

# Behind the Marketing Scenes of Europe's Biggest Project Management Summit

1 May 2026 | 13:15 – 14:15

PMI Culture Value: Together we can

**Venci Lukanov & Teodora Todorova**

PMI Bulgaria Chapter | Vice Presidents

# Disclaimer

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- This presentation is for registered attendees of Europe LIM 2026.

# Learning Objectives

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

- Describe key strategies used for content creation and marketing for a large-scale summit.
- Analyze challenges faced in coordinating diverse stakeholders and learn adaptive techniques to overcome them.

# Warm up

*Have you had these pain points:*

Nothing to post?

Resource not ready?

Delayed performance?

Team burnout?

Assets missing?

Feeling lost?

Typos?

## 2025 SUMMIT & AWARDS:

- **2 day event**
- 1500 participants
- 50 volunteers





Project  
Management  
Institute.  
Bulgaria

# 2025 Board Members



Aneliya Chervenova  
President



Elena Elenkova  
Sponsorship



Kaloyan Petrov  
Development Projects  
& Volunteering



Nadia Katevska  
Membership



Irina Karagineva  
Administration  
& Secretariat



Tseno Tsenov  
Web & IT



Petya Dorovska  
Professional Development  
and Academic Outreach



Teodora Todorova  
Communications  
& Social Networks



Nadya Ilieva  
Finance &  
Treasury

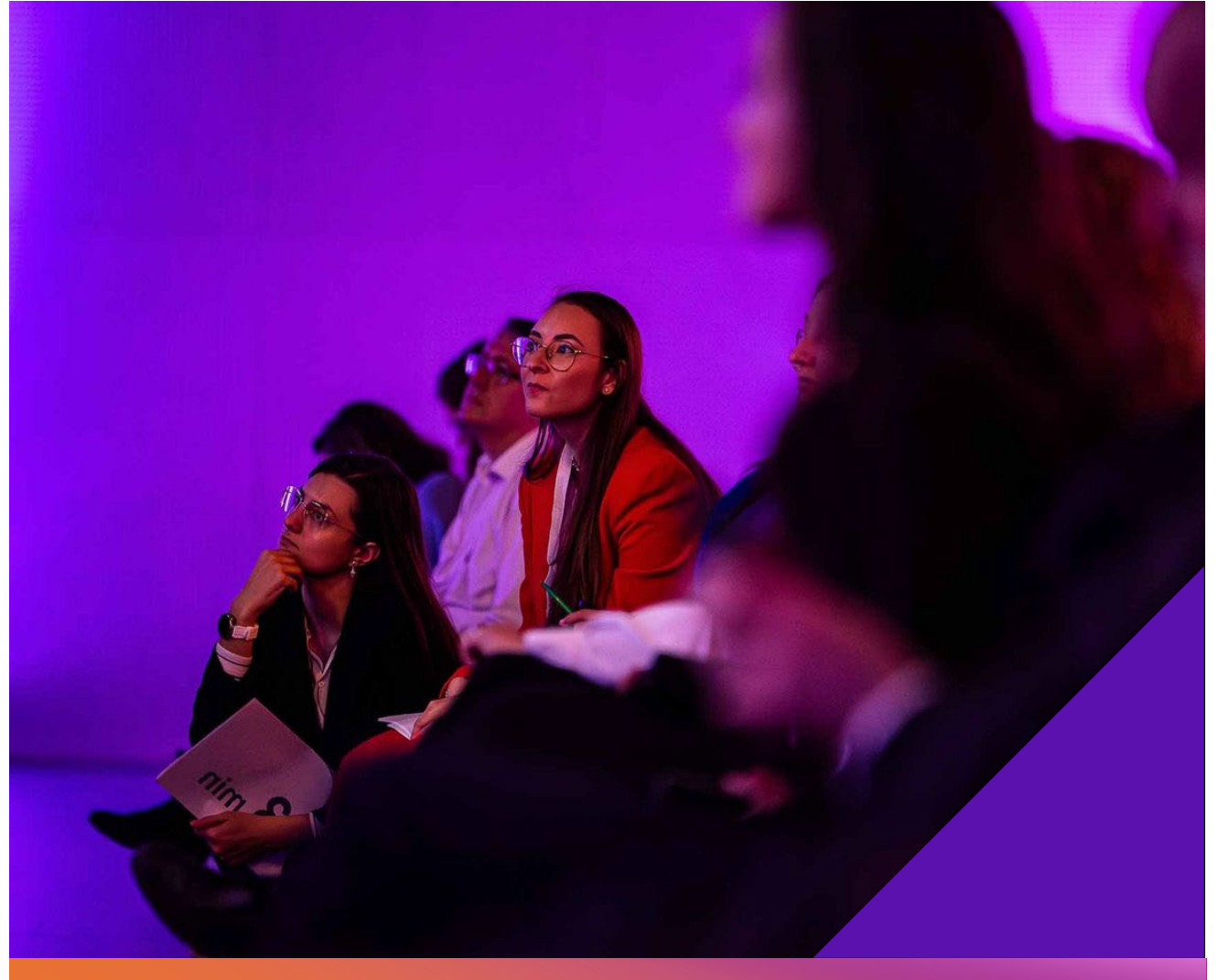


Venci Lukanov  
Marketing

# What drives professionals to volunteer?

## The 4 Rs of volunteer success:

- R ECRUITMENT
  - R ETENTION
  - R ECOGNITION
  - R ELATIONSHIPS
- + ENERGY



# Recruitment



**PM** Project Management Institute. Bulgaria

## Call for volunteers 2026

Apply by February 10th



# Retention

EXCLUSIVE HOSPITALITY PARTNER

NOVOTEL  
SOFIA



# PROJECT MANAGEMENT SUMMIT 2025

22-23 October, Sofia Tech Park



## Recognition



# Relationship



# Volunteer Governance Structure

PMI BG CHAPTER BOARD

SUMMIT PM & DEPUTIES

TEAM LEADS

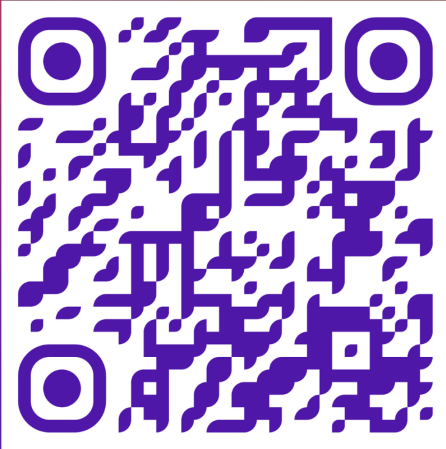
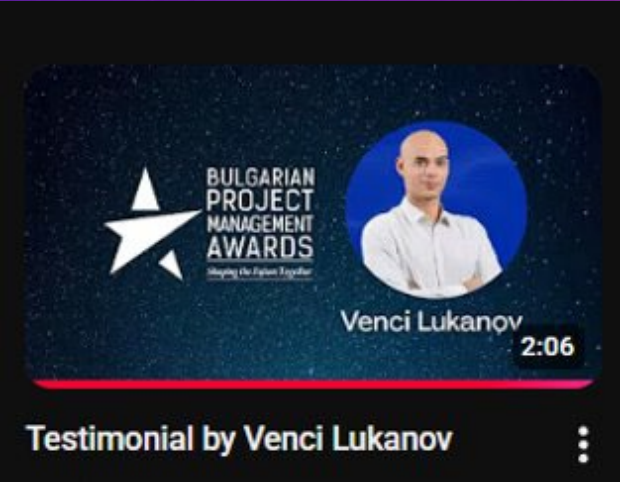
- Marketing; Logistics; Sponsors; Speakers; Finance;

