

Building a High-Performing Digital Events Engine: Lessons from the PMI UK Chapter

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

What we'll cover: from chaos to a repeatable engine.

1. From Confusion to Clarity
2. 35% Above Target
3. The Blueprint: Process, Governance, System
4. Evidence of Impact
5. The People Engine
6. How to Replicate This



From Confusion to Clarity: Our Learning Journey

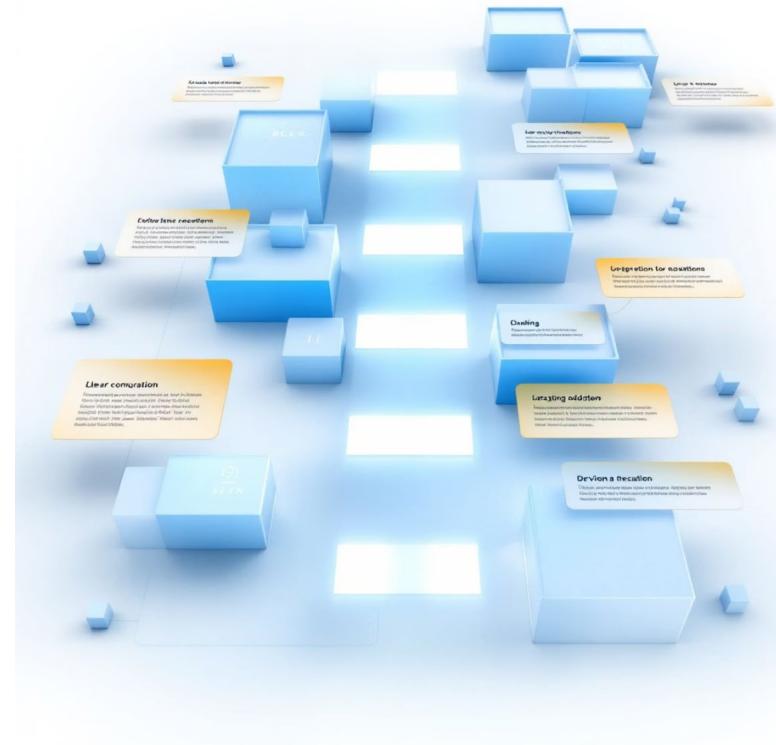
This is a leadership transformation, not an events story

Where we started and what we learned



The Starting Point:

- No clear process, no playbook
- Volunteers had unclear, overlapping roles
- No digital events delivered since January



What We Saw as Opportunity:

- Design an inclusive, transparent system
- Empower volunteers with clear, meaningful roles
- Use this reset to serve members better

35% Above Target: From Zero to Engine in 10 Months

27 vs 20

Webinars Delivered
March–December

35%

Above Target

We moved from individual 'heroics' to robust, scalable systems.

You Don't Need Expensive Tools - You Need Discipline

We use RingCentral for our end-to-end event lifecycle, but the principles work with any platform. Focus on these core capabilities, not the specific tool.



Event Creation & Management

Templates • Registration • Branding



Feedback & Learning

Surveys • PDU Tracking • Analytics

Platform Options:

RingCentral (PMI UK's choice)

All-in-one solution with built-in networking, auto-recording, and integrated analytics. Higher cost but streamlined workflow.



Communication & Engagement

Automation • Networking • Data Capture



Content & Continuity

Auto-Recording • On-Demand • Metrics

Platforms Options

RingCentral (PMI UK's choice) — all-in-one, streamlined workflow
Zoom or Teams + supporting tools — lower cost, more setup

Bottom line: The system works with either approach, what matters is discipline, not the tool.

Speaker Form: The Governance Enabler

The "No-Form, No-Event" Rule

Mandatory Standardised Intake

Every digital event goes through a standardised intake form. No form, no event

Comprehensive Data Capture

Event details, speaker information, learning objectives, PMI skills alignment

Eliminates Email Chains

Clear paper trail, no back-and-forth

Predictable Approvals

Faster decisions, consistent calendar

Benefits Achieved

Result: consistency, less gatekeeping, more scalability

We use Speaker Form, but Google Forms, Typeform, or Jotform work just as well. The discipline of standardised intake is the real innovation.

