

# Step Up Your Marketing

Connecting local activities to PMI's  
global brand

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## 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

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The project profession is a vibrant career path and influential role

2

## LEADING AUTHORITY IN PROJECT SUCCESS

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PMI provides value that increase professional impact and project outcomes

3

## ELEVATING OUR WORLD

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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?**

# As a Chapter Leader, what are you marketing?



## Membership

# Our frame for everything we do:

## The Positioning Canvas

### PMI Membership

#### Primary audience

Current + aspiring project professionals

#### 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?

## **ADOPTION**

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Increase use of PMI resources, concepts, methods, products

## **ADVOCACY**

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

## **CONTRIBUTION**

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Create content and experiences, increase volunteering

## **RETENTION**

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Increase membership retention rates

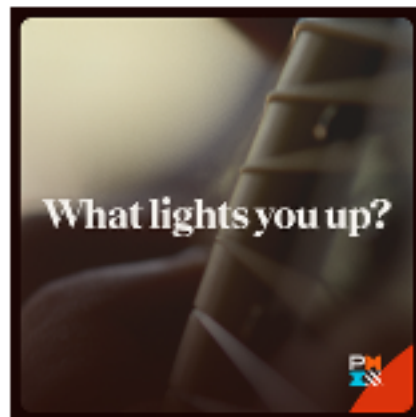
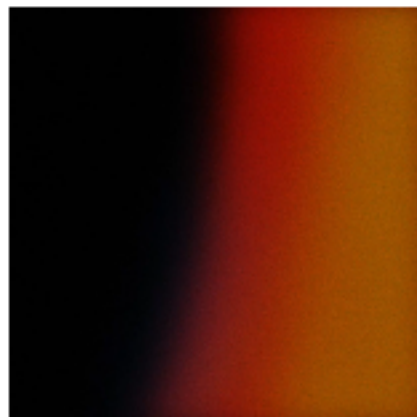
# Key Campaigns Driving our Story Arcs – and Opportunities for YOU

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.

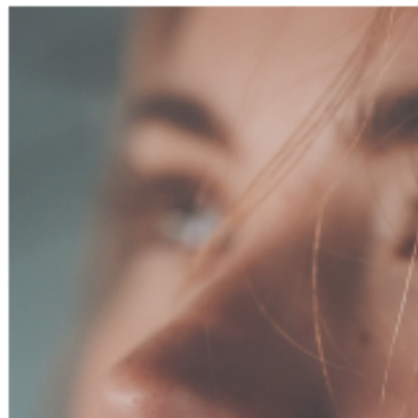
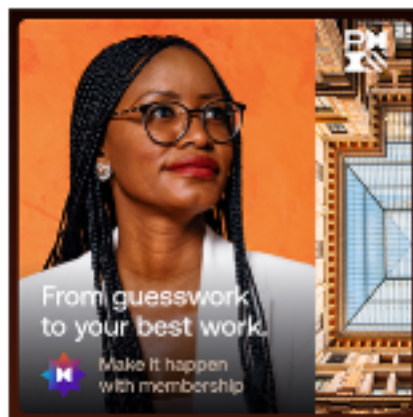
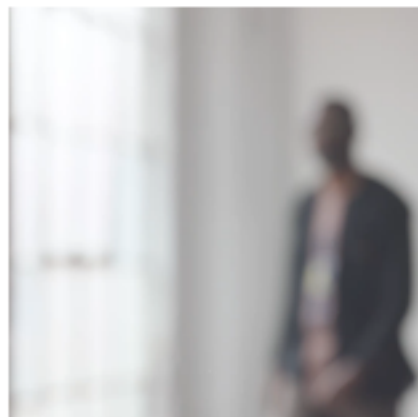


Showcasing the power of Project Management through authentic stories from our community.

