The Missing Members

How Chapters Win and Keep PMO Professionals

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- This presentation is for registered attendees of North America LIM 2026.

Learning Objectives

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

- Identify the PMO practitioners already within their chapter’s membership and the reasons those members disengage
- Apply ready-made PMOGA resources and event formats to close the gaps their chapter cannot fill alone
- Design a one-page engagement plan to attract and retain PMO professionals in their chapter

AGENDA

What we are doing together today

01

Context

10 min. Who PMOGA is, and why PMO members drift away.

02

Real Case

5 min. How PMI South Florida built PMO programming.

03

Hands-On

30 min. Build your canvas, then pressure-test it with a peer.

04

Close

10 min. First steps out loud, Hub contacts, next moves.

BUILT ON PMI'S M.O.R.E. FRAMEWORK

- **Manage Perceptions.** How PMO leaders see your chapter today.
- **Relentlessly Reassess.** Measure who came, and who came back.
- **Own Success.** Treat PMO engagement as a project your board owns.
- **Expand Perspective.** Borrow from PMOGA and from other chapters.

PART 1 · CONTEXT · ABOUT PMOGA

QUICK POLL · WHO KNOWS PMOGA?

The PMI Community Built Specifically for PMO Leaders

Global

Founded in 2017, active in 100+ countries today

Part of PMI

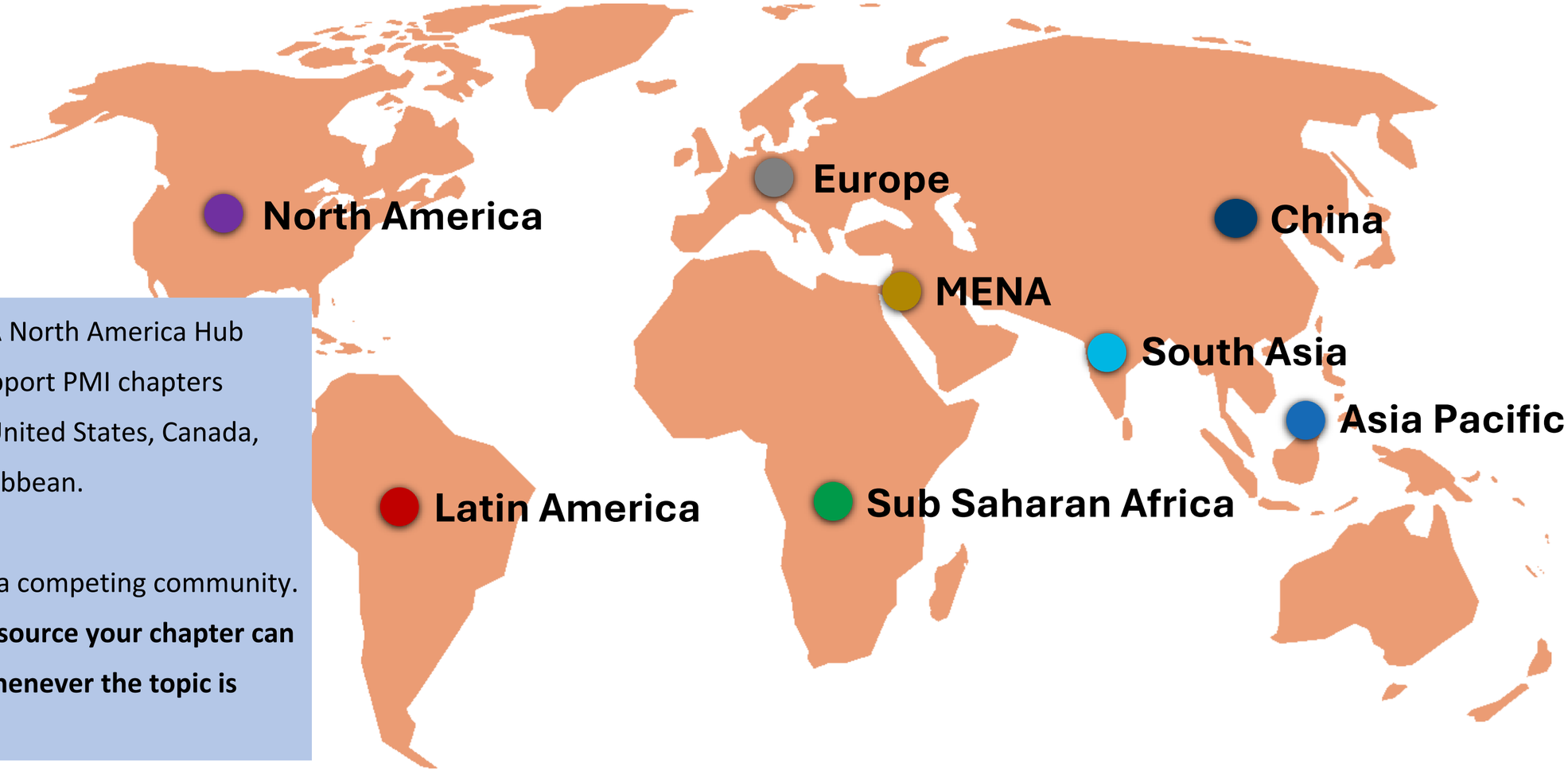
Since 2023. Aligned with PMI standards and research

