 2022, todos os congressos/seminários de capítulos, congressos nacionais do PMI (vários capítulos no mesmo país trabalhando com o PMI) ou eventos regionais serão realizados no Airmeet como plataforma inicial. Isso oferece muitas vantagens em termos de qualidade de serviço e principalmente financeiramente. Se você tiver dúvidas, fale com seu Chapter Partner ou Operations.

PMI Latam Events Calendar (Regional, Chapters, ATP)

Event Calendar Form

Sugerir speaker / PMI LATAM BD

PMI LATAM | Speakers Database

Incluye eventos regionales, ATP Courses, globales y congresos de capítulos o nacionales.

Registro de eventos regionales o locales (virtuales, híbridos o presenciales) en el calendario de eventos PMI Latam. Incluyendo la indicación del uso de la

Por favor completa este formulario si deseas sugerir un speaker para que sea incluido en la Base de Datos de PMI LATAM.

Para consultar la base de datos de speakers de PMI LATAM a fin de buscar potenciales speakers para tu evento de capítulo (en celular usa vista grid). Si

Entrenamiento Airmeet: portugués y español

Airmeet space (View Only) :

Project Management Institute.

Airmeet Training

BR Português

Estes recursos foram especialmente desenvolvidos para líderes de capítulos na América Latina que utilizam o Airmeet como plataforma para seus eventos.
Aqui vocês encontrarão informações essenciais para planejar, organizar e gerenciar suas sessões com sucesso, aproveitando ao máximo todas as ferramentas que o Airmeet oferece.

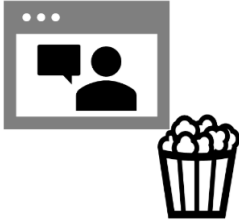
- ✓ Boas práticas
- ✓ Dicas técnicas
- ✓ Suporte antes, durante e depois dos eventos

es Español

Estos recursos fueron especialmente desarrollados para líderes de capítulos en América Latina que utilizan Airmeet como plataforma para sus eventos.
Aquí encontrarán información esencial para planificar, organizar y gestionar sus sesiones con éxito, aprovechando al máximo todas las herramientas que ofrece Airmeet.

- ✓ Buenas prácticas
- ✓ Consejos técnicos
- ✓ Soporte antes, durante y después de los eventos

Treinamento Básico – Português

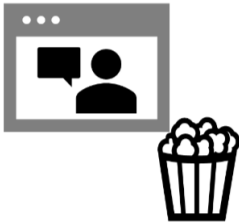


Clique na imagem abaixo para abrir o PDF



Veja o vídeo para ter uma compreensão completa do guia acima: [Clique Aqui](#)

Entrenamiento Básico – Español



Haz clic en la imagen abajo para abrir el PDF



Mira el vídeo para comprender completamente la guía arriba: [Clic aqui](#)





PDU's

¿Cómo calcular las PDU de tu evento?

Una hora de actividad equivale a una medida de PDU. También puede informar de las PDU en incrementos: 0,25 PDU representan 15 minutos de una actividad; 0,50 PDU representa 30 minutos; 0,75 representa 45 minutos.

IMPORTANTE: Solo si el participante posee actualmente una certificación PMI puede informar a las Unidades de Desarrollo Profesional (PDU) por su participación en el evento. Cada participante debe informar sus propias PDU de acuerdo con su participación real.

Comparta una tabla con la asignación de las PDU para cada sesión o conferencia del evento, así cada participante sabrá cuánto informar según la participación en el evento.

Cómo reportar PDUs:

- 1- Vaya a <https://ccrs.pmi.org/claim>
- 2- Haga click en PDU Claim Code - "I have a claim code"
- 3- Ingrese el código: **PONER EL CÓDIGO GENERADO** (Copie y pegue para evitar errores)
- 4- Aparecerán los datos del evento, confirme la fecha y califique el evento con tantas estrellas como desee.
- 5- Confirme la cantidad de PDUs que va a reclamar dependiendo de su participación real en el evento. Ajuste la cantidad según la tabla proporcionada y a continuación, marque la opción "I agree the claim is accurate".
- 6- Haga click en Submit.