# Our journey with PMI



PM Awards, 2021

# Our journey with PMI



# Our journey with PMI



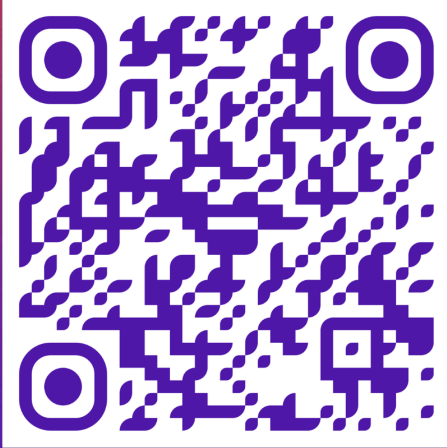
2021



2023



2026



# Marketing and Communication Framework



Volunteer team roles



Onboarding: Ethics; Guidelines; Communication Governance



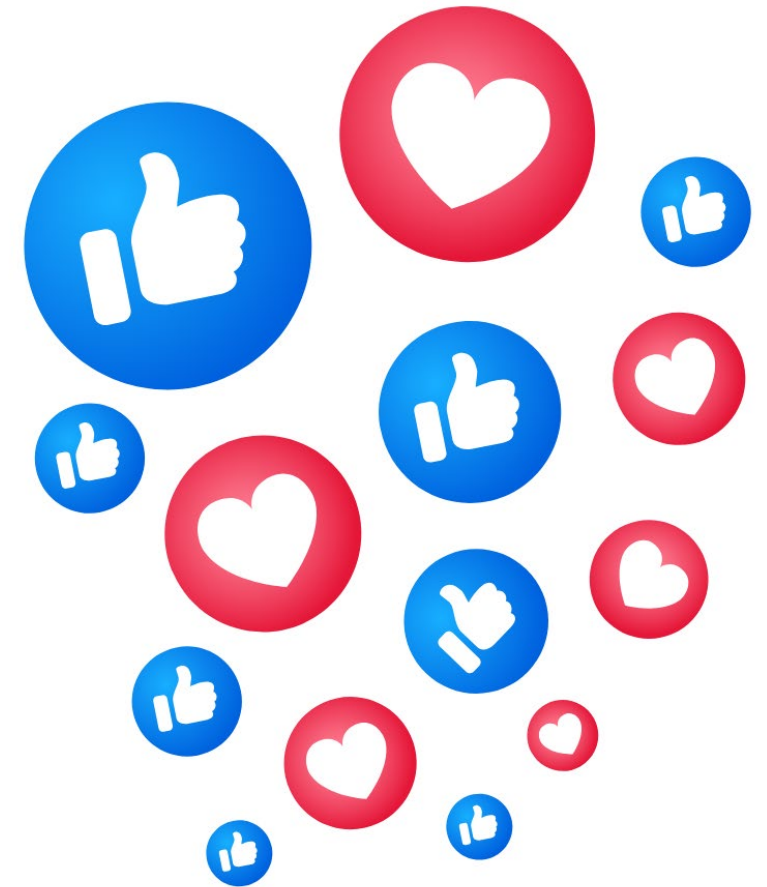
Marketing Strategy; Brand Awareness & Marketing Calendar



Ongoing Operations: Task & Content trackers



Final output





## The Marketing Team Reality:

- New team each year
- Psychological safety
- Easy tasks and plan
- Human based roles

**We skip the teambuilding and do trauma-bonding instead.**



## Structure Before Art:

PMI Global Assets & Brand

The Calendar = Our Backbone

Images, videos, documents

Structure enables creativity.

