Zero-Budget, Full Impact: Building a Chapter Engagement Ecosystem Without Events

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What you will take away

A practical model you can adapt to your chapter—regardless of size or budget.

Zero-cost strategies

Identify at least three content and engagement approaches you can use immediately.

Partnership activation

Co-create value with non-PMI organizations that serve the same community.

Multi-segment ecosystem

Serve junior PMs, senior leaders, sponsors, students, and partners at the same time.

Replication framework

Build a repeatable model using assets and relationships you already have.

REPLICABLE • MODULAR • PARTNERSHIP-LED • BUILT FOR CONTINUITY

The pressure is real

Your community still expects relevance, connection, and growth—even when the traditional inputs are constrained.



TIGHT BUDGET

Paid venues, catering, travel, and production quickly limit frequency.



STRETCHED VOLUNTEERS

Large events create planning spikes and repeated coordination work.



HIGH EXPECTATIONS

Members still want practical learning, visibility, access, and belonging.

The question: How do we create continuous value without continuously creating expensive events?

pmimanitoba.org/projects-for-social-good

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What is Projects for Social Good?

Projects for Social Good is a volunteer-driven program that connects project management professionals with local non-profit and charitable organizations. Its mission is to deliver projects that generate meaningful social and environmental impact across Manitoba.

How Does It Work?

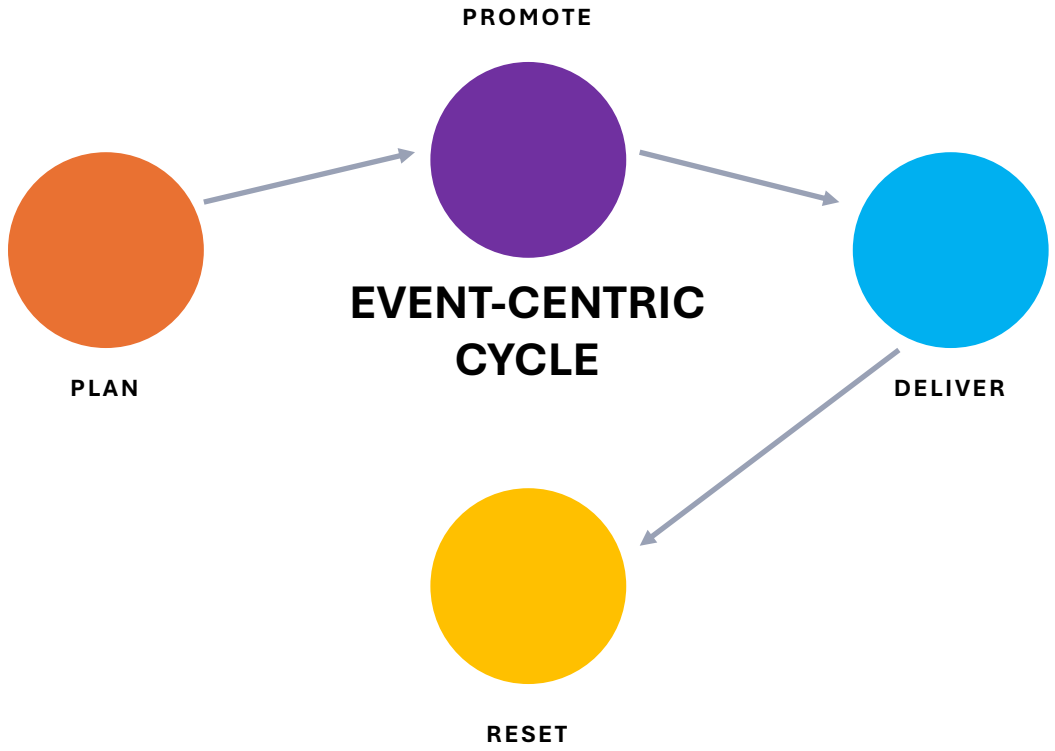
PMI Manitoba's Projects for Social Good connects project managers with community organizations, offering hands-on experience, mentorship opportunities, and vital leadership support for nonprofits across Manitoba.