Paso 1 - Creando el evento



A continuación se muestran los enlaces donde puede crear el evento en Airmeet. Es importante en este momento tener los datos básicos del evento, como fecha, hora y una breve descripción. No olvide identificar el capítulo que está promocionando el evento y un correo electrónico de contacto para los asistentes.

Sugerimos que al nombrar su evento ponga el capítulo delante del nombre: *[PMI Chapter] Nombre del evento*.

Utilice los siguientes enlaces para acceder al paso a paso para la creación del evento y sesiones:

Creación de eventos y sesiones en Airmeet

<https://help.airmeet.com/support/solutions/articles/82000900998-creating-airmeet-event-sessions-quick-guide>

Crear un evento en formato de evento virtual

<https://help.airmeet.com/support/solutions/articles/82000444113-create-an-event-on-virtual-event-format-quick-guide>

Cómo crear un evento híbrido

<https://help.airmeet.com/support/solutions/articles/82000889609-how-to-create-a-hybrid-conference-event-on-airmeet->

¿Cómo duplico un evento en Airmeet?

<https://help.airmeet.com/support/solutions/articles/82000732617-how-to-duplicate-an-airmeet-event->

Branding

Personalice el espacio del evento, modifique el tema del evento, cambie los colores de CTA y los colores de fuente, y aplique un color sólido, degradado, patrón o fondo de imagen. Personalice la interfaz del evento con los colores del evento.

Event Branding

Landing Page

Stage Backdrop

<https://help.airmeet.com/support/solutions/articles/82000901013-event-branding-quick-guide>

Reception

Como configurar "Recepção Personalizada"

<https://help.airmeet.com/support/solutions/articles/82000443685-how-to-set-up-customized-reception-in-an-airmeet-event->

Sponsors

<https://help.airmeet.com/support/solutions/articles/82000443922-how-to-add-sponsors-to-airmeet-event-in-conference-format->

Portal de Marketing PMI: [Login - Project Management Institute](#)



VEP

VEP

Actualizaciones de status

Draft — La oportunidad se está creando y aún no ha sido publicada

Not Yet Open — Publicada, pero todavía no acepta postulaciones

Open — Aceptando postulaciones activamente

Closed Applicant Review — Las postulaciones están cerradas y en revisión

Active — Los voluntarios han sido seleccionados y están prestando servicio

Closed Unfulfilled — No se seleccionaron voluntarios

Complete — El servicio voluntario ha finalizado

Archived — La oportunidad está cerrada y ya no se puede editar

The screenshot displays the PMI Volunteering Opportunity Platform. On the left is a sidebar with the PMI logo and navigation links: Main Menu, Volunteering, Find an Opportunity (highlighted), My Info & Activity, Recruiting, and Contact Us. The main content area features a header with the text "Find the Perfect Volunteering Opportunity" over a background image of a diverse group of people. Below this is a filter bar with tabs for "All Opportunities", "Virtual", "Hybrid", and "In-Person", a search input field, and a toggle for "Only show opportunities I qualify for". Further filters for "Chapter", "Area of Interest", and "Language" are also present. The results section shows "266 results" and a card for the "PDD Vendor/Sponsor Coordinator" opportunity. This card includes details such as the location (Madison/South Central Wisconsin Chapter), ID (44965), application deadline (01 Sep 2026 UTC), dates (15 Aug 2026 - 01 Oct 2026), language (English), and type (In-Person and Virtual). A green checkmark indicates that the user qualifies for this opportunity. To the right of the card, more details are visible, including the posting date (2 Aug 2026), location (Wisconsin, United States), and ID (44965). There are buttons for "Apply Now" and "Share". At the bottom, sections for "Opportunity Details" and "Requirements" are partially visible, showing the application deadline and resume requirement.

