

PMI SE MARKETING & COMMUNICATION

**Vision, Mission, Values,
Strategy, Target groups,
Organisation, Tools.**

2018-02-02

Marketing and Communication

Richard Svahn

PMI SE Vision

To have achieved an optimal and sustainable force for change in our society measured by the fact that organizations have embraced and appreciated project as a way they work

Att ha åstadkommit en optimal och hållbar förändringskraft i vårt samhälle genom att organisationer har anammat och uppskattar projekt som arbetsform

PMI SE Mission

Our mission is to create conditions for successful and sustainable projects, and to establish project management as a profession.

Vår uppgift är att skapa förutsättningar för framgångsrika och hållbara projekt, och etablera projektledning som profession.

PMI SE Values

Levande kompetens

Vi vill sprida insikt om projekt som metod för att nå resultat eller genomföra förändring i samhället.

Passion

Vi inspirerar och väcker intresse för projektledning och projektarbete för de som vill nå resultat eller genomföra förändring i samhället.

Vi inspirerar, visar yrkesstolthet och vill få fler att vilja arbeta med projekt.

Inkluderande nätverk

Vi är en stark röst i samhället tack vare våra många medlemmar och vårt stora kontaktnät.

Samhällsnytta genom projekt

Vi är en ideell förening som får fler projekt att lyckas.

Vi lär människor att förstå nyttan av projektformen, projektkunskap och projektarbetssätt.

Vi vill nå tillväxt och effektivt resursutnyttjande i samhället.



Our strategy is simple: deliver value,
be relevant, grow. Let's do great things together.

~ **Mark A. Langley**
PMI President and CEO

Support the PMI Strategic Plan



http://www.pmi.org/-/media/pmi/documents/public/pdf/about/governance/strategic_plan.pdf