Purpose & Program Highlights

> **Developing Project Professionals or Students** can gain meaningful real-life work project experience to meet credential requirements (e.g. PMP) or boost their resume for

The default playbook starts from zero every time

Plan a workshop. Promote it. Deliver it. Recover. Repeat.



WHY IT BREAKS AT SCALE

Episodic	Engagement rises around the event and then disappears.
Labour-heavy	Volunteers rebuild logistics and promotion for every occurrence.
High-cost	Frequency is constrained by dollars, not community need.
Short shelf life	Much of the value ends when the room empties.

The chapter repeatedly returns to zero.

THE CORE INSIGHT

“CONTENT IS THE EVENT.”

A podcast episode, a spotlight feature, or a co-hosted panel is not a substitute for programming. It is the programming.

ENGAGE LEADERS

INSPIRE PRACTITIONERS

ATTRACT PARTNERS

BUILD COMMUNITY

One asset can create multiple forms of member value at the same time.

The PMI Manitoba engagement ecosystem

Four repeatable content vehicles create continuous touchpoints across the community.

SENIOR LEADERS

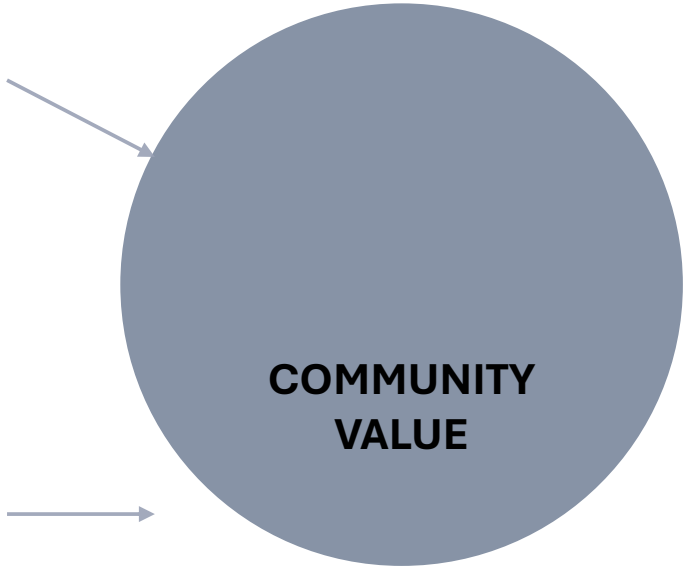
SPONSORS

Keeping It Real

Podcast conversations

Spotlight Series

PM • Sponsor • Community



Blog personalities

Distinct recurring voices

Tech Thursdays

Co-hosted panel series

PMOs

COMMUNITY PARTNERS

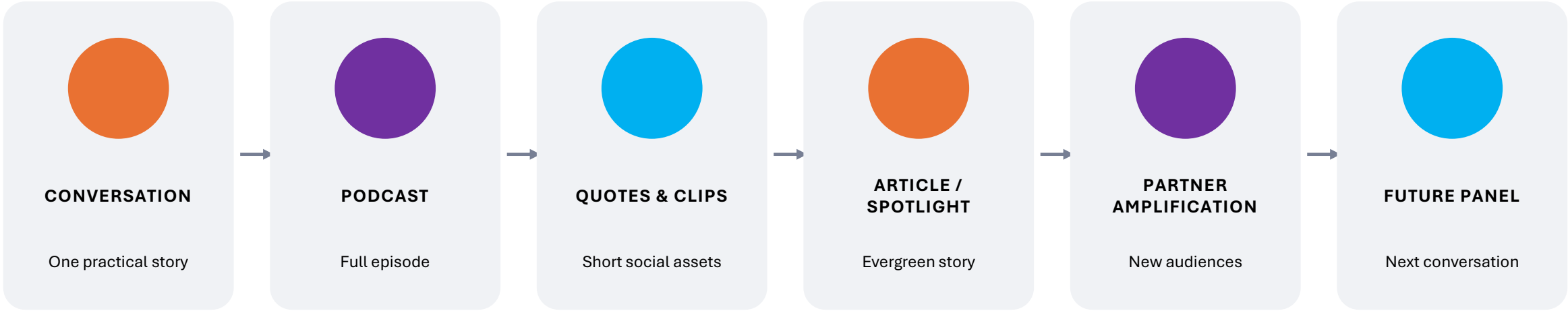
STUDENTS

Each vehicle is valuable on its own. Together, they behave like a system.

ECOSYSTEM

One conversation can create a month of engagement

The value is not only the original asset—it is the cascade of touchpoints created from it.



CREATE ONCE → ACTIVATE MANY TIMES → COMPOUND COMMUNITY VALUE

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Keeping It Real: accessible conversations with credible voices

A podcast creates intimacy, access, and evergreen value without requiring a paid event.



Voice for senior leaders

A credible platform for lessons, decisions, and sponsorship perspectives.

Access for junior PMs

Practical wisdom becomes available beyond a single room or date.

Evergreen chapter asset

Episodes remain discoverable and can be reused across channels.