Digital Events Process: A Four-Stage Framework

1. Request & Review

Governance, speaker sourcing



2. Scheduling & Preparation

Promotion, logistics



3. Delivery

Moderation, technical support



4. Post-Event Follow-up

Survey, PDU upload



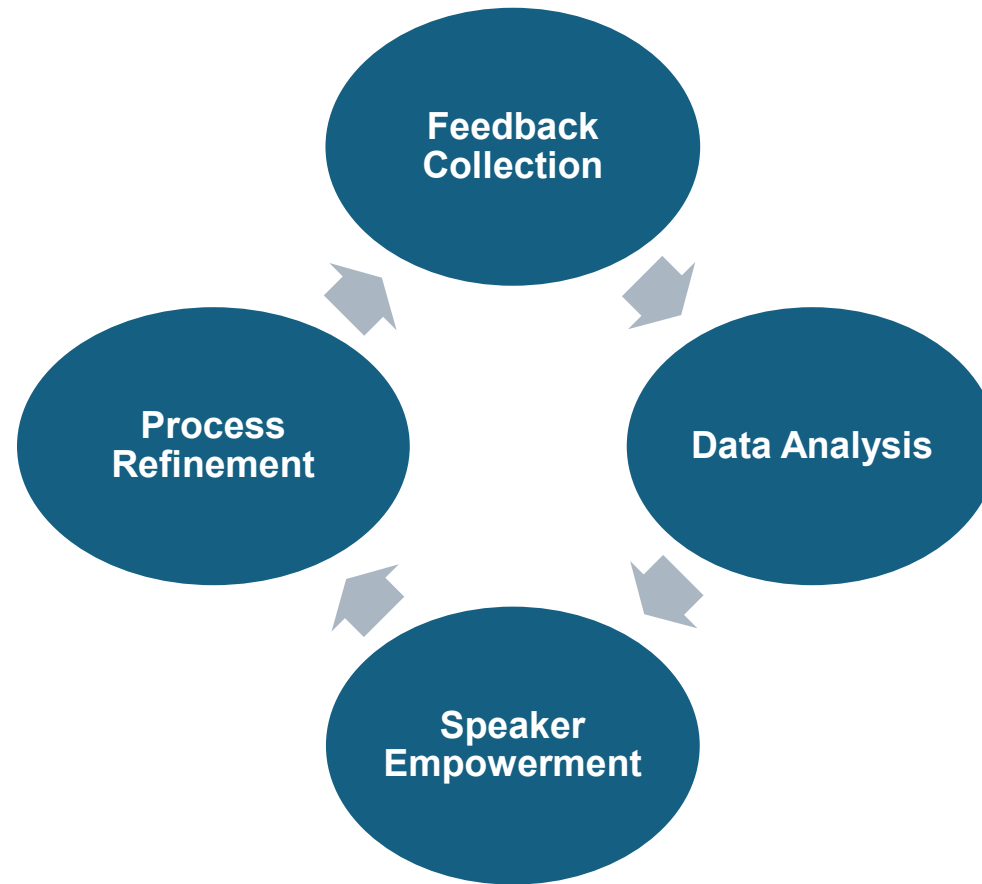
SLIDO QUESTION: **3402802**

Which stage of the digital events process is currently most challenging in your chapter?

- A) Request & Review (governance/speaker sourcing)
- B) Scheduling & Preparation (promotion/logistics)
- C) Delivery (moderation/technical issues)
- D) Post-Event Follow-up (surveys/PDU tracking)

Continuous Improvement: How We Learn & Iterate

Every event teaches us something, and we capture it.



Rhythm and Predictability: Our Operating Model



Consistent Cadence

2-3 webinars per month



Strategic Lead Time

6-8 week planning cycle



Annual Anchor Event

Call for Speakers (Nov/Dec) – builds robust, predictable pipeline



Value-Driven Selection

In-depth CV conversations aligned to member value

The Secret Sauce: Digital Moderators as the Volunteer Engine

Our success is underpinned by the pivotal role of our Digital Moderators:

1

Role Innovation:

A dedicated Digital Events Moderator role ensures high-quality, engaging online events

2

Scalability and Support:

Six trained moderators share the load, reducing pressure on the Director

3

Empowered Scripting:

Moderators work from a non-prescriptive script and bring their personality while upholding PMI values

Slido QUESTION:

Do you have dedicated volunteers for digital event moderation in your chapter?

