

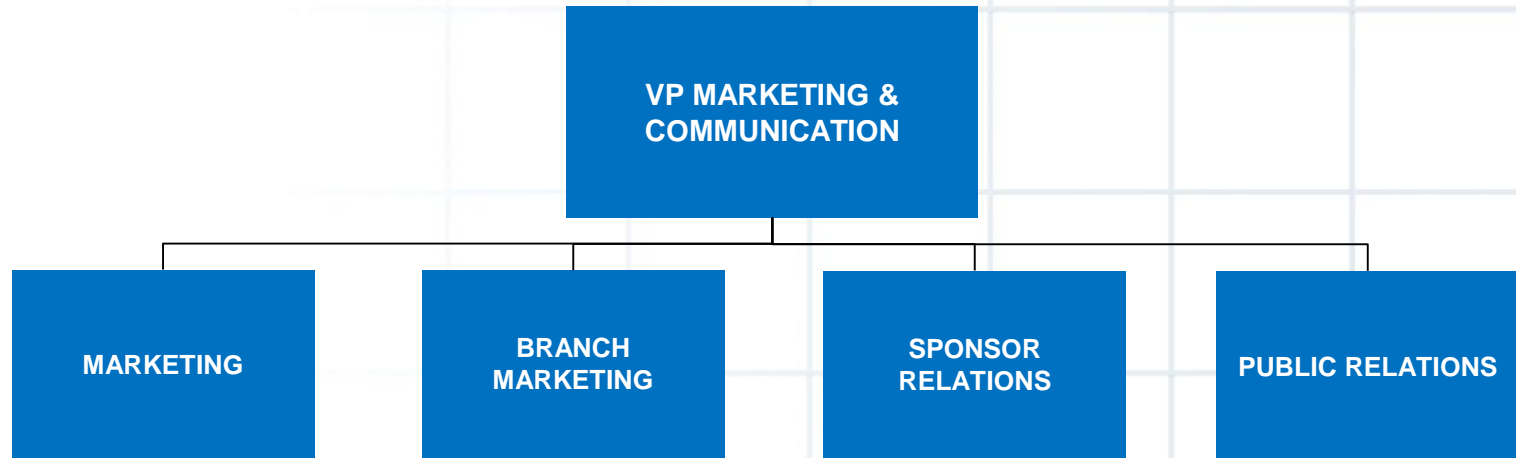
PMI SE Marknadsföring & kommunikation

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Ny marknadsorganisation

- M&K är spindeln i nätet för
 - Central marknadsföring (Director)
 - Lokal marknadsföring (Director)
 - Sponsorrelationer (Director)
 - Press & Media (Director)
- Snabbfotat, flexibel och lyhörd organisation
 - Strukturellt tydlig (ger effektivitet)
 - Möjliggör delegering och ägarskap av uppgifter.
 - Directors för volontärsammansättning, sammanhållning och progress inom området
 - Managers med tydlig roll – Ansvar och mandat i det egna området
- Nya specialistroller:
 - Marketing Technologist: Länken mellan IT och marknad, hanterar de initiativ från IT som är beroende av content och formgivning, t ex appar.
 - Digital Content Producer: Innehållsproducent som kan anpassa innehållet till olika typer av kanaler och kommunicera med alla målgrupper. Web & social media.

PMI SE Marketing and Communication



Marketing and Communication

Responsibilities:

- ✓ Responsibility for Marketing, Communication, Press, Sponsors
- ✓ Responsibility for PMI SE "footprint" in Swedish market – market plan
- ✓ Responsible for PMI and Passion for Projects Congress trademarks
- ✓ Together with "target group" responsables – which meessages to be communicated
- ✓ Input to focus areas from market perspective, PFP congress charter
- ✓ Strategies for social media, layout, print marketing material, films
- ✓ Responsible for storyboarding/producing film clips

- ✓ **Name:** Richard Svahn

Marketing

Director:

- ✓ Building a team and processes
- ✓ Brand management:
 - ✓ Brand Identity Guideline alignment
 - ✓ Copy
 - ✓ Graphics
- ✓ Marketing plan
- ✓ Print marketing material
- ✓ Films
- ✓ Content strategy PMI SE and PFP web
- ✓ SEO, Google Analytics for webs
- ✓ Grow avarenes in existing communication channels (incl social media)
- ✓ Create new communication channels
- ✓ Identify positive marketing channels and organizations where we can support each other (branch specific magazines, virtual)

Marketing

Output:

- ✓ Marketing support to events (PFP) such as copy and graphics
- ✓ Articles on the web
- ✓ PMI-SE.org highly ranked on Google and other search engines
- ✓ Training on how search engines work, so we as editors provide correct and relevant information in our channels
- ✓ Relevant information in all our channels
- ✓ Marketing material package & guidelines for Branch Marketing

10-15 hours/month

Management roles:

- Digital Content Producers
- TBD

Branch Marketing

Director:

- ✓ Building a team with branch representatives, and processes
- ✓ Branch market plan – grow market with branch chair
- ✓ Coordination with Marketing team:
 - ✓ Make sure networkleads in resp branch have the correct marketing material and brochures
 - ✓ PMI booth to be used on fairs, exhibitions etc is up to date
 - ✓ Planning the promotion of PMI SE and Congress in the branch

Branch Marketing

Output:

- ✓ Plan and execute branch marketing plan ex which external events, which companies to promote PMI SE/PFP to
- ✓ Identify gaps in marketing material, plan to close gaps
- ✓ Up-to-date PMI booth and roll-ups for external events (synchronize with all branches)

10-15 hours /month

Management:

- Manager(s) West
- Manager(s) South
- Manager(s) East

Sponsor Relations

Director:

- ✓ Building a team and processes
- ✓ PMI SE Sponsor policy, contracts fulfilled, make sure sponsors are satisfied, preparation of invoices
- ✓ Responsible for sales and retaining relationships with sponsors
- both PMI SE and PFP
- ✓ Responsible for anchoring PFP sponsor offers in PMI SE Board
- ✓ Responsible for developing a relationship with each sponsor contact person

Sponsor Relations

Output:

- ✓ PMI SE and PFP Sponsors policy, contract signed and make sure sponsors are happy.
- ✓ Regular contact with sponsors, establish Key Account Management roles
- ✓ Updated Marketing material to explain Sponsorship
- ✓ Updated Sponsorslide for seminars to networkleads

10-15 hours/month

Management:

- Sponsor Key Account Managers

Public Relations (Press & Media)

Director:

- ✓ Building a team and processes
- ✓ Building relationships with journalists/media
- ✓ Press contact
- ✓ Contact person at events
- ✓ Provide information for media on web and at events, incl press releases
- ✓ Define, plan and execute PR plan
- ✓ Define influencers to collaborate with (KPMG, Manpower...)

Public Relations (Press & Media)

Output:

- ✓ List of influencers/journalists in media
- ✓ Build relationships with targeted influencers/journalists
- ✓ Be Press Responsible and contact person at congress
- ✓ Press information for media on web and at events, incl press releases
- ✓ Define, plan and execute PR plan

10-15 hours/month

Management: TBD