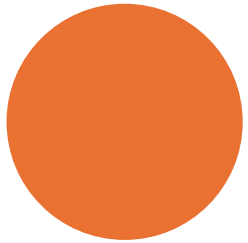
Partner visibility

Guests and organizations naturally amplify content they helped create.

Replicable format: one host + one guest + one practical theme.

The Spotlight Series: recognition becomes engagement

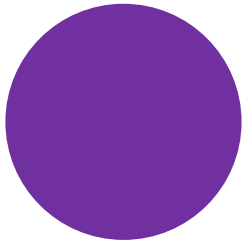
Feature the people who make projects, sponsorship, and community impact visible.



PROJECT MANAGER

“What did the project teach you?”

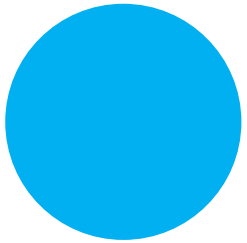
A relatable practitioner story



SPONSOR

“What decision changed the outcome?”

Leadership insight and visibility



COMMUNITY

“What impact is worth recognizing?”

Connection beyond the chapter

WHY IT WORKS

- Recognition activates sharing
- Human stories create relevance
- A consistent structure is easy to produce
- Profiles connect people across roles

5 QUESTIONS • 1 STORY • 1 TAKEAWAY

News Desk

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PM Spotlight
Volunteer Spotlight
Sponsor Spotlight
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One to One Series
60-Second Soundbite
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Sponsored by Inf ce President and President-Elect's portfolio's **News Desk 2.0** team, the **PM Spotlight Series** urneys of project management professionals who have made a meaningful impact in their ca this series, PMI Manitoba brings forward personal stories of growth, resilience, and ac rse paths that lead to success in project management. Each featured professional shar sons learned, and the challenges they've overcome, offering valuable insights for those looking

To engage our co unched on LinkedIn, offering a preview of the upcoming story. A full article is released in the PMI Manitoba's website, diving deeper into the experiences and achievements of the featured professional. By showcasing diverse paths to success, the PM Spotlight Series aims to motivate, educate, and connect project management professionals at all career stages.





Blog personalities: distinct voices beat generic updates

LIVE EXAMPLES

Recurring voices give readers a reason to return—and allow one channel to serve several audiences.



