

Step Up Your Marketing

Connecting local activities to PMI's
global brand

Marketing Mission:

Build the visibility of PMI to acquire, retain and grow a loyal and loving **community**, by clearly presenting our brand, delivering a best-in-class experience, ensuring we stand out with authenticity, and that we're motivating **people** to take action and engage long-term.

Put Simply: Marketing serves the Growth of the PMI Brand

Marketing is Key to Delivering Our Purpose

Cultivating a vast ecosystem dedicated to raising project success, the key outcome of PMI's work.

**We maximize project success
to elevate our world.**

Commitment to elevating our collective consciousness, holding ourselves accountable, delivering more responsibly.

Serving a passionate community, to build and deploy their skills to create a better world.

To Build our Brand, We Are Working to Drive Three Key Perceptions

These serve as our BRAND STORY ARCS that impact what we want our audiences to think about us

1

RELEVANCE OF THE PROFESSION

The project profession is a vibrant career path and influential role

2

LEADING AUTHORITY IN PROJECT SUCCESS

PMI provides value that increase professional impact and project outcomes

3

ELEVATING OUR WORLD

Deepened engagement with PMI elevates and amplifies the project profession's positive impact on society

Building the Brand Together

Alignment across every level is how we turn strategy into recognition



- **Global:** Sets the strategy, messaging and campaign platforms.
- **Regions:** Adapt for market context and cultural relevance.
- **Chapters:** Bring the brand to life at the local level.

**Consistency builds recognition.
Recognition builds awareness.**

As a Chapter Leader, what are you marketing?

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Membership

Our frame for everything we do:

The Positioning Canvas

	PMI Membership
Primary audience	Current + aspiring project professionals
Job to be done (JTBD)	Deliver career-long learning and value in advancing the careers and impact of project professionals around the world
Human tension	I don't know where to go to find professional growth and a community where I can build skills, make new connections, and give back
Core promise	Make it Happen with Membership. As a PMI member, you'll get the inspiration you need to elevate your career and the support to make it happen. Join us to deliver your best to the world.
Enterprise DM value	Connect your team to the largest community of project professionals, ensuring they are learning and growing with the best resources and sources for knowledge sharing.
Core proof points	• +750k members worldwide • Free access to Infinity, tools, templates, webinars, the PMBOK Guide, and more • Be part of PMI, the leading authority in project management, dedicated to guiding the way to project success

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How Can a Chapter Accelerate the Flywheel?

CONTRIBUTION

Create content and experiences, increase volunteering

RETENTION

Increase membership retention rates

ADOPTION

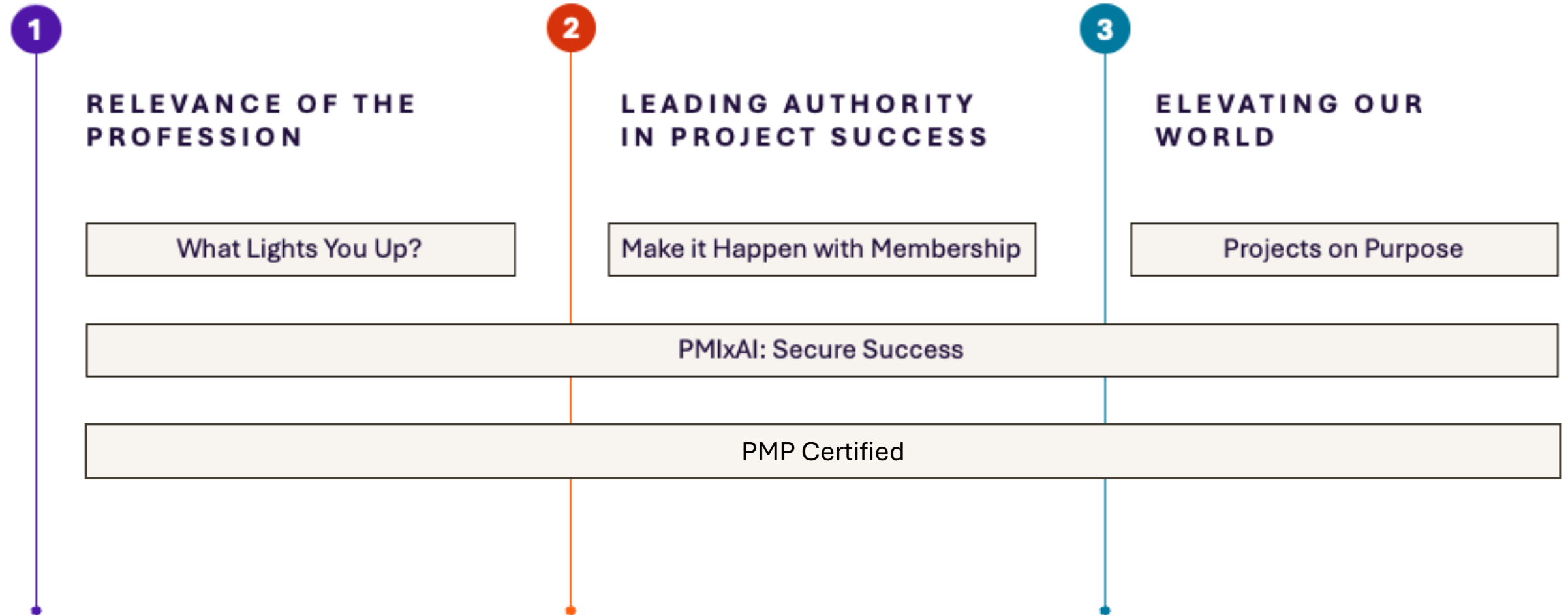
Increase use of PMI resources, concepts, methods, products