# 2026 MAR-COM CALENDAR

January	February	March	April	May	June
1 Th	1 Su	1 Su BABA MARTA	1 We APRIL FOOLS   SpaceHack	1 Fr LABOUR DAY	1 Mo INTERNATIONAL CHILDREN'S DAY
2 Fr	2 Mo	2 Tu 35y TU	2 Th	2 Sa	2 Tu Early Birds campaign
3 Sa	3 Tu	3 Tu LIBERATION DAY	3 Fr VTU memorandum	3 Su	3 We Extending Early birds
4 Su	4 We	4 We Winners Campaign - Project PRO	4 Sa	4 Mo 6 Months Left	4 Th 5 Months Left
5 Mo	5 Th The Mentorship Program	5 Th	5 Su	5 Tu 4 Reasons to attend linked with M.O.R.E	5 Fr World Environment Day
6 Tu	6 Fr	6 Fr 8 MARCH + WEBINAR	6 Mo	6 We George's Day / Гепзеосёв	6 Sa P.M.I. - Football WC
7 We	7 Sa	7 Sa	7 Tu M.O.R.E Carousel	7 Th Call for Volunteers (if needed)	7 Su
8 Th	8 Su	8 Su INTERNATIONAL WOMEN'S DAY	8 We	8 Fr Hackaton	8 Mo Call for Sponsors 6th
9 Fr	9 Mo	9 Mo Yearly Planning with Smart Minds3	9 Th Why attend	9 Sa	9 Tu Speaker announcement
10 Sa	10 Tu Reimagine Agility - Post Event	10 Tu Webinar - IWD	10 Fr Easter	10 Su	10 We Get your tickets
11 Su	11 We 138 Monthly Meeting - Event	11 We	11 Sa	11 Mo Call for Speakers 4th	11 Th Sponsor announcement
12 Mo	12 Th	12 Th	12 Su	12 Tu International PMO Day	12 Fr Last call Early Birds
13 Tu	13 Fr Valentines Day - Shared	13 Fr Kick Off Meeting Announcement	13 Mo	13 We	13 Sa
14 We	14 Sa	14 Sa	14 Tu Call for Speakers 2nd	14 Th Call for Sponsors 4th	14 Su
15 Th	15 Su	15 Su	15 We	15 Fr	15 Mo Hackaton
16 Fr	16 Mo Agile Forum	16 Mo SUMMIT ANNOUNCEMENT	16 Th Call for Sponsors 2nd	16 Sa	16 Tu Speaker announcement
17 Sa	17 Tu Winners Campaign - We Love Digi	17 Tu	17 Fr	17 Su	17 We Group tickets
18 Su	18 We	18 We Meet the Summit 26 PM - Krisi	18 Sa	18 Mo Call for Speakers 5th	18 Th Sponsor announcement
19 Mo	19 Th Winners Campaign - AGILE PRO	19 Th 137 Monthly Meeting	19 Su	19 Tu Hackaton	19 Fr Last call Early Birds
20 Tu	20 Fr Call for Volunteers	20 Fr Announcing New Board 2026	20 Mo Create LinkedIn Event	20 We	20 Sa
21 We	21 Sa	21 Sa	21 Tu	21 Th Early Birds campaign	21 Su World Music Day
22 Th	22 Su	22 Su	22 We Earth Day	22 Fr Call for Sponsors 5th	22 Mo
23 Fr	23 Mo	23 Mo Meet PM Deputy- Vesti / Slavena	23 Th Call for Speakers 3rd	23 Sa	23 Tu UN Public Service Day
24 Sa	24 Tu	24 Tu Children's Leadership Academy	24 Fr	24 Su CULTURE DAY	24 We Monthly meeting
25 Su	25 We	25 We	25 Sa	25 Mo Call for Speakers 6th	25 Th Post M.M.I communication
26 Mo	26 Th	26 Th Agile   Monthly meeting	26 Su	26 Tu Why attend	26 Fr Speaker announcement
27 Tu	27 Fr	27 Fr Post M.M.I communication	27 Mo	27 We Monthly meeting	27 Sa
28 We	28 Sa	28 Sa	28 Tu Call for Sponsors 3rd	28 Th Post M.M.I communication	28 Su
29 Th	29 Su	29 Su	29 We Monthly meeting	29 Fr Целеннаа	29 Mo Пемпоёв
30 Fr		30 Mo Call for Director	30 Th Post M.M.I communication	30 Sa	30 Tu Speaker announcement
31 Sa		31 Tu Plant some trees   Call for speakers	31 Su	31 Su	

## Social Media Posts Tracker

Red	Green	Blue	Purple
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Font legacy:  
**BOLD is posted and linked**  
 Regular is planned  
*Italic is to be discussed*

- Global Days of Recognition
- Call for Volunteers
- Mentorship program
- National holidays
- Winners campaign
- Meet the Summit 26 PMs
- Volunteer Role Models