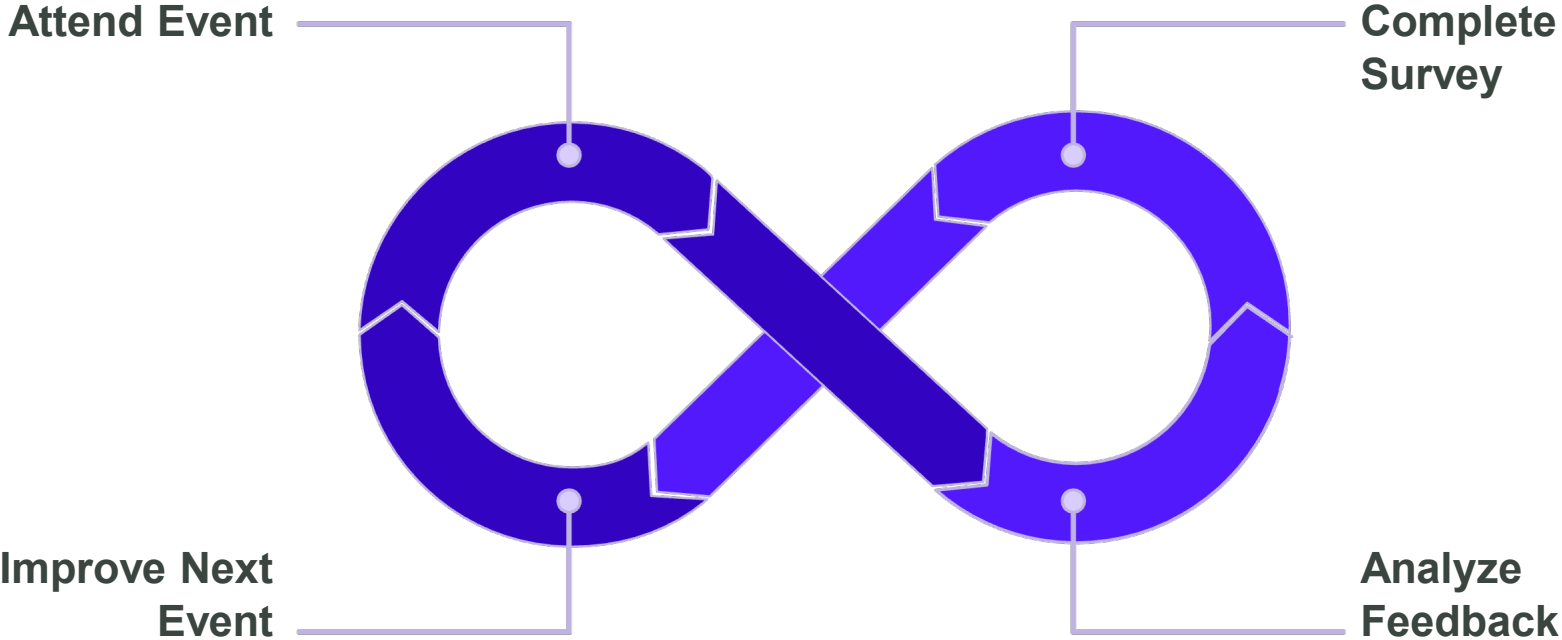
- A) Yes, we have a trained moderator team (like PMI UK)
- B) Yes, but they're not formally trained
- C) No, the Director handles all moderation
- D) We rotate different volunteers each time
- E) We don't have digital events yet

PMI UK Chapter Digital Events Moderators



The "Golden Loop": 100% Feedback via PDU Integration

Turning professional development into continuous improvement



By linking PDU claims to feedback, every voice is heard, and every event gets better.

Evidence of Impact: Data-Driven Success

These results are not accidental. They are the outcome of adaptive leadership behaviours applied consistently.