PRACTITIONER

“What I learned”

Lessons from real delivery



SPONSOR

“What I need”

Decisions and conditions for success



STUDENT

“What I am discovering”

Curiosity, pathways, and growth



PARTNER

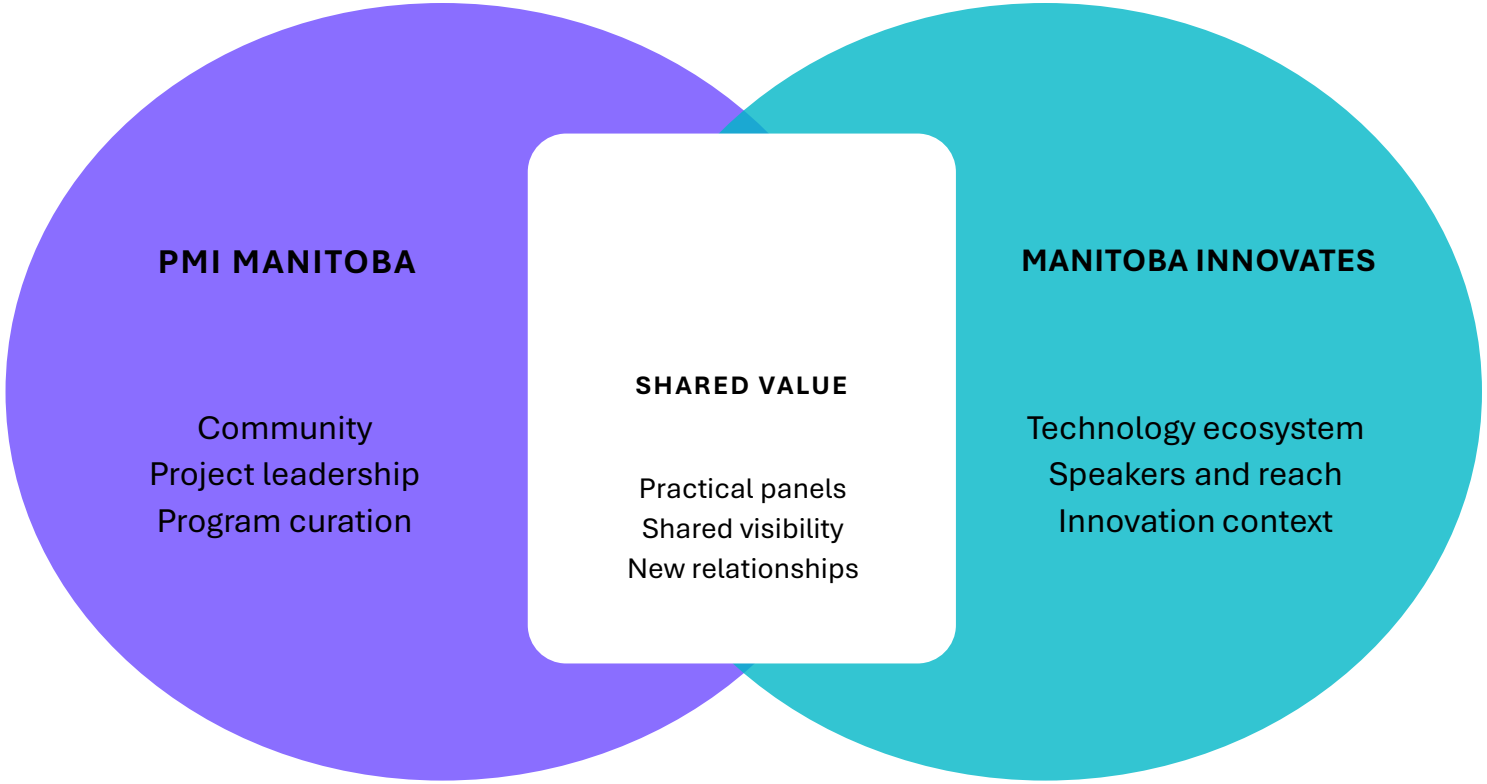
“What we can build”

Shared challenges and opportunities

PRACTITIONER → SPONSOR → STUDENT → PARTNER → REPEAT

Tech Thursdays: co-hosting expands value and reduces load

PMI Manitoba + Manitoba Innovates: a partnership built around shared audiences and complementary strengths.