WHAT'S NEXT  
 THANK YOU 5K Followers  
 April - Volunteers

## Panelist introduction

July	August	September	October	November	December
1 We JULY MORNING	1 Sa	1 Tu Group tickets Workshop	1 Th Post M.M.I communication /	1 Su	1 Tu
2 Th Sponsor announcement	2 Su	2 We Get your tickets	2 Fr 1 Month Left	2 Mo	2 We
3 Fr 4 Months Left	3 Mo Hackaton tickets	3 Th Panelist	3 Sa	3 Tu 24 Hours Left	3 Th
4 Sa Catchy post M.O.R.E and picture of the water	4 Tu 3 Months Left	4 Fr 2 Months Left	4 Su	4 We	4 Fr
5 Su	5 We Exclusive Workshop	5 Sa	5 Mo Why attend	5 Th	5 Su International Volunteer Day
6 Mo Group tickets	6 Th Speaker announcement	6 Su UNION DAY	6 Tu Sponsor announcement	6 Fr International Project Management Day	6 Su Hукыдөв
7 Tu World Chocolate Day	7 Fr Get your tickets	7 Mo Why attend	7 We Exclusive Workshop	7 Sa	7 Mo
8 We Exclusive Workshop	8 Sa International Cat Day	8 Tu Panelist	8 Th Sponsor announcement	8 Su Архангелосёв/Мухомов	8 Tu
9 Th Sponsor announcement	9 Su	9 We Get your tickets	9 Fr Hackaton	9 Mo Thank you post Sponsor	9 We
10 Fr Get your tickets	10 Mo Why attend	10 Th Panelist	10 Sa World Mental Health Day	10 Tu Thank you post Sponsor	10 Th
11 Sa	11 Tu Workshop	11 Fr Hackaton	11 Su	11 We Thank you post Sponsor	11 Fr
12 Su	12 We Why attend	12 Sa	12 Mo Get your tickets	12 Th Thank you post Sponsor	12 Sa
13 Mo Exclusive Workshop	13 Th Speaker announcement	13 Su	13 Tu Sponsor announcement	13 Fr World Kindness Day	13 Su
14 Tu Hackaton tickets	14 Fr Exclusive Workshop	14 Mo Exclusive Workshop	14 We	14 Sa	14 Mo
15 We World Youth Skills Day	15 Sa Гонима Екозподува	15 Tu Panelist	15 Th Sponsor announcement	15 Su	15 Tu
16 Th International AI Day	16 Su	16 We Sponsor announcement	16 Fr Hackaton	16 Mo Thank you post Sponsor	16 We
17 Fr Get your tickets	17 Mo	17 Th Panelist	17 Sa	17 Tu Thank you post Sponsor	17 Th
18 Sa	18 Tu Get your tickets	18 Fr Sponsor announcement	18 Su	18 We Thank you post Sponsor	18 Fr
19 Su	19 We	19 Sa	19 Mo Get your tickets	19 Th Thank you post Sponsor	19 Sa
20 Mo Exclusive Workshop	20 Th Hackaton tickets	20 Su	20 Tu Sponsor announcement	20 Fr Thank you post Sponsor	20 Su
21 Tu Sponsor announcement	21 Fr Exclusive Workshop	21 Mo	21 We Why attend	21 Sa	21 Mo
22 We Why attend	22 Sa	22 Tu INDEPENDENCE DAY	22 Th Sponsor announcement	22 Su	22 Tu
23 Th Sponsor announcement	23 Mo	23 We Sponsor announcement	23 Fr	23 Mo	23 We
24 Fr Get your tickets	24 Tu	24 Th Get your tickets	24 Sa	24 Tu	24 Th Christmas Eve
25 Sa	25 Tu Workshop	25 Fr Hackaton	25 Su	25 We Monthly meeting	25 Fr Christmas
26 Su	26 We Monthly meeting / International Dog Day	26 Sa	26 Mo Думпосёв	26 Th Post M.M.I communication	26 Sa
27 Mo Exclusive Workshop	27 Th Post M.M.I communication	27 Su	27 Tu Sponsor announcement	27 Fr	27 Su Омефасёв
28 Tu Hackaton tickets	28 Fr Get your tickets	28 Mo Sponsor announcement	28 We Monthly meeting / 7 Days L	28 Sa	28 Mo
29 We Monthly meeting	29 Sa	29 Tu Get your tickets	29 Th Post M.M.I communication	29 Su	29 Tu
30 Th Post M.M.I communication	30 Su	30 We Monthly meeting	30 Fr Hackaton	30 Mo	30 We Monthly meeting / Post M.M.I communication ?
31 Fr	31 Mo		31 Sa		31 Th





## What Marketing Really Means:

Marketing = Connection

Not campaigns. Not ads.