Key Performance Metrics (March - December 2025)

27

Webinars Delivered

3,050+

Total Registrants

1,404

Total Attendees

46%

Conversion Rate

108

Avg. Time Spent (min)

226

Peak Registrations

127

Peak Attendance

76%

Repeat Attendance

Our most in-demand topics show the power of AI, change, and practical delivery.

1

Beyond the Tool — Emotional Intelligence in an AI-Augmented Project World

226 registrants | 127 attendees

2

Transforming Mega-Projects Management with AI

152 registrants | 73 attendees

3

Change Management in ERP Implementations

155 registrants | 66 attendees

4

Using AI as your thought partner

169 registrants | 87 attendees

Member Satisfaction: Quality Over Volume

Our commitment to quality ensures sustainable, member-focused growth:

8.2/10

Average NPS Score

85%

Member Satisfaction

87%

**Event Completion
Rate**



A repeatable system attracts world class speakers

With a predictable process, speakers seek us out, not the other way around.

Geographic Diversity

Africa

Nigeria, South Africa, Zambia

Middle East

Lebanon, Dubai

North America

USA & Canada

Asia

India, Bangladesh

Europe

UK, France, Netherlands, Vienna, Serbia

Industry Cross-Section

Healthcare

AI Strategy & Leadership

Energy

Green Energy Projects

Finance/PE

Transformational Programs

Public Sector

Mega-Project Management

Professional Services

PMO Excellence

The Human Impact: In Their Own Words

What our moderators and speakers say about the PMI UK digital events experience

Raquel Horta

"Being a digital events moderator for PMI UK has been an incredible opportunity to support smooth, engaging sessions. It has deepened my appreciation for careful planning, clear communication, and collaboration behind the scenes, and I've loved helping participants connect and get the most from every event."

Gianluca Casula

"Being part of the Digital Events team as a moderator has strengthened my confidence in managing live sessions and deepened my understanding of project delivery in a practical setting. The high standard of our webinars reflects strong coordination and preparation, and I am truly grateful for Ona's consistent support and leadership throughout this journey."

Obadia Amankona

"My experience as a moderator has been great. A key observation I've made is the extensive support provided to us, from the detailed scripts to the readiness to rehearse with volunteers. Having a leader who is not just managing tasks but is truly intentional about the well-being of the team ensures that everyone is supported to do their work well."

Puneeta Tripathi

"It has been my pleasure working closely with you and the level of understanding and insights you have. A great future lies ahead, ready to work and help in presentation enhancement and content creation that will pave a good ground to further engagements, leading and supporting each other. Just a call away."

Tinu Adewumi

"Serving as a Digital Events Moderator has strengthened my leadership presence, sharpened my communication under pressure, and deepened my appreciation for collaborative excellence. It has shown me how preparation, calm facilitation, and teamwork can transform digital spaces into meaningful, high-impact experiences."

Mili

"Once again I was lucky to have an opportunity and share my thoughts and experiences with my PMP colleagues in an event organised (impeccably!) by PMI UK Chapter. Thank you all who attended, Ona Tambula for organising and Julie Scala for MC-ing it brilliantly!"

Every voice reflects a culture of intentional leadership, preparation, and community.

How This Work Embodies M.O.R.E

- Data shapes the narrative. NPS, attendance, and consistency demonstrate value. Standard templates and predictable delivery build trust.
- Governance replaces heroics. The “No Form, No Event” rule, clear roles, and outcome driven design ensure accountability.
- The PDU linked feedback loop, monthly retrospectives, and platform reviews ensure continuous improvement.
- Global speakers, cross-industry topics, and on demand content broaden member value and connect project work to wider organisational impact.





Leadership Principles Behind the Engine

- Governance replaces gatekeeping. Standardised intake creates transparency and shared accountability.
- A trained moderator team distributes leadership and strengthens capability.
- The PDU linked feedback loop ensures evidence based improvement.
- Predictable rhythms reduce pressure and improve quality.
- Global speakers and cross-sector content expand relevance and member value.