Dados

Enter your username

Enter your password

☒ Remember me

Login using Single Sign On



Airmeet

PMI LATAM Events Dashboard (View Only)

Report Abuse Help

PMI Project Management Institute

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PMI Project Management Institute

Airmeet

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Designed to Deliver

July 2026 | Topics: Gigaprojects, Relationship Management

Infrastructure projects are becoming more complex and intertwined together. Developed in collaboration with MIGSO-PCUBED, this eBook provides evidence-based recommendations to strengthen collaboration.

[Download the report](#)

Leadership that Lasts

June 2026 | Topics: Leadership, Sustainability, Artificial Intelligence

This eBook brings together insights, practices, and perspectives on managing complexity, technology, and sustainability. It explores how to build and drive lasting impact across people, planet, and profit.

[Download the book](#)

Executing Sustainability Strategy: When Ambition Meets Reality

June 2026 | Topics: Sustainability, Strategy-Execution Alignment | Author: PMI

85% of sustainability executives are confident their organization is aligned. However, PMO leaders agree and only 20% of project professionals report that sustainability actually happens after sustainability strategy stalls before it reaches the project level.

PMIinsight

[Home](#)

[Tools](#)

[Support & Training](#)

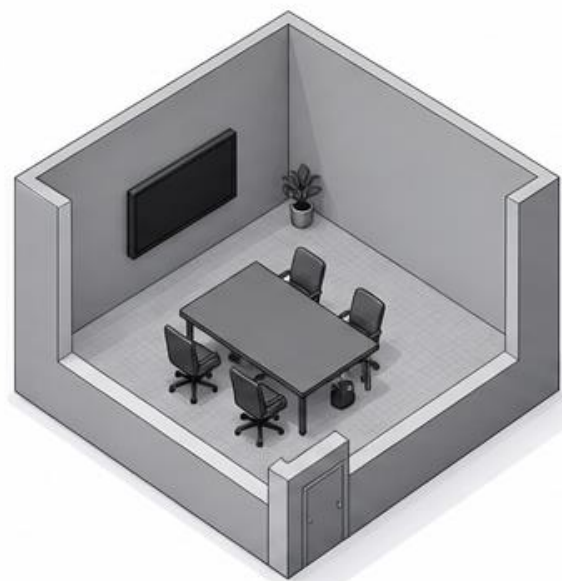
[Events](#)

[PMI Resources](#)

Airmeet

Plataforma oficial para eventos virtuales en LATAM

ZOOM



Airmeet



AC

PMI LATAM Chapters Conferences

You are an Admin

Manage your organization:

 **Events**

 Library

 Team

 Integrations

 Billing

 Add-on services

 AirCare

 Features

 **Analytics**

My Events

Event Limit [?](#) **Unlimited**

BETA

[Create Event Series](#) [i](#)

[Create Event](#)

 Search event or event series name

Showing

All

Upcoming

Ongoing

Paused

Completed

Cancelled

[Archived events](#)



GLOBAL GIGAPROJECTS & CONSTRUCTION WEEK 2026

16 Nov 2026, 3:00 AM CST - 22 Nov 2026, 10:00 AM CST

Upcoming

[Preview](#)

[View details](#)



Universidia 2026 - PMI São Paulo

19 Oct 2026, 1:00 PM UTC-03:00 - 19 Oct 2026, 8:30 PM UTC-03:00

Upcoming

[Preview](#)

[View details](#)



El PM del Presente: Gobernanza Ágil, IA y Frameworks Híbridos para Proyectos de

29 Sep 2026, 7:00 PM CST - 29 Sep 2026, 8:00 PM CST

Upcoming

[Preview](#)

[View details](#)