PMI Sweden Chapter Strategy

Target group/s:
Project Managers,
Volunteers
Members

Enhance the core

Deliver local events

*Passion for Projects
Congress*

Target group/s:
Leaders
**Explore opportunities
close to the core**

Corporate Outreach

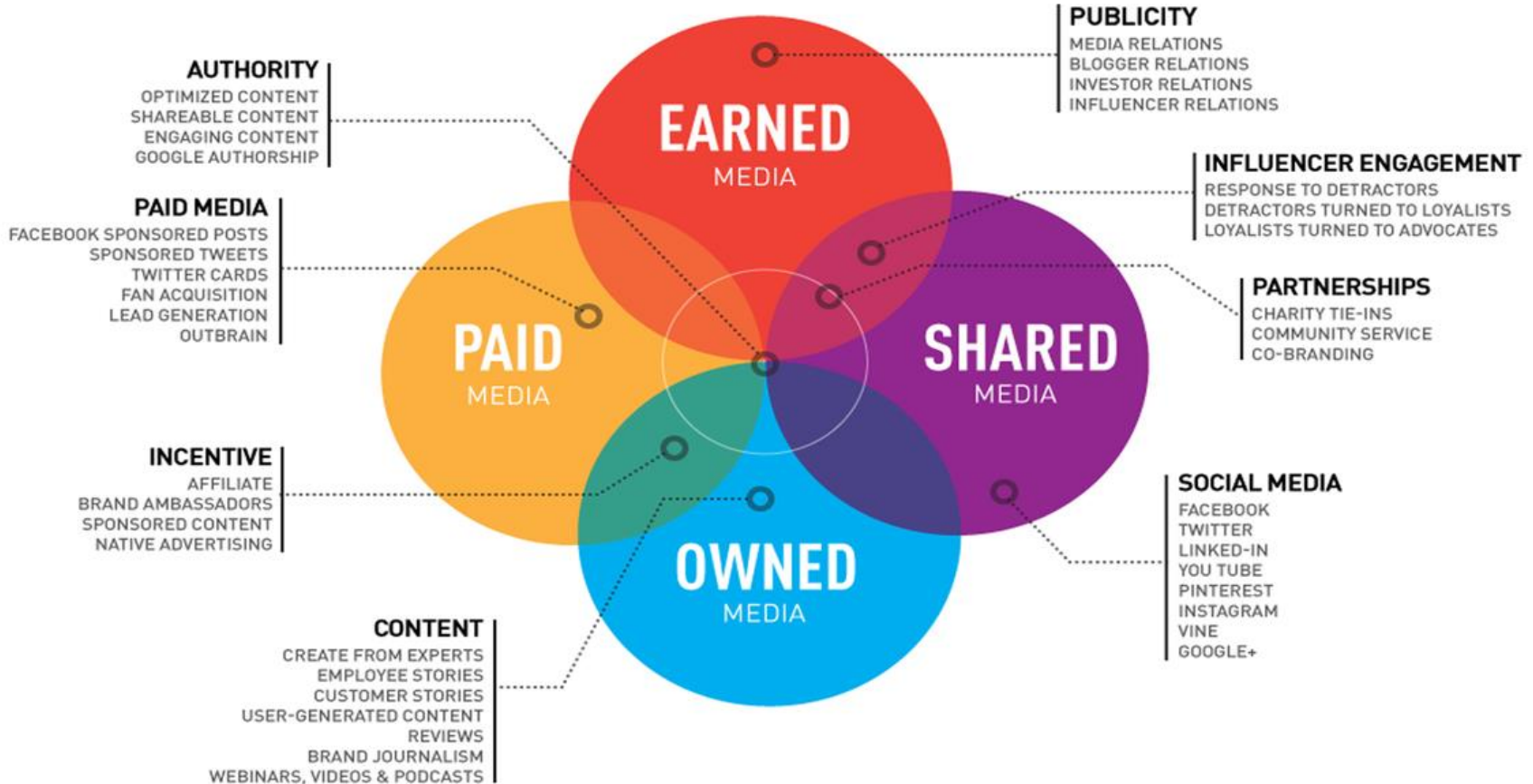
PMI Sweden Chapter Strategy

Grow market by congress in branch

- ✓ Geographically
- ✓ Target group wise
- ✓ Organisations
(w/o volunteers)