PARTNERSHIP EFFECT

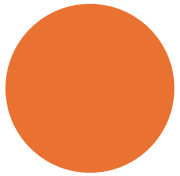
- Reach beyond the PMI “echo chamber”
- Share speaker sourcing and promotion
- Add credibility through complementary brands
- Create a pipeline for future collaboration

CO-HOST ≠ OUTSOURCE

One ecosystem can serve five member segments at once

FLYWHEEL

The asset stays the same. The value proposition changes by audience.



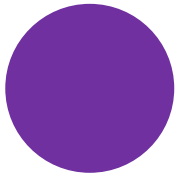
JUNIOR PMs

THEY RECEIVE

Access + inspiration

THEY CONTRIBUTE

Questions and emerging perspectives



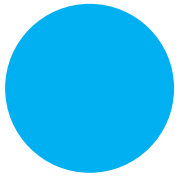
SENIOR PMs / PMOs

THEY RECEIVE

Peer insight + thought leadership

THEY CONTRIBUTE

Stories and expertise



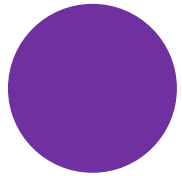
SPONSORS / C-SUITE

THEY RECEIVE

Visibility + better project conversations

THEY CONTRIBUTE

Decision context



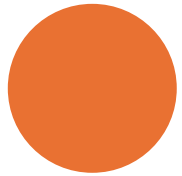
STUDENTS

THEY RECEIVE

Pathways + role models

THEY CONTRIBUTE

Energy and future talent



COMMUNITY PARTNERS

THEY RECEIVE

Shared audience + credibility

THEY CONTRIBUTE

Reach, speakers, and platforms

DESIGN FOR MULTIPLE AUDIENCES—WITHOUT BUILDING MULTIPLE PROGRAMS.