PMI en Portugués: Energía + IA

9 Sep 2026, 7:00 PM UTC-03:00 - 9 Sep 2026, 8:30 PM UTC-03:00

[Preview](#)

[View details](#)



← GLOBAL GIGAPROJECTS & CONSTRUCTION WE... Upcoming • 3 months from now

Mon 16 Nov 2026, 03:00 AM CST - Sun 22 Nov 2026, 10:00 AM CST • Virtual Event

[Share Event](#)
[View Event](#)
[...](#)

Summary Registration People Sessions **Event Spaces** Branding Emails Integrations Workflows Analytics [AirGenie](#)

Event Branding

Landing Page

Reception

Stage

Sponsors

Event Branding

Define the design, theme and branding for your event

Event logo

Add your own brand logo to increase your brand engagement.



Recommended format JPG, PNG | Up to 2 MB

Welcome illustration

Boost engagement with a welcome illustration.



Recommended format JPG, SVG or PNG | Up to 2 MB

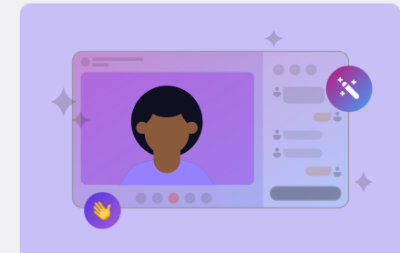
Welcome Message

Add welcome message here

Analyzing your network settings



31/100



Introducing autobrand ✨

An easy way to brand your event. Auto brand will pick color from your logo to set up the right theme for your event

[Try now](#)

Lounge

Booths

Resources

Survey

Event Space Settings ^

Leaderboard

Closed Captions

Advance settings

[Send Event report](#)
[Analyse Summary](#)

Summary

[Registrations](#)
[Engagement](#)
[Custom Audience Report](#)
[Segments](#)
[Reports](#)
[Downloads](#)

Summary

Measure your event success in a nutshell

Get a snapshot of your live event performance here. **Event Replay data is not included.**

Last updated: Aug 02, 2026 7:49 PM


[Feedback](#)

Include special roles



Turnout

39% turnout

557 Attendees

1412 Registrations

Social Lounge

3% Attendees joined a table

Serendipity Session

0% Attendees used Serendipity Session

0% Participants found a match

Participant Turnout

All Participants

Repeat Participants

Registered
Attended

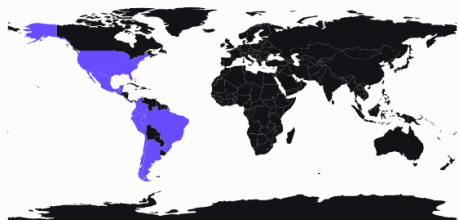


Self-Registered Attendees
Invited Attendees



Participant Demographics

86% of your participants attended from these 10 countries:



Brazil	135
Mexico	93
Colombia	76
Peru	49
Argentina	31
United States	30
Chile	23
Costa Rica	18
Ecuador	16
Guatemala	10

Top Sessions

Attendance

PMI en Portugu  l: Direcci  n de Proy...

360



Master Report

Key metrics to measure the performance of your event.



Generate



Replay Report

Key metrics that provide insights on the participants who watched the replay of your event.



Generate



Activity Report - Q&A

List of all questions posted in various event spaces, along with details of the comments.



Generate



Survey Report

Detailed logs of survey(s) submitted by your participants.



Generate



Activity Report - Chat

Detailed information on all public chats occurring in your different event spaces, along with additional details, such as sender name and timestamp.



Generate



Lounge Report

Detailed logs on all the lounge tables, along with the attendees that joined.



Generate



Resources Report

Summary and details of the views and downloads of Resource files by your event participants.



Generate



In-Session CTAs Report

Detailed information on all the attendee interaction with the in-session CTAs.



Generate



Session Bookmarks Report

Detailed information of all the participants who bookmarked at least one session (session-wise).