ADVOCACY

Increase awareness, build relationships with corporations, governments, academic institutions

Key Campaigns Driving our Story Arcs – and Opportunities for YOU

Each of our campaign platforms serves as a starting point for how you can activate in your local community



What Lights You Up?

Turn your passion into a profession with Project Management.

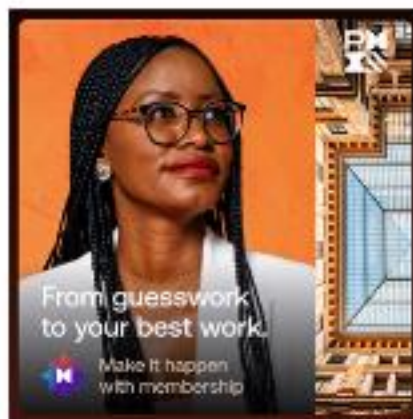


Showcasing the power of Project Management through authentic stories from our community.

Project Management offers a world of possibilities to turn your passion into a profession.

Make it Happen with Membership

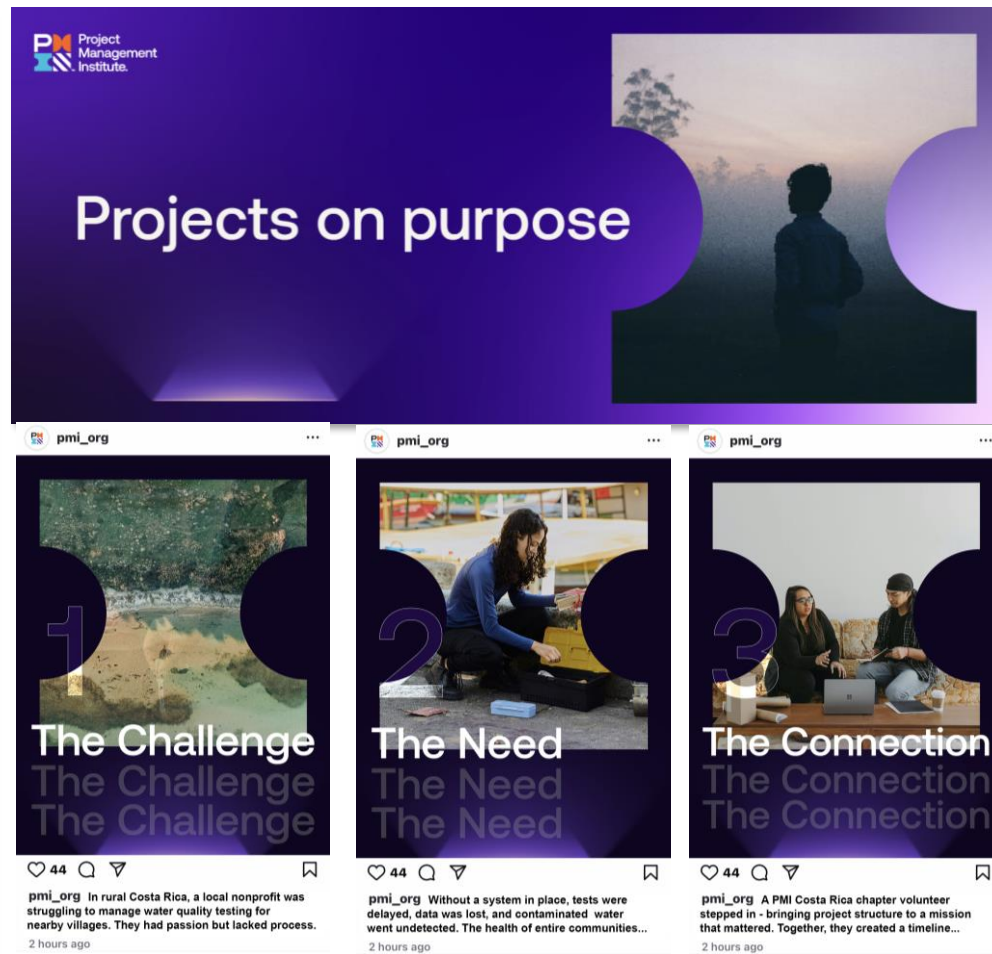
You have the passion. Now propel it with the power of membership.