PESO



Framtidens marknadsföringsstrategi PMI SE

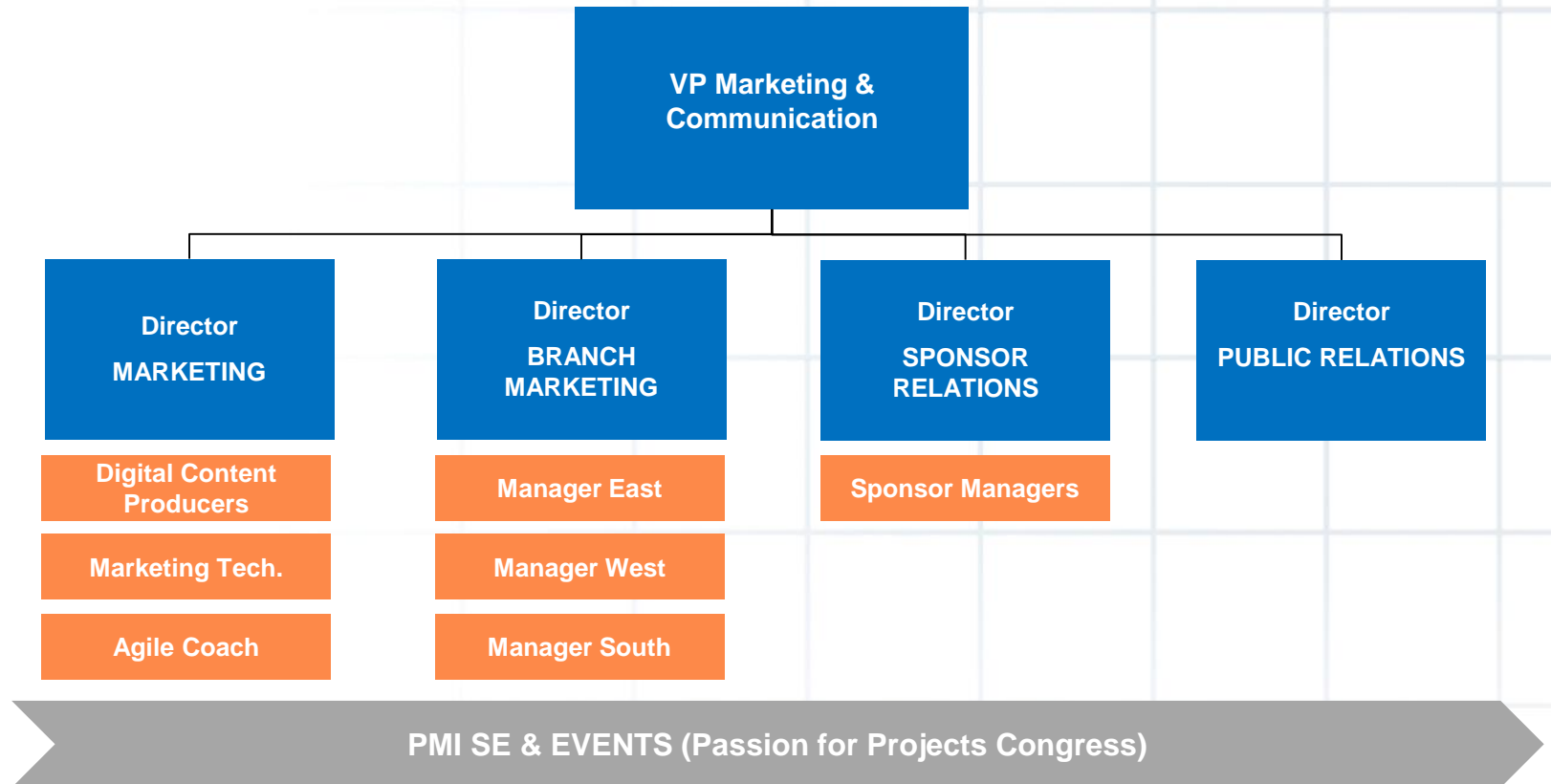
	Pros	Cons
Paid	<ul style="list-style-type: none"> • Scalable: more money equals more distribution • Reliable: guaranteed exposure for your message • Fast: media can be placed in front of your audience today 	<ul style="list-style-type: none"> • Low Trust: everyone is a bit skeptical of a paid placement or ad • Expensive: as reach or frequency increases, so does cost • Ephemeral: once you stop investment, returns will drop off quickly
Earned	<ul style="list-style-type: none"> • Authoritative: you are vouched for by a third-party authority • Cost-Effective Reach: leverage the size and trust of an established audience • Long-Term Benefit: past press mentions or placements can be referenced to create long-term SEO benefits 	<ul style="list-style-type: none"> • Unreliable: you can never guarantee a press mention or placement • Hard to Scale: does not scale well to global efforts or high volumes of messages • Expensive: an effective PR program takes time and/or money to build
Shared	<ul style="list-style-type: none"> • High Trust: people trust their peers more than the media or an ad • Low Cost: the amplification of your content is tied to its quality, not the dollars behind it 	<ul style="list-style-type: none"> • Unreliable: it is hard to predict what will be shared in advance • Unscalable: simply producing more content doesn't always mean more shares
Owned	<ul style="list-style-type: none"> • Low Risk: you can't be shut down when policies change or the platform dies • Long-Term Asset: evergreen content will draw audiences as long as it's relevant, your audience will serve you as long as you nurture it 	<ul style="list-style-type: none"> • Slow: it takes time to build an audience • Not Independent: requires combination with paid, earned, or shared to build an audience

- Kommunikation anpassad efter olika kanaler
- Från print till digitalt
- Från reklam till content
- PMI SE fokus på:
 - Earned (Text långsiktiga relationer med sponsorer)
 - Shared (Social Media, primärt växa på LinkedIn)
 - Owned (Öka antal artiklar, material från seminarier och webinars)

Framtidens 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
 - Är anpassad efter leveransprocessen.
 - 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.
 - Agile Coach: Navigerar, mäter, utvärderar och utvecklar samarbetet och processerna mellan organisationens olika parter.

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 messages 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

Assignment:

- ✓ Building a team and processes
- ✓ Brand management:
 - ✓ Brand Identity Guideline
 - ✓ 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)

Director: Jens Andersson

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

5-10 hours/month

Management:

- Digital Content Producers: Faith Schwanborg (Social Media South/PFP), Sara Bergling Olanders (articles), Dimitrij Aleshkov (Social media, SEO)
- Marketing Technologists: Amin Behzadi (IT group also), PFP Web
- Agile Coach: ???