Humans speaking to humans.



## **Unified Tools & Visual Identity**

Shared creative workspace, brand kit & templates

Wabi-sabi synergy ; Typo control.

# Stakeholder Map

## MARKETING & COMMUNICATION

Audience

Speakers

Sponsors

Students

Workshops

Awards

Logistics

Web & IT

# ATTENDEES

- Venue & Tickets options
- “X reasons to attend”;
- X months left;
- **Sold out! = FOMO effect**
- **No empty seats!**



# SPEAKERS

- Call for speakers;
- Benefits from participation;
- Keynote announcement;
- Speaker announcements;
- Speaker lineup posts;



# SPONSORS

- Early awareness post;  
Gold/Silver/Bronze options;
- Exhibitors & in-kind partners;
- Sponsor announcements
- Post-event appreciation;



# WORKSHOPS

- 7/8 speakers had a workshop.
- Deep dive sessions.
- Focused learning for individuals and teams.
- Is a workshop applicable to you?



# AWARDS

- Categories, rules, dates;
- Nominations open soon;
- Open; extended; closed;
- Meet the jury;
- Finalists → Winners;



# AWARDS

## 7 categories:

- Agile Practitioner of the Year
- Project management office (PMO) of the Year
- Project of the Year for Social Good
- Project of the Year for Innovation
- Project Professional of the Year
- Project Team of the Year
- Project of the Year

## Project Management Office of the Year

### Petar Dimitrov

Head of Plant Project Office  
2025 Award Winner

“

This award recognizes the role a Plant Project Office can play as a bridge between global governance and local excellence. ”