Blueprint for Other Chapters: Quick Wins & Pitfalls

These are leadership levers, not operational tips

Quick Wins (What to do first)

-  **Start with intake form**
Removes email back-and-forth
-  **Train 2-3 moderators**
Reduces Director bottleneck
-  **Implement feedback before PDU claims**
100% response rate
-  **Create predictable event calendar**
Members know what's coming

Pitfalls to Avoid (What cost us time/ and resources)

-  **Don't try to do everything at once**
Start small, build momentum
-  **Under supporting moderators**
Training prevents burnout
-  **Collecting feedback but not acting on it erodes trust**
Data without action is wasted
-  **Over focusing on tools instead of governance**
Any platform works with solid governance

What Leaders Can Apply Tomorrow

- Use data to shape perceptions and reinforce credibility
- Build governance that enables accountability and clarity
- Create roles that empower volunteers to lead with confidence
- Use feedback loops to drive continuous improvement
- Broaden content, speakers, and perspectives to increase member value

Your First 90 Days: A Roadmap to Get Started

Start small, prove it works, then scale.



01. PHASE 1 (Days 1-30): Foundation

- Set up your intake form
- Train 2-3 moderators
- Schedule first 3 events



02. PHASE 2 (Days 31-60): Feedback Loop

- Implement post-event surveys
- Link to PDU claims
- Share feedback with speakers



03. PHASE 3 (Days 61-90): Optimisation

- Review first 3 events
- Adjust training
- Plan 6-month calendar

Sustainable, Not Heroic

What it takes to run the system



The Director attends every event for moderator support and quality assurance. The initial rebuild took one week—now it runs smoothly

SLIDO QUESTION:

What's your biggest barrier to scaling digital events in your chapter?

- A) Lack of governance/process
- B) Finding and training volunteers
- C) Technology/platform costs
- D) Time/resource constraints
- E) Member engagement/attendance

Key Takeaways for Modern Project Leaders

- Systems outperform heroics
- Governance is a leadership tool, not an administrative burden
- Data shapes perceptions and strengthens trust
- Continuous improvement is a discipline, not an afterthought
- Expanding perspectives enriches member experience and relevance

Key Takeaways: Lessons for Your Chapter



Systems beat heroics

Replace individual gatekeeping with documented processes and trained volunteers.



Governance enables growth

A 'No Form, No Event' rule removes bottlenecks and ensures quality at scale.



Invest in your people

A trained moderator team is more effective than one Director doing everything.



Let data drive decisions

Use PDU integration and feedback loops to improve continuously.

Your chapter can replicate this model. Start with governance, build your moderator team, establish rhythm, and measure impact. The system works.

2026: Proof of Sustainability

The system works - we are doing it again.

1

2025: The Foundation

- 27 webinars delivered
- 3,050+ registrants
- 8.2/10 NPS
- Moderators trained

2

2026: Scaling & Momentum

- 25 webinars scheduled (January - October)
- 6 events already delivered (Jan - Feb)
- 17 more confirmed
- Same quality metrics maintained
- Speakers actively seeking slots

Appendix: Reference Materials

The appendix shows the governance behind the engine, the roles, the processes, and the accountability that make the system sustainable.

The M.O.R.E. Implementation Cheat Sheet

12 Lessons for Scaling Your Digital Events Engine

Manage Perceptions Own Project Success

Relentlessly Reassess

Expand Perspective

How you shape the narrative around digital events.

- ❖ Data is the story, NPS (8.2 out of 10) moves you from “we think it went well” to “we know it delivered.”
- ❖ Brand consistency builds trust, standard templates ensure every event feels like a premium PMI experience.
- ❖ Recognition creates prestige , celebrate moderators and speakers to elevate the visibility and value of digital roles.

How you build accountability and remove bottlenecks.

- ❖ No Form, No Event, radical accountability begins with a standardised intake process.
- ❖ Roles over heroics, clearly defined duties (Moderator versus Director) eliminate single points of failure.
- ❖ Outcome-driven design, prioritise learning objectives and member value, not simply “filling the calendar.”

How you keep the engine healthy and continuously improving.

- ❖ The PDU feedback loop , linking PDU codes to surveys ensures 100 percent data capture.
- ❖ Monthly retros , a dedicated one-hour volunteer sync reduces friction and strengthens the system.
- ❖ Platform audits, review your tools every six months to ensure they still serve the process.