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ONE to ONE interview series

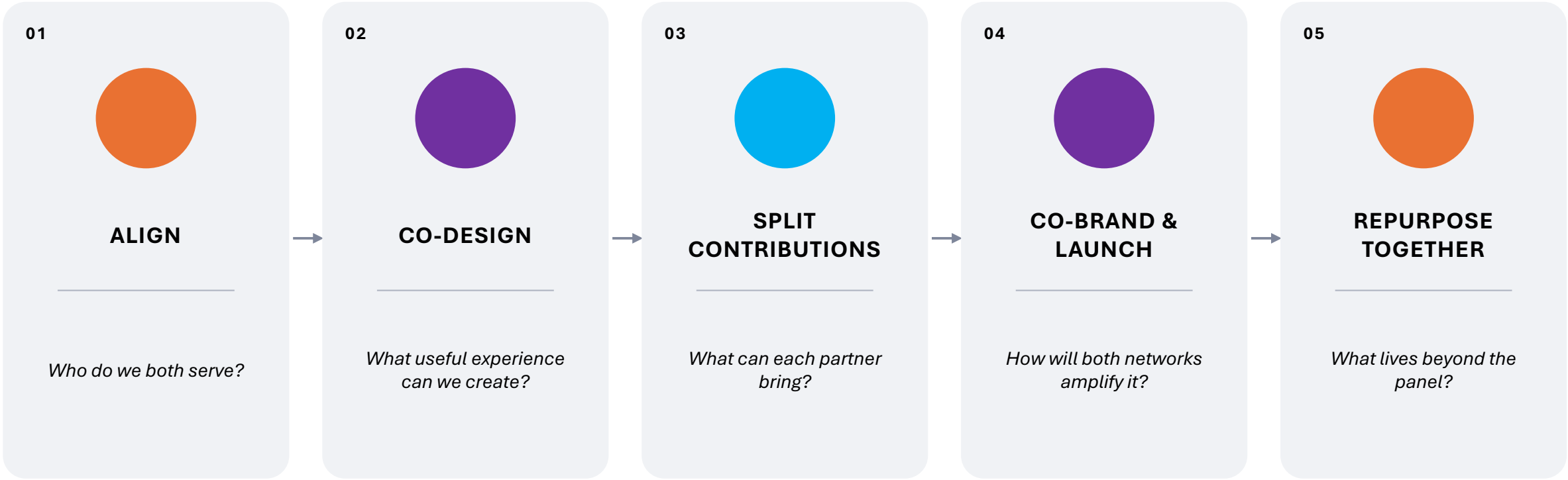


Welcome to PMI Manitoba's **"One to One" interview series**. A platform designed to spotlight visionary professionals shaping the future of project management and business leadership. This initiative aligns with PMI Manitoba's commitment to knowledge sharing, innovation, and professional development, ensuring that insights from leading experts reach and inspire our community.

Activate partnerships without starting with a cheque

FLYWHEEL

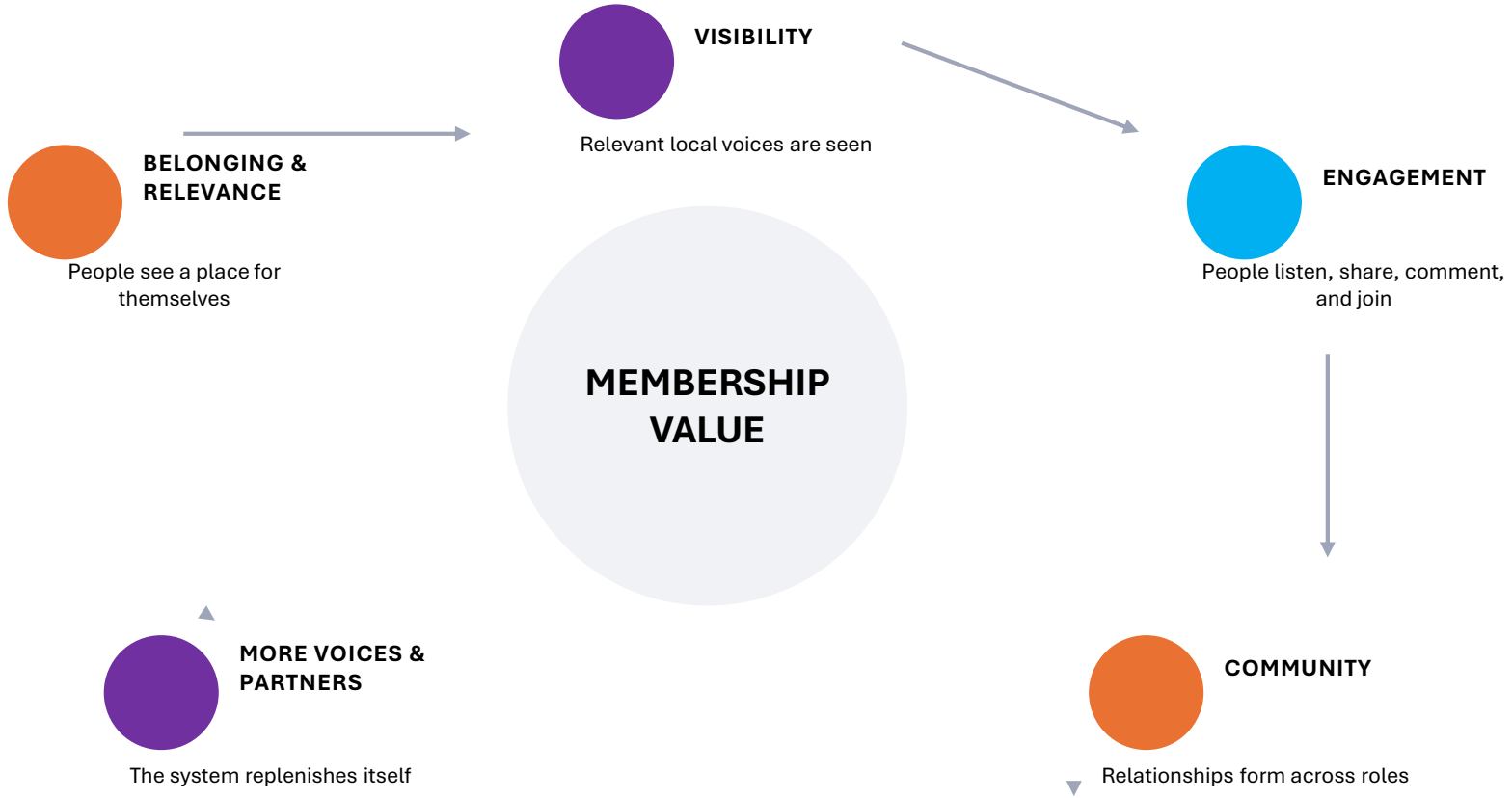
The strongest zero-cost partnerships begin with a shared problem and a clear value exchange.