Regional Hubs

Local volunteers serving chapters in their region



PMOGA Regional Hubs Worldwide



The PMOGA North America Hub exists to support PMI chapters across the United States, Canada, and the Caribbean.

We are not a competing community. **We are a resource your chapter can plug into whenever the topic is PMOs.**

PART 1 · CONTEXT · WHAT WE BRING

A Complete Portfolio for PMO Leaders

CERTIFICATION
PMI-PMOCP™

CONNECTION
PMOGA Online Community

EVENTS
PMO unCON, Career Week & Others

LEARNING
PMO Masterclass

MENTORING
PMO Excellence Lab

AWARDS
PMI PMO of the Year

RECOGNITION
Most Influential PMOs Report

PUBLICATIONS
PMI PMO Practice Guide

RESEARCH
PMI PMO Global Survey

VOLUNTEERING
Regional Hubs, Ambassadors

Start with three: the PMI-PMOCP certification, the PMI PMO Practice Guide, and PMO events your chapter can co-host.

PART 1 · CONTEXT · SHOW OF HANDS

Does Your Chapter Offer Anything Built for PMO Practitioners?

Yes, regular programming

PMO topics show up in our calendar most quarters.

We have tried a few things

One or two events, nothing sustained yet.

Nothing PMO-specific yet

Our programming is general project management.

Keep your answer in mind. It is the starting point for the plan you build today.

The Pattern Behind the Missing Members

They Join

PMO practitioners join your chapter for a PMO reason: strategy, portfolio value, governance.

→

They Look Around

They find solid general PM content, and little that speaks to the world they work in every day.

→

They Drift Away

Not because your chapter lacks effort. Because PMO-specific programming takes time to build.

A segment chapters work hard to attract, then lose. Today we treat that as a solvable operating problem.

93% of large organizations have a PMO

State of the PMO 2025

PART 2 · REAL CASE · PMI SOUTH FLORIDA

What One Chapter Did About It

Project Management Institute. South Florida

Why We Pursued It

Meet our members' needs - PMO Focused Events

What We Do

PMO Series co-hosted with the PMOGA North America Hub: PMO leader panels, a PMO and AI session, and a full PMO track at the 2026 chapter conference.

What Members Told Us

Close to 100 attendees at each PMO event, and chapter membership grew from about 3,000 to 3,300 over the same period.

What We Would Tell You

Success came from combining AI trends with practical PMO applications and interactive learning

THE CHAPTER VIEW

Every successful PMO community starts somewhere. PMI South Florida began with passionate volunteers, limited capacity, and no PMO events. The PMO Series was created to connect professionals through peer-to-peer learning, helping PMO leaders share knowledge, solve challenges, and advance the profession together.

PART 3 · HANDS-ON · THE SHORTCUT

M.O.R.E. · EXPAND PERSPECTIVE

Ready-Made Beats Built From Scratch

Proven Event Formats

PMO panels, roundtables, and joint webinars, co-branded and PDU-eligible for attendees.

Speaker Network

PMO leaders and practitioners ready to present to chapters.

Content Library

The PMO Practice Guide, free for PMI members, plus cases your volunteers can leverage.

PMI-PMOCP Program

The Expansion Program: awareness webinars, discussion groups, and 8-week guided study groups.

Cross-Chapter Reach

Promotion through PMOGA channels, the online community, and the Hub network.

Co-Hosting Support

The Hub plans and runs events with you, not for you.

Already on this path: Northern Alberta · Northern Saskatchewan · Ottawa · South Carolina Midlands · with more in progress.

PART 3 · HANDS-ON · THE CANVAS

The PMO Engagement Canvas

M.O.R.E. · OWN SUCCESS

1

Who is Already in Your Chapter?

Scan your roster for PMO titles: manager, director, analyst, portfolio lead.

Estimate the share of members in or around a PMO. A rough number is fine.

2

Why Do They Disengage?

Name the single biggest reason, written in the member's voice.

Honesty test: would a senior portfolio leader find anything built for them?