Generate



Serendipity Report

Detailed information of all the serendipity session matches (session-wise).



Generate

Marketing Portal

Portal de Marketing

- ✓ Templates
- ✓ Logos
- ✓ Artes
- ✓ Campañas
- ✓ Guía de Marca
- ✓ Recursos disponibles

<https://marketing.pmi.org/>



**Sign in to access
project success.**

PMI Employees SSO Login

my.pmi login

Chapters, ATPs, etc use my.pmi login above

Project Manage...

▼



Search

Ctrl+K

Essentials

Guidelines

Libraries

Projects

Newsletters

Guidelines

Search guidelines



Web Guidelines
64 pages



PMI Community Marketing Portal
199 pages



PMI Brand Guide
36 pages

Project Management Institute

Brand GuidelinesAssets▼Logo▼Brand Identity AssetsWhat is PMI



Search

File Type▼Color Mode▼Logo Type▼Logo Colors▼

Assets
84 items



Date added▼

Recursos Disponibles



Project Management Institute.

[Brand Guidelines](#) [Assets](#) [Logos](#) [Brand Identity Assets](#) [What is PMI](#)

[Who We Are](#)

[About Us](#)

[Our Purpose](#)

[Our Brand](#)

[Brand Architecture](#)

[Graphic Elements](#)

[Typography](#)

[Copywriting](#)

[Photography](#)

[Infographics](#)

[Compositions](#)

[Templates](#)

About Us



In 1969, we founded Project Management Institute to serve as a beacon for Project Professionals. We envisioned a world where every project, big or small, could reach its full, transformative potential.

Who We Are

Brand Architecture

Logo

Primary Logo

Certifications

PMI Infinity

Sub-Brands

Chapters

Co-branding

Applications

Graphic Elements

Typography

Copywriting

Photography

Infographics

Compositions



⊗ Don't

Don't use an existing shape in the PMI brand language for the chapter icon.

⊗ Don't

Don't use a bold weight for the chapter location.

⊗ Don't

Don't change the icon.

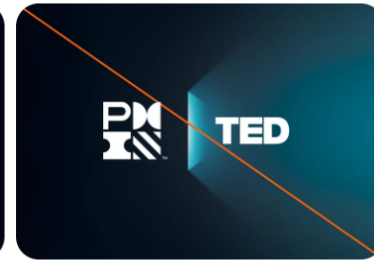
Light Bar

An alt treatment of the partnership can be customized using our light bar against a gradient background. Here is the only instance where we use the light bar at 90 degrees, with the light highlighting our partner logo. To ensure legibility and proper contrast the partner logo must always be white.



⊗ Don't

Don't use the light bar facing away from our partner logo.



⊗ Don't

Don't use our one color logo on our approved gradient backgrounds, always use our full color logo mark.



⊗ Don't

Don't alter the spacing between the logos or compromise the clear logo space.

Branding: EVENTOS GLOBALES



PMXPO 2026

On-Demand



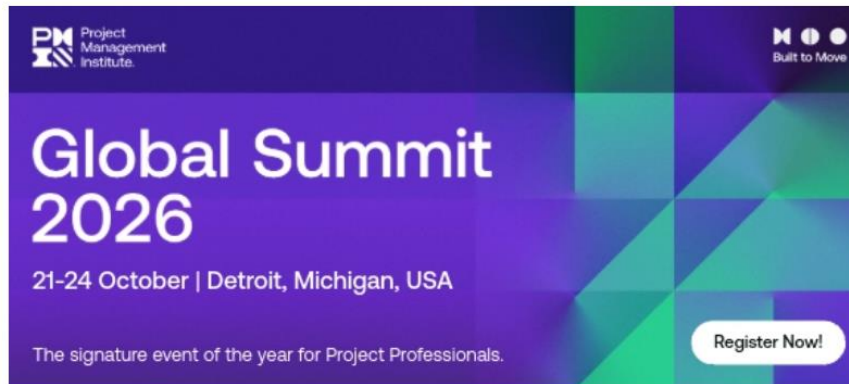
PMI Agile 2026

26 - 28 July



Global Summit Series Cape Town

14 - 15 September



Global Summit 2026

21 - 24 October

Chapter Events >

Plan, promote, brand, and fund your events with practical tools, ready-to-use templates, and proven frameworks designed to simplify delivery and maximize member participation. From webinars to in-person gatherings, find what you need here.