**FESTO**



Read the full story

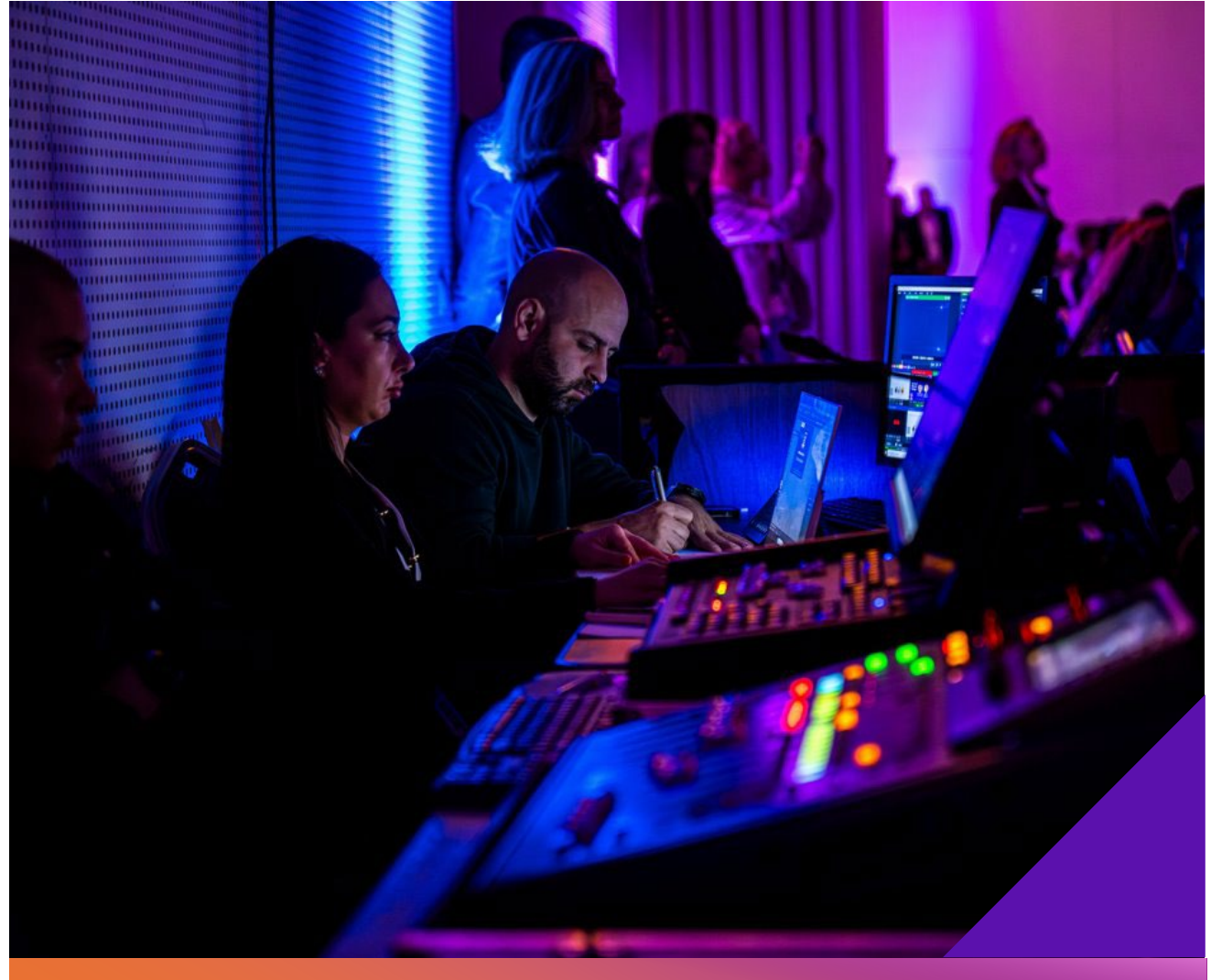
# STUDENT CLUB HACKATHON

- Call for sponsors
- Call for attendees  
& participants
- Call for mentors
- Challenge details
- Announcing the winners.



# LOGISTICS

- Badges, banners, merchandise;
- Audio-Visual setup;
- Stage backdrops, special effects;
- Coordination with the technical team.





# Navigation Through Chaos

- 1. Stay flexible & quick
- 2. Keep identity strong
- 3. Learn every year

**Expect surprises,  
delays, typos, quiet  
weeks, chaotic weeks.**





“The confidence that I have in my taste and my ability to express what I feel has proven helpful to artists.

Rick Rubin

Communicate the journey:

A) Sponsor packages delayed → Early awareness post

B) Awards platform late → Nominations hype

C) Workshops incomplete → Promote speakers first

# YOUR BRAND BELONGS ON BULGARIA'S BIGGEST PM STAGE



Be the first to know:  
[pm-summit-sponsorship@pmi.bg](mailto:pm-summit-sponsorship@pmi.bg)



# Lessons Learned

- Plan post event activities;
- Last month: focus on logistics;
- Encourage and celebrate volunteers:
- **Retention > Recruitment**



# Our Special Approach

- PMI global templates
- Humanized & Consistent
- Unified message & Identity
- 7 stakeholder groups
- 50+ volunteers creating
- 1 shared story !



