



# Leadership Institute Meeting Europe 2026



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# Engaging Members, Strengthening Chapters

*Lessons Learned from the New Membership Model:  
Regional Success Stories Panel*

# Learning Objectives

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

- Describe how chapters are strengthening engagement and retention across the member lifecycle, based on real-world examples from the region
- Recognize patterns and lessons emerging from chapters experiencing success under the New Membership Model
- Identify ideas and approaches that could be adapted to support engagement, leadership continuity, and long-term chapter health in their local context

“If retention is the outcome, what experiences are we intentionally designing — and which ones are we leaving to chance?”

# Why This Session, Why Now

- Chapters play a critical role in connecting members to community, learning, and leadership
- The New Membership Model strengthens continuity — engagement happens locally
- Chapters are navigating this shift in different ways, and learning from each other matters now
- Today's focus is on what's working in our region

# A Single Membership for PMI and Chapters

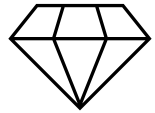
## **Why it matters**

- Once global network, stronger local reach
- Community expertise that drives project success
- More sustainable chapters and volunteers support

## **Built with the chapters**

- A long-standing request from Chapter Leaders
- A shared risk, shared learning, shared success
- Our project, our opportunity

# What's in It for You



Enhanced membership value



Simplified experience



Chapter membership growth



Strategic alignment



Community-driven change

# Phase II Chapters

## 12 Chapters

transitioned to NMM at the beginning of 2025

Overall sales for Phase 2 countries in Europe are up by **15.7%** overall (New and Renew combined) YTD and up by **15.7%** (New and Renew) LTD



# Phase III Chapters

**29 Chapters**  
transitioned to NMM  
at the beginning of  
2026

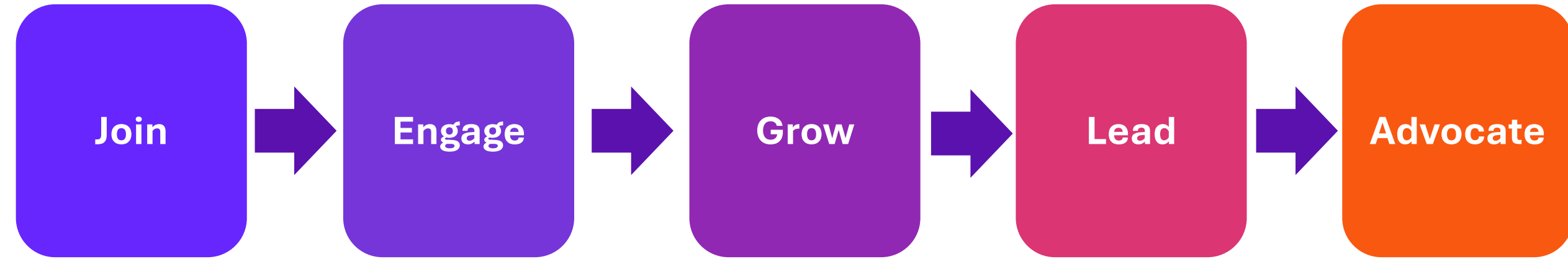
Overall sales for Phase 3 countries in Europe are up by **6.5%** overall (New and Renew combined) YTD and up by **8.2%** (New and Renew) LTD



# What We Mean by Engagement

- Engagement = participation, progression, and belonging
- Participation: showing up and contributing
- Progression: learning, credentials, leadership pathways
- Belonging: community connection and identity

# The Member Lifecycle Lens



**Retention improves when chapters design experiences across the full lifecycle.**

# Panel Discussion



**Evangelos  
Coutrouzas**

*Chapter President*

PMI CYPRUS CHAPTER



**Evdoxia  
Kalaitzidou**

*Chapter Secretary  
General*

PMI GREECE CHAPTER



**Magdalena  
Sobantka**

*Chapter President*

PMI POLAND CHAPTER



**Mark  
Davenport**

*Chapter Vice President*

PMI IRELAND CHAPTER

# Patterns We're Hearing

- Intentional onboarding and early value visibility
- Clear pathways into learning, volunteering, and leadership
- Stronger volunteer experience and succession planning
- Alignment to member motivations

# Key Takeaways and Close

- Engagement is designed locally — chapters create the experience
- Small, intentional changes can have outsized impact over time
- Borrow what works, then adapt to your chapter's reality

# Start Small, Act Locally, Deliver M.O.R.E.!

Identify *one change* you can make in your Chapter this year to enhance engagement and commit to testing, learning and adapting it.

# Thank You!