Chapter Leader Landing Page



Your chapter is the key to your support network. For PMP certification

Your campaign toolkit is ready with key messaging, templates, event frameworks, and social copy to help your chapter support members on their path to the PMP.

[Activate your chapter >](#)

Join PMI's marketing team for key messaging, audience insights, channel strategy, and real chapter examples to strengthen your outreach.

[Register Now >](#)

Your chapter moves members to PMI Global Summit Detroit

Your Global Summit toolkit is ready with email templates, social copy, newsletter blurbs, and activation ideas to bring your chapter's members to Detroit.

[Explore the toolkit >](#)

Marketing >

Stay aligned with key PMI global moments throughout the year. Access curated resources, campaign materials, and ready-to-use content to help you plan meaningful engagement month by month and keep your chapter connected to what matters most.

Social Media >

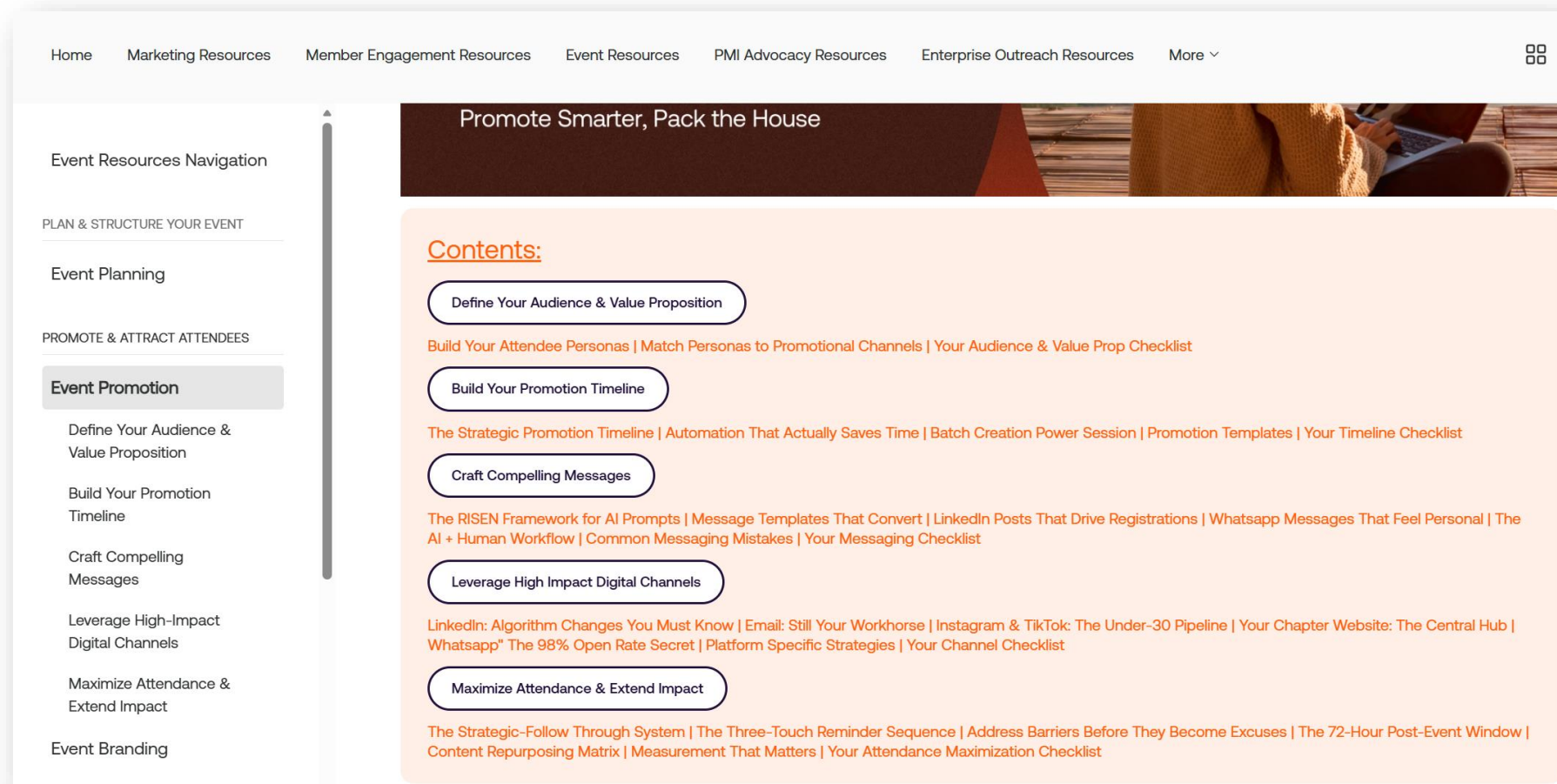
Access practical guidance, ready-made content, and advocacy resources to help you build meaningful connections on social media and amplify the wider PMI story with confidence. Find templates, tips, and strategies to grow your chapter's presence.

