The Anatomy of a Flagship PDD

Strategy, Systems and Execution.

Date | Time: Oct 21st | 9:00am – 10:00am

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PMI **San Francisco Bay Area** | Director at Large

Project Management Institute.

Welcome to Your New Role



You're the PDD Planning Committee

Today, every one of you is a chapter leader responsible for delivering your chapter's flagship event.

Let's build it together.

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It's More Than an Event



- **Experience**
- **Community**
- **Impact**

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What Does It Take to Deliver This Experience?



The 7-Workstream Framework



Reality Check

What Would You Choose?

1. Budget reduced by 20%
2. Keynote cancels
3. Registrations are low



How PMI San Francisco Bay Area Chapter Did It





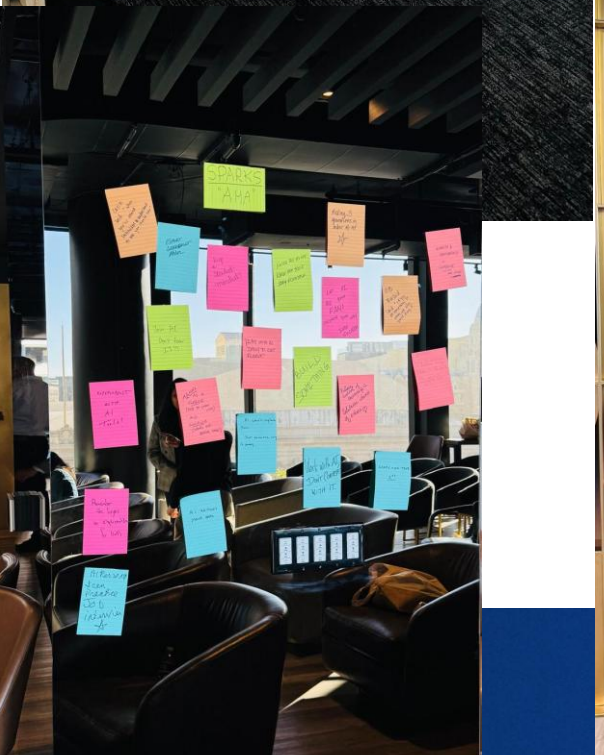















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How We Measure Success

3-Part Success Model



5 Lessons Every Chapter Can Apply

The PRIME Framework

P — Plan as a Program

Treat PDD as a program, not just a one-day event.

R — Refine Every Touchpoint

Design the entire attendee journey, from registration to follow-up.

I — Invest in Sustainability

Balance exceptional experiences with financial and operational sustainability.

M — Mobilize Your Volunteers

Empower volunteers with ownership, clarity, and trust.

E — Evaluate What Matters

Measure meaningful outcomes, not just attendance.

Don't Just Deliver an Event.
Deliver a PRIME Experience.

The Flagship PDD Blueprint

7 Workstreams



3 Part Success Model



Learning Objectives

1. 

Design a Professional Development Day that aligns **chapter goals, member value, and operational priorities.**

2. 

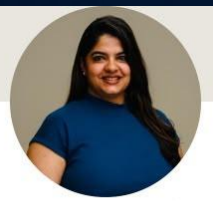
Balance **member experience, stakeholder expectations,** and **operational efficiency** in flagship chapter events.

Key Takeaways

1. **PDD is a strategic program,** not just an event.
2. **Every touchpoint** shapes the member experience.
3. **Use the 7-workstream framework** to organize execution.
4. **Use the 3-part success model** to measure success.

Thank you!

Let’s continue the conversation!



✨ Sneha Gogia, MBA

Program Manager | AI Implementation | Growth & GTM Strategy | SaaS & PaaS | Business Developm...

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