OPINION **Ask “What can we create together?” before asking “What can you sponsor?”**

The flywheel effect

Visibility creates engagement. Engagement builds community. Community drives membership value.



From one-off programming to a continuous engagement system

FLYWHEEL

Large events can remain valuable—but they no longer need to carry the entire chapter strategy.

	TRADITIONAL EVENT-CENTRIC MODEL	CONTENT ECOSYSTEM MODEL
COST	Event-dependent	**Designed for zero paid-event delivery**
EFFORT	Large planning spikes	**Repeatable production rhythm**
SHELF LIFE	Often ends that day	**Evergreen and reusable**
REACH	Primarily attendees	**Multi-channel and partner-amplified**
PARTNER ROLE	Sponsor or vendor	**Co-creator and amplifier**
MEMBER VALUE	Episodic	**Continuous touchpoints**

OPINION **Treat major events as peaks in the ecosystem—not the ecosystem itself.**

KEEPING IT REAL
podcast series



We believe that life itself is a project, and everyone has a story to tell—a unique journey filled with challenges, breakthroughs, and lessons that shape their professional path. That's why we are excited to introduce the **"Keeping It Real" video podcast series**—designed to bring engaging, unfiltered conversations with industry leaders, innovators, and professionals who share their real-world experiences beyond just the workplace.

This series will delve into key aspects of leadership, career growth, and personal development through thought-provoking

REPLICATION

A five-step replication framework

Build from the assets, voices, and relationships your chapter already has.

MAP

AUDIENCE NEEDS

Prioritize the member segments and unmet needs you want to serve.

→

CHOOSE

TWO VEHICLES

Select repeatable formats that fit your volunteer capacity.

→

PARTNER

SHARED AUDIENCE

Activate one organization with complementary strengths.

→

PUBLISH

SIMPLE CADENCE

Create consistently and repurpose every asset across channels.

→

LEARN

SIGNALS AND RHYTHM

Track what works, improve the playbook, and expand deliberately.

A 90-day launch plan

Start with consistency, not complexity.

DAYS 1–30

DESIGN

- Audit existing chapter assets
- Choose two content vehicles
- Assign lightweight owners
- Build a six-topic backlog

DAYS 31–60

PILOT

- Publish the first spotlight
- Record the first conversation
- Co-host one partner panel
- Repurpose across channels

DAYS 61–90

ESTABLISH RHYTHM

- Create an editorial calendar
- Document the volunteer playbook
- Track engagement signals
- Secure the next partner

FIRST GOAL: A RELIABLE RHYTHM THAT VOLUNTEERS CAN MAINTAIN.

Measure the signals that matter

Do not reduce success to views. Measure whether the ecosystem is creating deeper community value.

REACH	ENGAGEMENT	COMMUNITY DEPTH	MEMBERSHIP VALUE	SUSTAINABILITY
Listens • views • impressions	Comments • shares • replies	New voices • referrals • repeat contributors	Feedback • belonging • renewal intent	Volunteer hours • reuse • cadence reliability

ZERO-COST DOES NOT MEAN ZERO-EFFORT. Track volunteer time and content reuse so the model remains sustainable—not merely inexpensive.