Chapter Events >

Plan, promote, brand, and fund your events with practical tools, ready-to-use templates, and proven frameworks designed to simplify delivery and maximize member participation. From webinars to in-person gatherings, find what you need here.

Member Engagement >

Find tools to help you welcome new members, highlight the value of membership, strengthen volunteer connections, create mentorship programs, and guide your community through the transition to the new membership model.



El portal de Marketing ya proporciona materiales, identidad visual y recursos que facilitan el camino para desarrollar la comunicación del capítulo con la comunidad.

Material actualizado

The AI + Human Workflow

AI generates. Humans curate. Together they create.

1

Generate Options (5 minutes)

- Create 5 versions using AI
- Different angles, same core message

2

Human Touch (10 minutes)

- Add local references
- Include member names
- Insert insider knowledge

3

Peer Review (5 minutes)

- Show to one board member
- Test with one target persona
- Adjust based on feedback

4

Deploy and Track

- A/B test subject lines
- Monitor open/click rates
- Save winners as templates



Chapter Mentorship Guide

Ayudar a los capítulos a crear programas de mentoría que sean prácticos, flexibles y sostenibles.

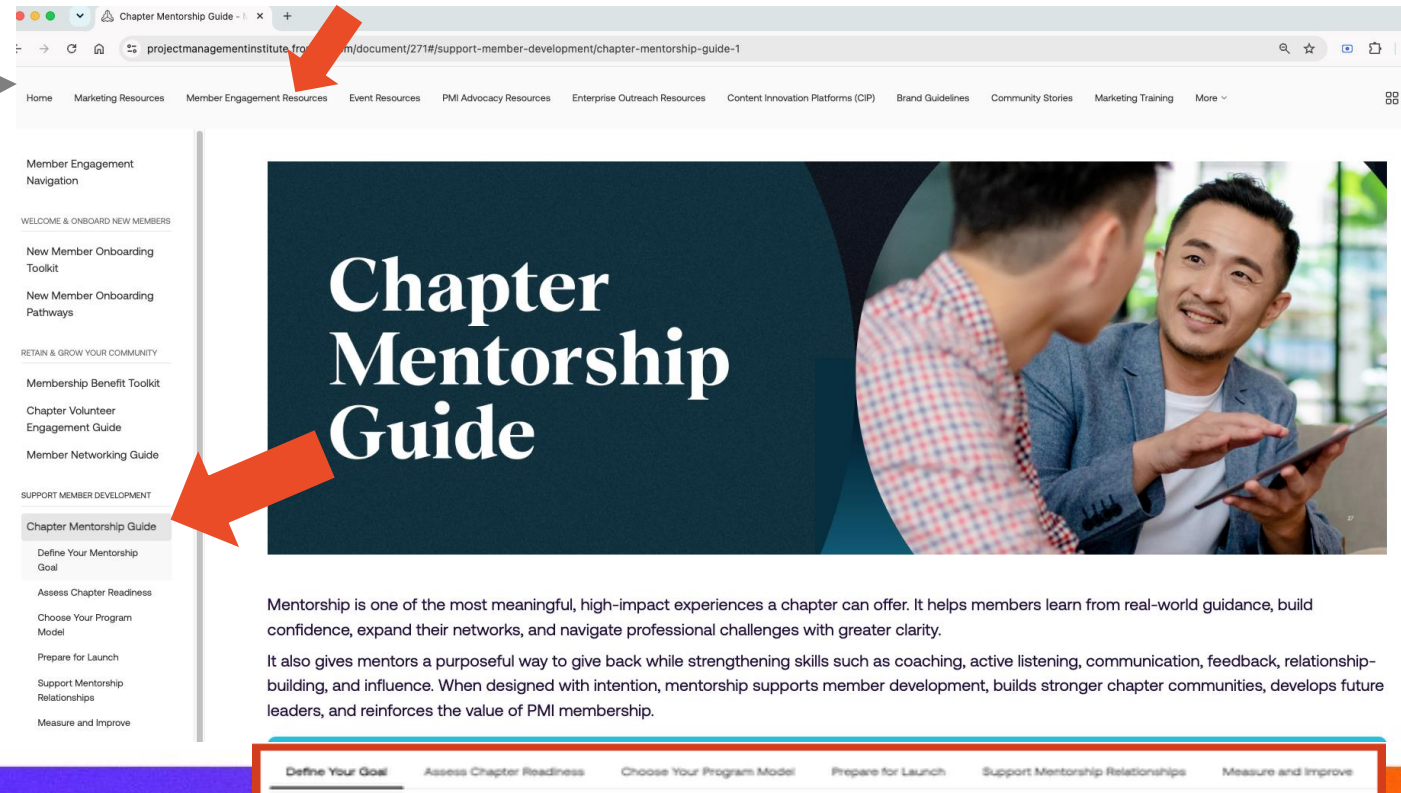