If you're looking to advance your career and elevate your impact, PMI membership makes it happen. It's an all-access pass to our profession, that gets you from here to there, empowering you to navigate every situation with confidence.

Projects on Purpose

Uniting chapters and nonprofits under a shared mission: to turn big ideas into meaningful, measurable outcomes—project by project.



PMI's purpose is to elevate our world, and Projects on Purpose spotlights the work of our Chapters to effect change and empower communities worldwide. The campaign platform serves as a container for storytelling and amplifying the many stories around the world linked to work via PMWB + PMIEF.

PMIxAI

Secure Success with AI learning, tools and gold-standard certifications

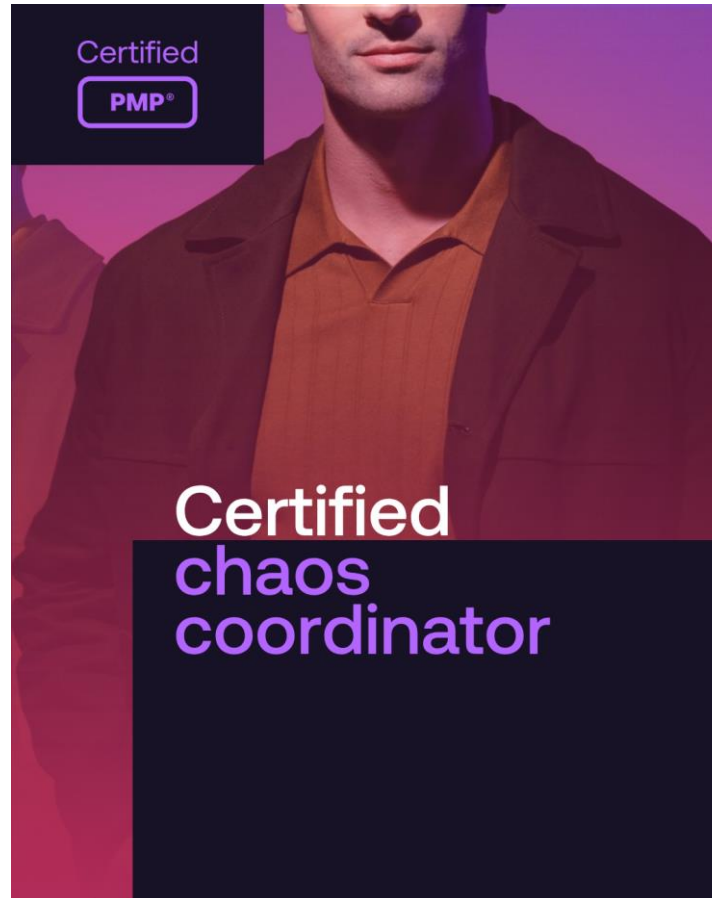
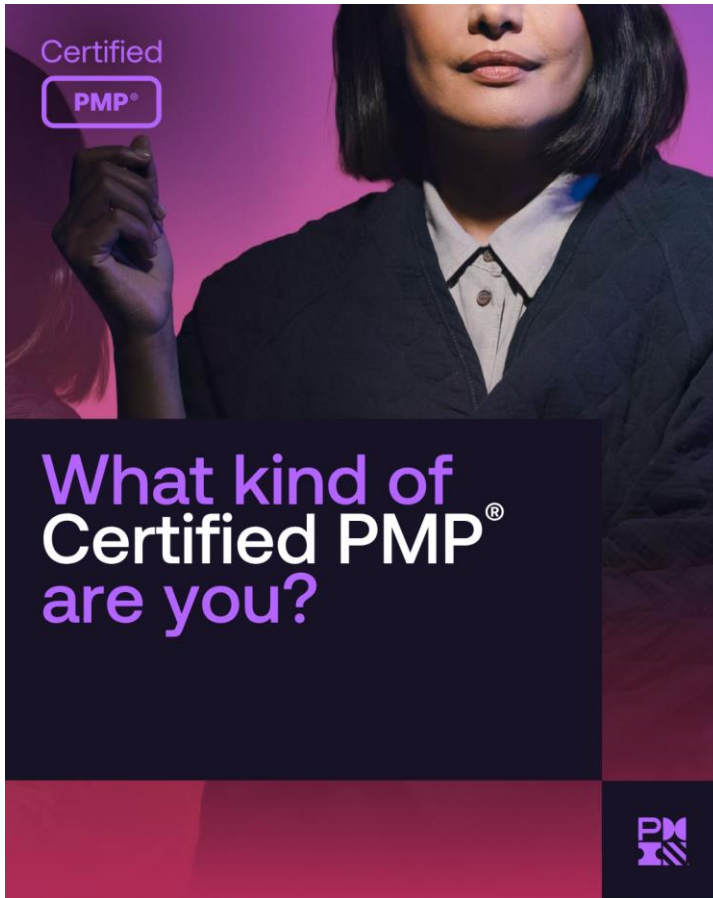