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

# Make it Happen with Membership

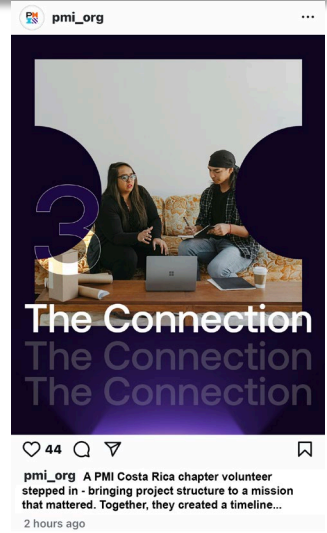
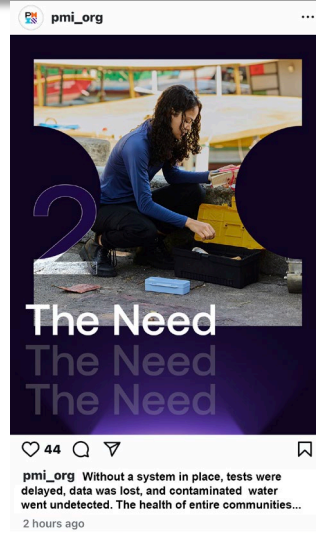
You have the passion. Now propel it with the power of membership.



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

Introducing your  
AI leadership  
advantage

PMI-AI

PMI-CPMIAI  
Professional Certification

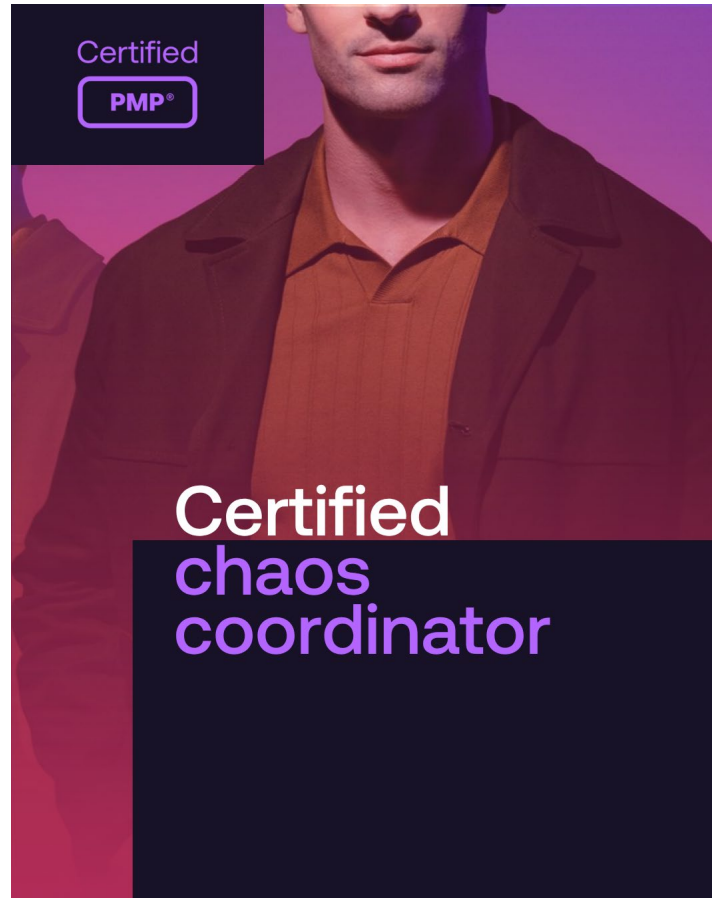
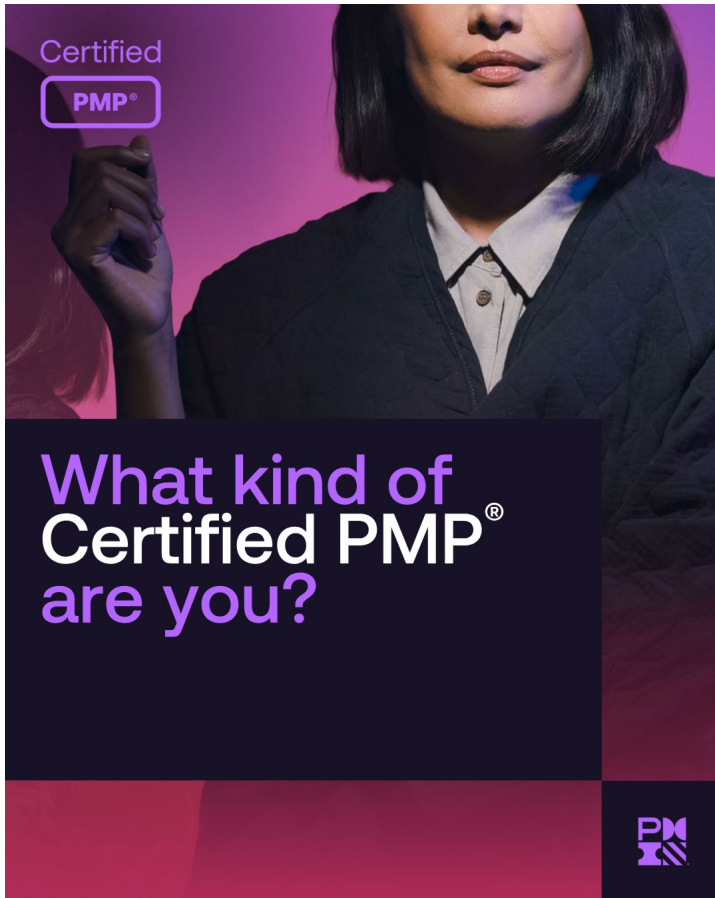
PMI Project Management Institute