**What do you love about marketing?**

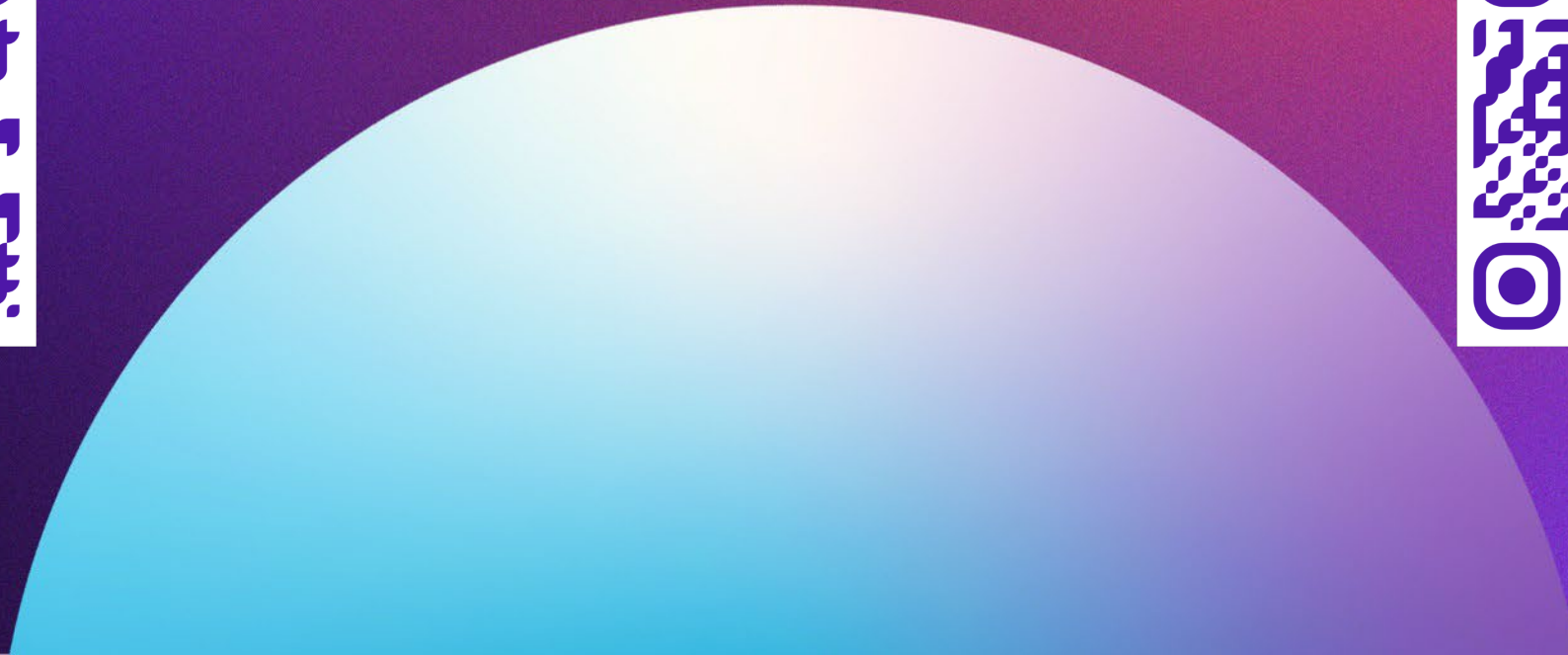
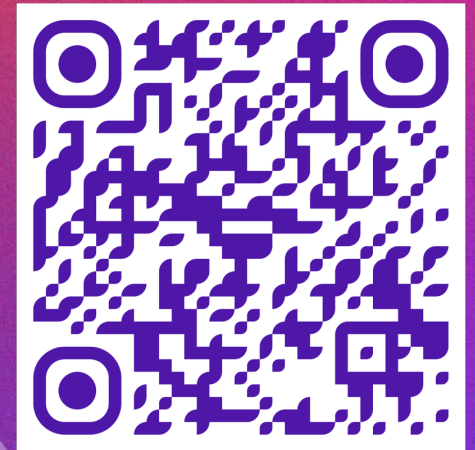
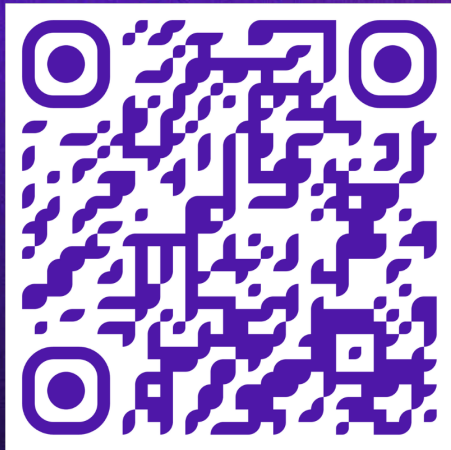
# Key Takeaways

- Shared calendar
- Global recognition days
- Shared workspace
- "Good enough" creativity
- Psychological safety
- Celebrate the team





**Thank you!**  
*Let's continue the conversation!*



# Thank You!

*Questions?*