Un recurso para capítulos que exploran, lanzan o fortalecen programas de mentoría, con orientación para establecer objetivos, reclutar mentores, apoyar a los participantes y mantener el impulso.



Los líderes de los capítulos pueden acceder a la guía en el **Chapter Marketing Portal** bajo **Member Engagement**.

What's Inside

- Evaluación de Preparación del Capítulo
- Hoja de Diseño de Programas
- Modelos de mentoría
- Recursos de lanzamiento y apoyo a los participantes
- Actividades del programa y guías de conversación
- Plantillas de reclutamiento, narración y testimonios



Chapter Mentorship Guide

Mentorship is one of the most meaningful, high-impact experiences a chapter can offer. It helps members learn from real-world guidance, build confidence, expand their networks, and navigate professional challenges with greater clarity.

It also gives mentors a purposeful way to give back while strengthening skills such as coaching, active listening, communication, feedback, relationship-building, and influence. When designed with intention, mentorship supports member development, builds stronger chapter communities, develops future leaders, and reinforces the value of PMI membership.

Define Your Goal | Assess Chapter Readiness | Choose Your Program Model | Prepare for Launch | Support Mentorship Relationships | Measure and Improve



Open Q&A

¡Gracias!

¡Sigamos con la conversación!



Polliane Souza, PMP®
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Project Management Institute