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

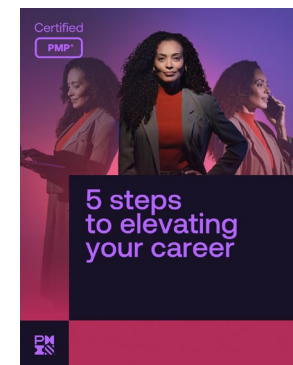


# PMP Certified

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



## AWARENESS

Project Management is a vibrant career path and influential role

## ENGAGEMENT

Project Managers maximize project success with PMI

## RETENTION + INVESTMENT

Project Managers drive positive social impact and change

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.

# Q1 Priority Moments

## Build Momentum

1

January

### Stepping Up for M.O.R.E.

- **PR / Thought Leadership:** 2026 Predictions positioning PMI on future of work & PM (Germany, UK, Spain via Burson, broader EU via EuropaWire)
- **Social:** Certification carousel, CAPM® for students (career fast track), GSS teasers
- **Email:** B2A: CAPM® as fast track to employability; conversion-focused messaging

**Outcome:** CAPM® demand uplift, early GSS awareness, certification momentum

2

February

### New Membership & Skills Narrative

- **PR / Thought leadership:** Skills gap (Construction & adjacent sectors) → Position PMI Membership as a career & upskilling platform
- **Social:** Skills gap storytelling, Membership benefits carousel, GSS speaker quotes & teasers
- **Email:** GSS regional emails to build momentum
- **Webinars:** Extend reach and support key media moments

**Outcome:** Membership growth & retention, Upskilling narrative traction, GSS demand build-up

3

March

### GSS & PMXPO (Flagship Flywheel)

- **PR / Thought leadership:** Pulse of the Profession, Future of PM in the AI Era → Establish PMI leadership on AI, skills & project success
- **Social:** Thought leadership amplification, CPMAI™ & GPM-b™ as upskilling pathways, GSS visibility
- **Email:** Pre-event: positioning and attendance; post-event: follow-up & conversion

#### Outcomes:

- **Enterprise pipeline & leadership visibility**
- **CPMAI™ / GPM-b™ awareness & consideration**

# Q2 Priority Moments

## AI Ecosystem & Certification Innovation

1

April

### Agile & Enterprise Agility Momentum

- **PR / Thought Leadership:** GSS, Enterprise Agility Manifesto amplification, Commentary from Denis on Enterprise Agility vs Agile, Insights tied to project complexity.
- **Social:** GSS promo, Enterprise Agility insights, Practitioner perspectives and community engagement, Global Volunteer month
- **Email:** Targeted email promoting Enterprise Agility positioning (ACP focus), Webinar promotion
- **Events & Webinars:** Enterprise Agility vs Agile webinar, Enterprise Agility Paris event activation.