How you widen the value proposition for members.

- ❖ Borderless networking, digital removes geographic limits; global speakers enrich local member experience.
- ❖ Industry cross-section, tag events by sector (Finance, AI, Energy, Healthcare) to demonstrate broader business relevance.
- ❖ Content legacy, convert one-hour webinars into an on-demand library that delivers value all year.

Resource Investment Breakdown

The real numbers behind our 27-event system

Per Moderator (6 total)

9 hours/month average
4-5 events per moderator

Breakdown per event (2 hours):

- 30 min: Join early
- 37.5 min: Dry run session
- 60 min: Event delivery
- 15 min: Post-event review

Director's Role

9.5 hours/month average
Plus: 40 hours initial setup

Breakdown per event (2.5 hours):

- 15 min: Review proposal
- 15 min: Coordination + allocation
- 10 min: Cancellation coverage
- 37.5 min: Dry run attendance
- 10 min: Introduce speakers
- 60 min: Attend + support

Tech Investment

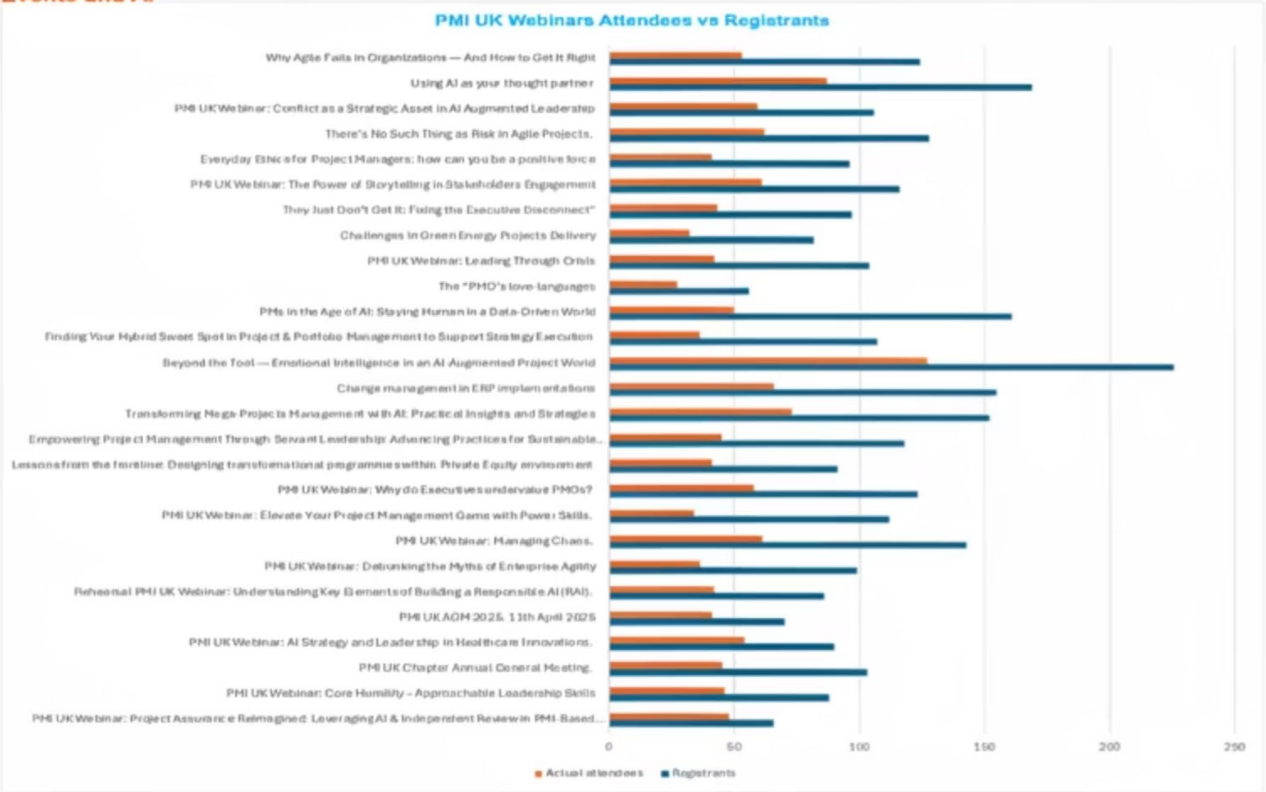
£5,000/year
£185 per event

Platform: RingCentral
(Works with Zoom, Teams, etc)