Even on the most demanding projects, PMI's AI trainings and tools give you everything you need to secure success.

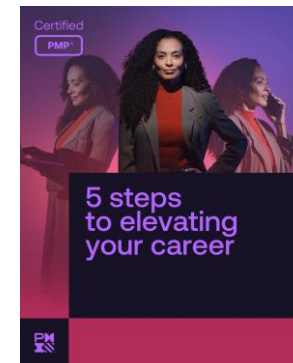


PMP Certified

Defining and modernizing the gold standard for Project Professionals



The PMP remains a critical career unlock and hiring filter. The Certified campaign positions PMP for the next era, using "Certified" as a flexible anchor to speak to what PMP enables and the identities it represents. Chapters play a key role in supporting members through their PMP journey and championing the value of certification locally.



Why do these story arcs matter to the market?

Ensuring the core perceptions consider what drives value in the market and with our audience



Market Message	Project Management is a vibrant career path and influential role.	Increased effectiveness of project professionals drives increased success.	The world needs more effective change agents driving positive social impact and improved outcomes.
Brand Message	PMI unleashes the full potential of this role to transform organizations, industries, and our world.	PMI equips project professionals with best-in-class tools and resources.	Together, the PMI community can be a catalyst for global change.

2026 Priority Moments SSA

January - September

Q1

Build Momentum

What we activated

- PMXPO Watch Party with PMI South Africa
- PMI Kenya / Uzuzi Hub partnership amplification
- CAPM®, membership and skills campaigns
- GSS Cape Town awareness build

What we achieved

- **2.35M** LinkedIn impressions
- **11K** LinkedIn post-link clicks
- **66** Tier-1 media placements
- **275K** website visits
- CAPM® demand uplift
- Stronger enterprise and membership pipeline

Q2

PMP Exam-Change & Certification Push

What we activated

- Increased awareness of PMI's certification pathways
- PMP exam-change campaign across social, email and creators
- Targeted EtP candidate outreach
- Chapter and enterprise activations

What we achieved

- +15% EtP-to-paid conversion
- >20 PMP preparation webinars delivered
- Testing capacity expanded to accommodate candidate demand
- Greater visibility of PMI certification pathways

Q3

GSS Cape Town: Flagship Convergence

What we activated

- Road to GSS Cape Town campaign
- City of Cape Town and SACPCMP partner amplification
- Construction MC + Youth Edition
- Executive Round Table and media partnerships
- Influencer bank expanded

Progress to date

- >1,000 GSS Cape Town registrations
- Stronger regional partner and leadership visibility
- Expanded influencer / advocate network
- Flagship regional event positioned as the primary H2 community moment

Q4 Look Ahead SSA

Convert & Compound

1 October

CONVERT THE MOMENTUM

Action:

- Post-event GSS Cape Town success amplification
- Chapters + PSM-led follow-up with GSS and Executive Round Table leads
- Localize global campaigns: CCR, Back to Growth, Membership renewal

Goal:

- Warm event audiences progressing into PMI membership, certification and enterprise opportunities
- Establish qualified pipeline from GSS Cape Town leads

2 November

GROW THE COMMUNITY

Action:

- Chapter expansion push
- MTN “Live it 100” campus roadshow
- Renewal reminders begin for December-expiring certifications & memberships
- Continue academic and employability partnerships

Goal:

- Increase number of active chapters
- Larger youth and early-career pipeline
- More institutional routes into the PMI ecosystem

3 December

RETAIN & DEEPEN ENGAGEMENT

Give people reasons to stay connected

Action:

- Renewal communications
- IPM Day and Volunteer Day storytelling
- Membership value communications
- Continued localisation of regional/global campaigns

Goal:

- Renewal rate improving **+10pts**
- PayLocal review
- 10–12 total SSA activations;

Chapter Leader Panel Discussion

THANK YOU