**Outcome: Position PMI as a leader in enterprise transformation and agile at scale.**

2

May

### AI Capability & Certification Innovation

- **PR / Thought leadership:** CPMAl translation launch announcement, PMI positioning on AI capabilities in project management
- **Social:** AI thought leadership content, Ambassador amplification, Early visibility for new PMP exam update
- **Email:** CPMAl translation announcement, AI webinar promotion
- **Events & Webinars:** PMIxAI Strategy + CPMAl Overview
- **PMP Launch Prep:** Identification of regional PMP influencers, alignment with Global Paid media, planning ATP & Chapter activation

**Outcome: Drive awareness of PMI's AI ecosystem and certification pathways while preparing regional activation for the PMP launch.**

3

June

### AI in Enterprise Project Transformation

- **PR / Thought leadership:** Future of Project Management in the AI Era, Sustainability Strategy Execution Gap research, Enterprise perspectives from PMI x IBM GenAI report
- **Social:** AI use cases in enterprise projects, Sustainability challenges in large-scale project delivery
- **Events & Webinars:** Virtual enterprise roundtable with corporate partners, CPMAl for Academia webinar
- **PMP Launch Prep:** Coordination with ATP partners on PMP activation, Chapter engagement for PMP study groups, influencer outreach & partnerships

**Outcomes: Position PMI as a leader in AI-enabled enterprise transformation while preparing the ecosystem for the PMP launch.**

# Regional Best Practices

## PM Summit Germany 2025



- 300 attendees
- 40 speakers (3 keynotes, 1 panel), 5 tracks
- Evening event
- Core team of 6 volunteers
- 1.5 years prep phase

## Agile Forum, PMI Galicia

**GOING LIVE**

**Agile Forum**  
March 14th 2026  
Online

- 840 registered participants
- Constant number of attendees (9am - 7pm - 10)
- Peak moment during keynote speech - 150
- Collaboration with PMI chapters offered more visibility to the event, increasing community feeling
- Feedback collected during and after the event - extremely positive
- Many post-event reactions (posts, mentions, comments) from both speakers and participants

Magda Scrobota      PMI Galicia      Olalla García Perez

## PMI Bulgaria Chapter Event 2025

PMI Bulgaria Chapter in a Nutshell

15 YEARS

PMI Chapter of the Year  
Finalist  
2025

13x PM Summit editions  
3x PM Awards  
Total over 12,200 attendees; 360+ speakers  
46 sponsors; 35+ workshops  
Behind every number is a volunteer.

# Now let's put this into practice:

## Rewrite your marketing with intention

Select one piece of existing chapter marketing and use the four-question framework to transform it.  
Pull it up on your phone or work from memory.

# Rewrite your Marketing

Four questions to move from random to intentional

## 1. Brand Story Arc

How does this connect to Relevance, Leading Authority, or Elevating Our World?

## 3. PMI Calendar

What existing PMI campaign or moments can you leverage?

## 2. Chapter Specialty

How does this showcase what makes your chapter unique?

## 4. Flywheel Role

Does this drive Adoption, Advocacy, Contribution, or Retention?

# Report Out

# Three things to take home:

- 1. You don't start from scratch.** PMI provides the framework, campaigns, and assets. You add local flavour.
- 2. Intention over addition.** It's not about doing more things. It's about doing things with more meaning.
- 3. Project success is the message.** Position PMI as the pathway to delivering greater value and impact.

# Thank You!

*Questions?*