Total system cost over 10 months: 27 events × (2h moderator + 2.5h director) + 40h setup = ~162 hours + £5K platform

Event Performance Overview: 27 Webinars (March - December 2025)

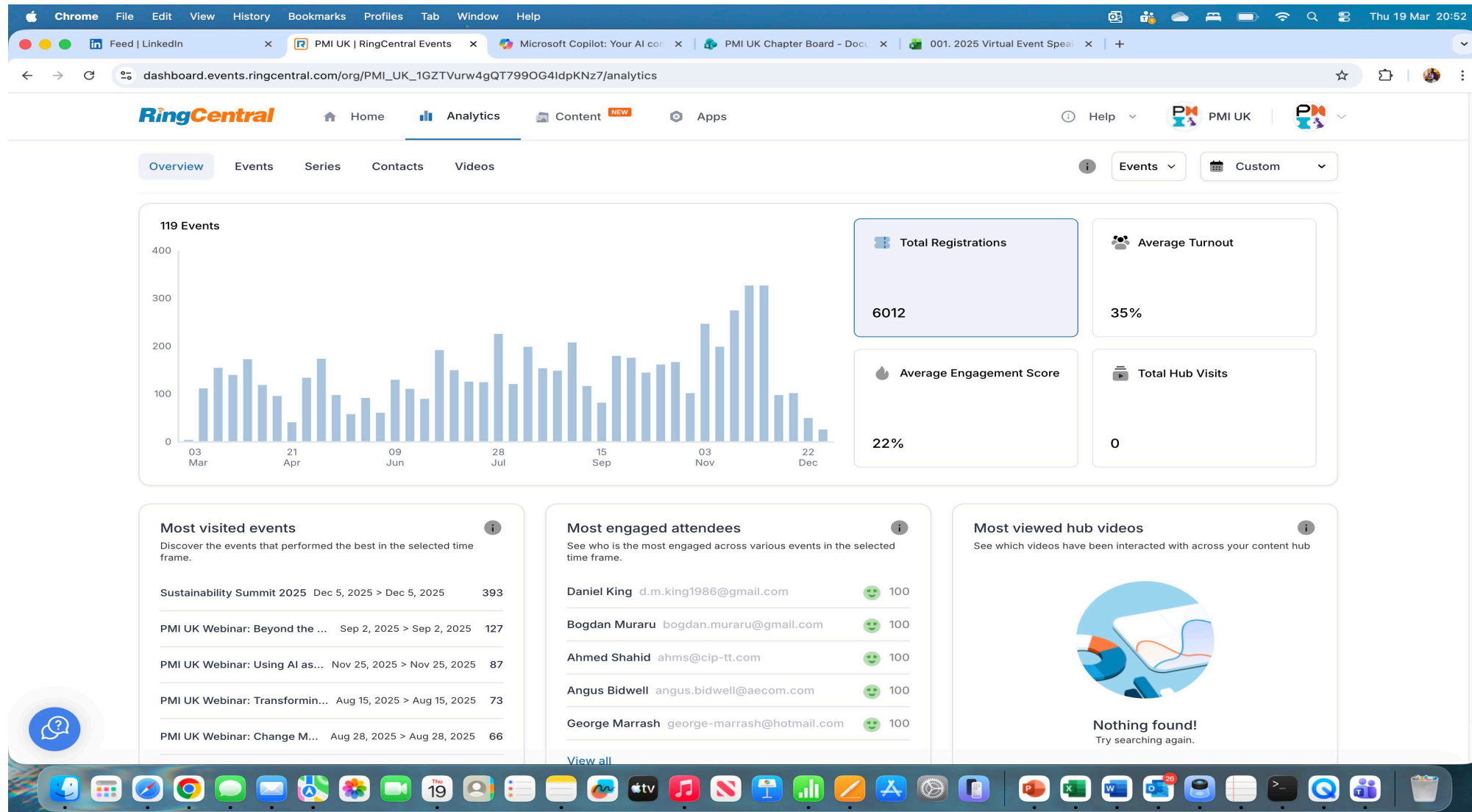
Digital Events and AI



17 FEBRUARY 2026



Overview of our platform analytics

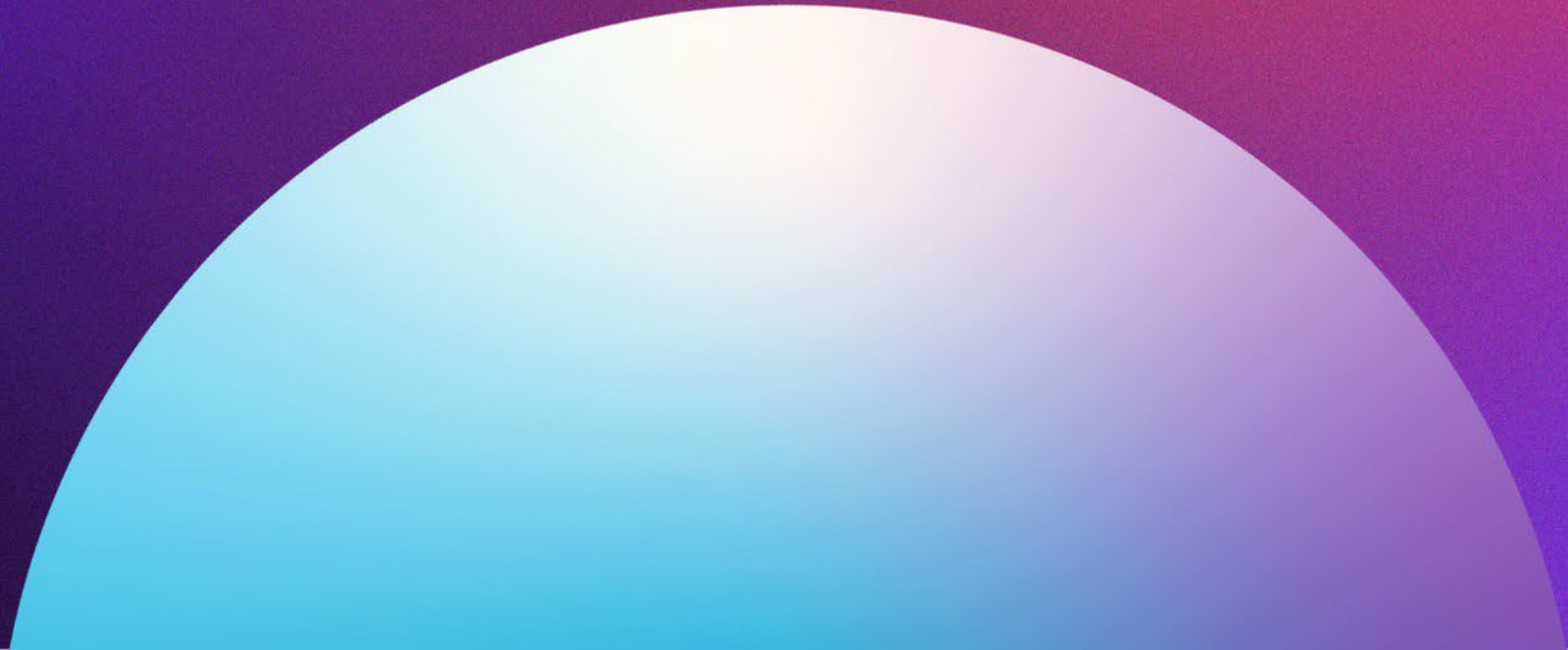


Why This Matters Beyond PMI UK

- Clear governance strengthens accountability
- Evidence-based storytelling builds credibility
- Continuous improvement protects quality at scale
- Global and cross-sector content expands relevance

Thank You!

Questions?



Thank you!
Let's continue the conversation!



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