Branch Marketing

Assignment:

- ✓ 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
 - ✓ Planning the promotion of PMI SE and Congress in the branch

Director: TBD

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)

5-10 hours /month

Management (to be confirmed!):

- Manager West: Pia Strannelind
- Manager South: Christina Andersson
- Manager East: VAKANT

- Pause: Artem Adylev (East)

Sponsor Relations

Assignment:

- ✓ 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

Director: Sara Rahnamoon

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

5-10 hours/month

Management:

- Katarina Korenkova (Region 8/South) – KAM Sponsor XXX
- Lotta Bååth (East/PFP) – KAM Sponsor XXX
- Daniel Stenholm (West/PFP) – KAM Sponsor XXX
- Susanna Bengtsson (South/PFP) – KAM Sponsor XXX
- Ann Nordin (Region 8/PFP/South) – KAM Sponsor XXX

Public Relations (Press & Media)

Assignment:

- ✓ Building a team and processes
- ✓ Building relationships with journalists/media
- ✓ Press contact
- ✓ Contactperson at events
- ✓ Provide information for media on web and at events, incl press releases
- ✓ Define, plan and execute plan – to become visible in media with all our target groups incl Social Responsibility, schools
- ✓ Almedalen – define influencers to collaborate with (KPMG, Manpower...)

Director: TBD

Public Relations (Press & Media)

Output:

- ✓ List of influencers/journalists in media
- ✓ Build relationships with targeted influencers/journalists
- ✓ Be Press Responsible and contactperson at congress
- ✓ Press information for media on web and at events, incl press releases
- ✓ Define, plan and execute plan – to become visible in media with all our target groups incl Social Responsibility, schools
- ✓ Almedalen – define influencers to collaborate with (KPMG, Manpower...)

5-10 hours/month

Management:

- Johan Persson
- Mats Lundell



PMI SE Channels for Marketing

PMI SE Trademarks

PMI Sweden Chapter
PMI Sverige
PMI SE (in Swedish and English)

Passion for Projects Congress
PMI Sweden for Social Responsibility ®

PMI:s certifieringar

Tools:

PMI Brand Identity
PMI Marketing Portal

Partners:

Art Direction: Charlotte Rodenstedt (Bloodyhoney)

PMI SE Marketing Channels

- ✓ Face-2-face meetings seminars, congress, any time we network, all of us
- ✓ Webs, www.pmi-se.org and www.passionforprojects.org
- ✓ PMI Sweden you tube channel -
<https://www.youtube.com/user/PMISweden>
- ✓ LinkedIn company page & group -
<https://www.linkedin.com/groups/2020236>
- ✓ Facebook - <https://www.facebook.com/PMISweden/>
- ✓ #passionforprojects #pmisweden





SWEDEN CHAPTER

Annual Meeting KPIs 2017-12-31 (Marketing's KPI in bold)

KPIs 2017 – 171231

Volunteers (Therese)

- ✓ Volunteer Retention rate – (75) of **non PFP** volunteers remain – **80 %**

Members (Jerk)

- ✓ Increase number of members in PMI SE – **1700** (1621)
- ✓ Member Retention – **80 %** (79,5 %)

Project Managers

- ✓ Provide min 110 PDU in Sweden totally in all branches for members incl webinars – min 30 PDU per area - (Branch chairs incl webinars) (96,5) – **110 PDU**
- ✓ Increase the No of PMI certifications in Sweden to: (Jerk) (2 549) - **2 700**
Increase the No of non-PMP certifications in Sweden to: (69) (Jerk) – **100**
- ✓ Increased presence – numbers of networks (local or virtual) (Branches) – (10) – **13**
- ✓ **Build a "community" – No of members in LinkedIn group – (3139) (Cecilia) – 3400**

Organisations – Corporate Outreach

- ✓ Measure to be established during the year 2017 (Anders)

Awareness of PMI

- ✓ **Number of news articles or columns annually (outside of PMI) (Cecilia) - (1) - 3**
- ✓ Number of awareness sessions – presenting PMI and PMI SE – (Henrik) – (10) – **7**

"Foot-print" by Passion for Projects Congress (re-vived measuer)

- ✓ Arrange one international event with 500 participants – (Martin) – (new) – **500**