3

Which Ready-Made Resources Close the Gap?

Match your gap to the resource wall: events, speakers, content, PMI-PMOCP.

Pick two you could run within one quarter, and note what you need from the Hub.

Work alone through all three, then pair with a similar-sized chapter. No wrong answers, only untested ones.

One page. Three questions. One first step.

PART 3 · HANDS-ON · PEER EXCHANGE

Swap Canvases With a Similar-Sized Chapter

ASK YOUR PARTNER

“What Would Stop This Plan In Your Chapter?”

Find the obstacle before it finds you.

THEN ASK

“Which Step Would You Run First, And Why?”

A peer's eye often reorders the plan for the better.

Smaller chapters, this is where you borrow scale. Larger chapters, this is where you borrow focus.

Note your partner's best challenge in the peer notes box on your canvas.

What Is Your First Step Back Home?

Say it in three parts.

01

The Step

One sentence. Concrete enough to start.

02

The Month

A date on the calendar, not a someday.

03

Who You Need

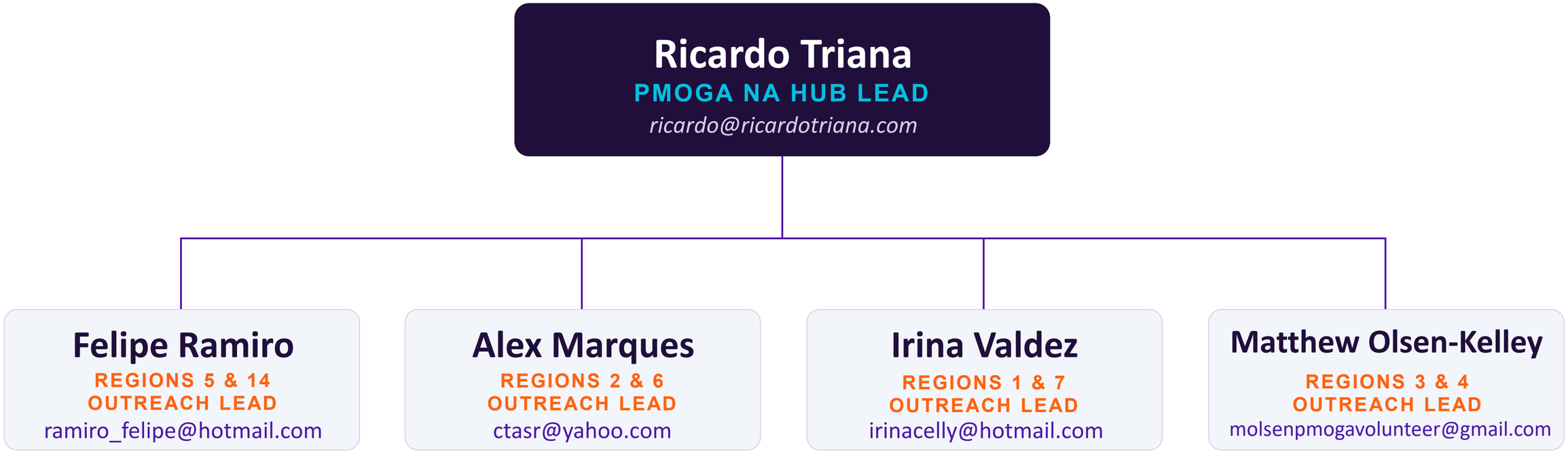
A name, a partner chapter, or the Hub.

START SMALL

- One event, one partner, one quarter.
- Measure two things: who came, and who came back.
- Borrow before you build. The formats already exist.
- Tell the Hub what you are trying. Co-hosting is the fastest route to a first win.

PART 4 · CLOSE · THE HUB OUTREACH TEAM

Your PMOGA North America Contacts



Reach out to our team to schedule a discovery call or plan a co-hosted event.

PART 4 · CLOSE · WRAP-UP

Every Chapter Leaves With a Plan.

WHAT YOU BUILT TODAY

- The PMO practitioners already in your membership, identified.
- The real reason they disengage, named.
- Ready-made resources mapped, and a first step committed.

START THE COLLABORATION

01 Schedule a Discovery Call
30 minutes with the Hub outreach team.

02 Co-host a PMO Event
A webinar, a roundtable, or a track at your conference.

03 Promote the PMI-PMOCP Program
We provide the assets. You share them with your members.

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Thank you. Find the Hub team this week and tell us what your chapter is planning.

Project Management Institute.

Thank you!

Questions?

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PMOGA North America Hub



Bruno Freitas

PMO strategy and Smartsheet implementation for PMOs that can't afford t...

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