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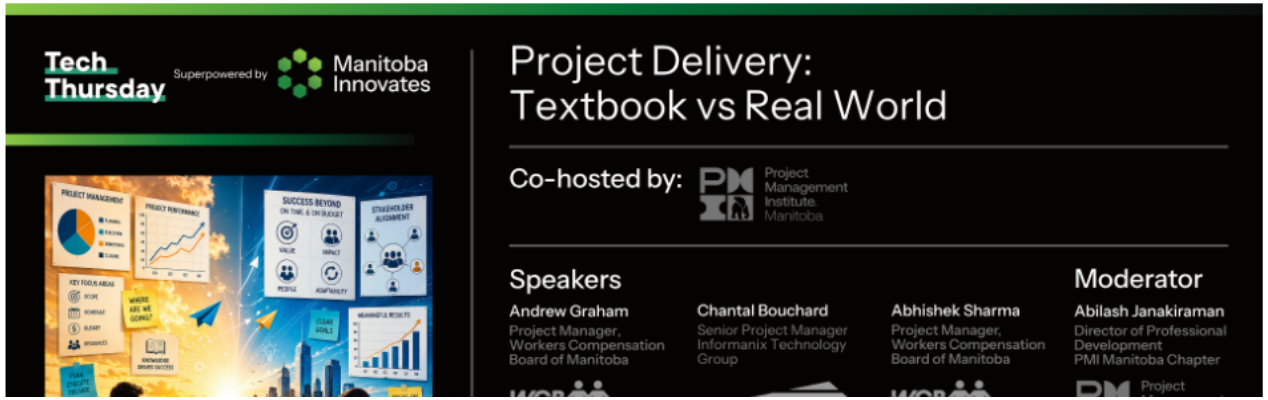
Tech Thursday x PMI Manitoba

Tech Thursday and PMI Manitoba is collaborating to host panel discussion with industry leaders across technology, innovation, and project delivery. Each session brings together project managers, executives, engineers, and strategists to explore how technology is reshaping the way we lead, deliver value, and navigate complexity.

From AI adoption to time-crunch leadership, from digital transformation to systems thinking, Tech Thursday gives Manitoba's project community a platform to learn, debate, and connect with experts who are shaping the future of work.

Join us for high-impact panels, practical insights, and conversations that bridge project management with the rest of the world.

Upcoming Tech Thursday Sessions



CLOSING CHALLENGE

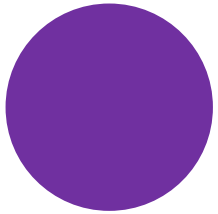
Your chapter already has the raw material.

Start with one story. One partner. One repeatable rhythm.

01 **Who has a story worth sharing?**

02 **Which partner already serves the same community?**

03 **What can you publish in the next 30 days?**



Q&A

What could your first zero-cost engagement move be?

THANK YOU

Volunteer Spotlight

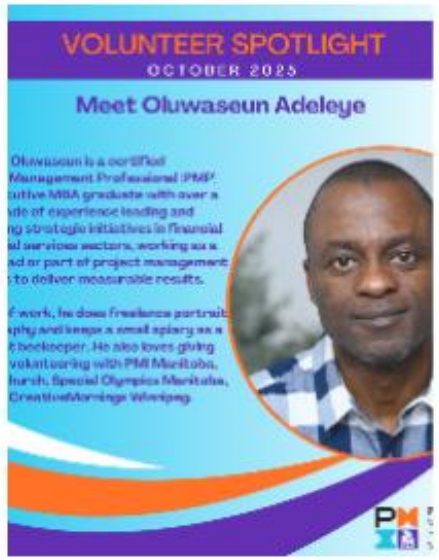
The **Volunteer Spotlight** series celebrates the individuals who power PMI Manitoba. Our chapter thrives because of volunteers who give their time, skills, and passion to strengthen our community of project professionals. Each spotlight shares the story of a volunteer, their contributions, and the impact they make.

VOLUNTEER SPOTLIGHT

2025







Thank you!

Project Management Institute.