



PML 2011

PROJECT MANAGEMENT LEADERSHIP

6th International Conference on

Project Management Leadership

Best Practices in Action

March 24 - 25, 2011
Bangalore



Sponsor Pack

Organized by:



QAI

THE IDEA

The 6th International Project Management Leadership Conference (PML 2011) is a unique forum for exchanging, learning, and accelerating implementation of best practices in the domains of Project and Program Management.

The purpose of this conference has been to promote the existence, implementation and importance of the required essentials for achieving market leadership and performance excellence for the project and the organization.

EVENT HIGHLIGHTS

- Interactive Pre & Post Conference Tutorials
- Entertainment evening, awards presentation, cocktails and gala dinner held on the first day
- Knowledge-packed sessions that cover critical and topical issues related to Project / Program Management
- Insight from industry leaders and practitioners
- Best Practices shared by the international speakers and leading companies from India and abroad
- Focused Conference Tracks that will address issues related to Risk Management, Human Capital & other topics related to Project Management
- Earn PDUs
- Vendor Stalls and Tool Showcase
- Project Management Leadership Awards 2011

KEY TOPICS

Practitioners, Thought Leaders, Industry Experts will share a common platform and discuss on key areas such as:

- Project and Program Management - innovative approaches in current times
- Managing Troubled Projects
- Managing Large Projects
- Application of Tools and structures for effective Project and Program Management- Industry Experiences
- Soft skills relating to Project and Program management
- Project and Program Management model based facilitations

THE AUDIENCE

C level Executives, Project and Program Managers, Advisors, Consultants, Educators etc. from leading organizations.

HOW WERE THE PAST PML'S

Past Project Management Leadership (PML) Conferences were well attended and well received. The conferences had it all from enriching content, knowledge packed sessions, focused tracks covering all aspects of project and program management and related areas, interaction with practitioners, key industry stakeholders, thought leaders and industry gurus etc. providing great networking opportunities over relaxing and exciting gala dinner, awards ceremony and entertainment evenings.

TESTIMONIALS

- *Helped meet Project Managers from different organizations & share knowledge. Conference had best speakers sharing their experience and motivate Professionals."* - [CGI](#)
- *"We got to learn a lot from the industry experienced professionals while sharing their real time experience."* - [Virtusa](#)
- *"The conference did justice to everyone's time, effectively communicating the need of the day/hour! I liked the knowledge sharing by some leaders in Project Management space and learnings from others success and failures."* - [HCL](#)
- *"The conference was a good experience from a non IT background. All speakers were upto the mark and very interesting."* - [Loop Automation](#)

OPPORTUNITY

Wide range of opportunities awaits you at PML 2011

Sponsorships are an excellent way to bring your organization's message directly to a focused audience. The Conference aims to attract key decision makers looking for project and program management products and services. These professionals -make/heavily Influence buying decisions, Invest hugely on project management solutions and use tools and technologies to improve their delivery models.

Reach the Global Project Management Community : The direct marketing mailers for your products, tools and services offerings including banners on event pages on the partners and supporters website and more. The mailer will reach out to thousands of Software and other professionals across the global Project Management community.

Opportunity to Speak: The conference offers your subject matter experts to share their ideas, research with other like-minded practitioners. It enables a high brand recall for your products and services.

Meet, Network and Share: You will have the opportunity to showcase your products to a qualified audience, meet your customers face-to-face and discover new business opportunities.

Showcase your Products and Services: The exhibition, vendor presentations and tool case studies offer the sponsors a unique opportunity to display their prowess to the software and project management community.

Create High Brand Re-Call: You get a complete marketing exposure at the PM Conference, such as verbal and signage recognition, logos on attendee bags and proceedings, and more. Sponsorship of this premier event offers your company lasting recognition and exposure at the highest level. Your company will be recognized as a corporate leader and your affiliation with the PML Conference demonstrates your commitment to high standards.

Promotion

Full color 6 Page brochure | Website | Regular email broadcasts | Advertisements with major search engines | Magazine inserts | PR Campaign | Links to participating organization's websites

FIVE REASONS WHY YOU CANNOT MISS THIS EVENT

- Network on a one- to-one basis with senior decision makers and budget holders.
- Meet new potential customers.
- Gain extensive exposure through the event promotion.
- Reinforce your visibility with your customer base by presenting and exhibiting.
- Demonstrate solutions to a focused and size able audience



Best Practices

Best Practices in Action



SPONSORSHIP PACKS

EVENT SPONSOR

INR 8,00,000*

Benefits

- Logo on all Promotional & Event Material
- Cross Link from QAI website
- Free Stall/ Exhibition space
- Branding on Conference Backdrop, sponsor signage, brochure & emails etc
- Brochure display / handout to attendees
- 10 minute slot in the main hall for presentation on company and services
- Space for 2 promotional banners at the conference venue
- 1 Electronic Direct Mailer to a database of 50,000 members, prior to the conference
- Opportunity to insert brochures/demo CDs in conference kits
- Corporate slides on the screen at the Conference venue
- Opportunity to speak at the Conference in the main hall - Technical track
- (Subject to review & decision by the Technical Committee)
- 1 Electronic Direct Mailer to a database of 50,000 members, post the conference
- "Sponsors Inserts to go with hard copy mailing of 8000 brochures(Inserts to be restricted to one/ A4 size insert)"
- 60 sec product demo on the screen at the Conference venue
- 4 Complimentary Conference registrations
- 4 Complimentary Tutorial registrations
- Branding at Conference Tutorials
- Tool demo at the Conference tutorials during the breaks
- Complete branding opportunity at the conference sessions
- Questionnaire designed by the sponsor will be administered by QAI at the conference venue
- Access to final attendee list for post-conference follow-up

PLATINUM SPONSOR

INR 5,00,000*

Benefits

- Logo on all Promotional & Event Material
- Cross Link from QAI website
- Free Stall/ Exhibition space
- Branding on Conference Backdrop, sponsor signage, brochure & emails etc
- Brochure display / handout to attendees
- 10 minute slot in the main hall for presentation on company and services
- Space for 2 promotional banners at the conference venue
- 2 Complimentary Tutorial registrations
- 1 Electronic Direct Mailer to a database of 50,000 members, prior to the conference
- Opportunity to insert brochures/demo CDs in conference kits
- Corporate slides on the screen at the Conference venue
- Opportunity to speak at the Conference in the main hall - Technical track (Subject to review & decision by the Technical Committee)
- 2 Complimentary Conference registrations
- 1 Electronic Direct Mailer to a database of 50,000 members, post the conference

GOLD SPONSOR

INR 3,50,000*

Benefits

- Logo on all Promotional & Event Material
- Cross Link from QAI website
- Free Stall/ Exhibition space
- Branding on Conference Backdrop, sponsor signage, brochure & emails etc
- Brochure display / handout to attendees
- 10 minute slot in the main hall for presentation on company and services
- Space for 2 promotional banners at the conference venue
- 2 Complimentary Tutorial registrations
- 1 Electronic Direct Mailer to a database of 50,000 members, prior to the conference

SILVER SPONSOR

INR 2,50,000*

With Booth

Benefits

- Logo on all Promotional & Event Material
- Cross Link from QAI website
- Free Stall/ Exhibition space
- Branding on Conference Backdrop, sponsor signage, brochure & emails etc

Non Booth

- Logo on all Promotional & Event Material
- Cross Link from QAI website
- 1 Electronic Direct Mailer to a database of 50,000 members, post the conference
- 2 Complimentary Conference registrations
- Branding on Conference Backdrop, sponsor signage, brochure & emails etc

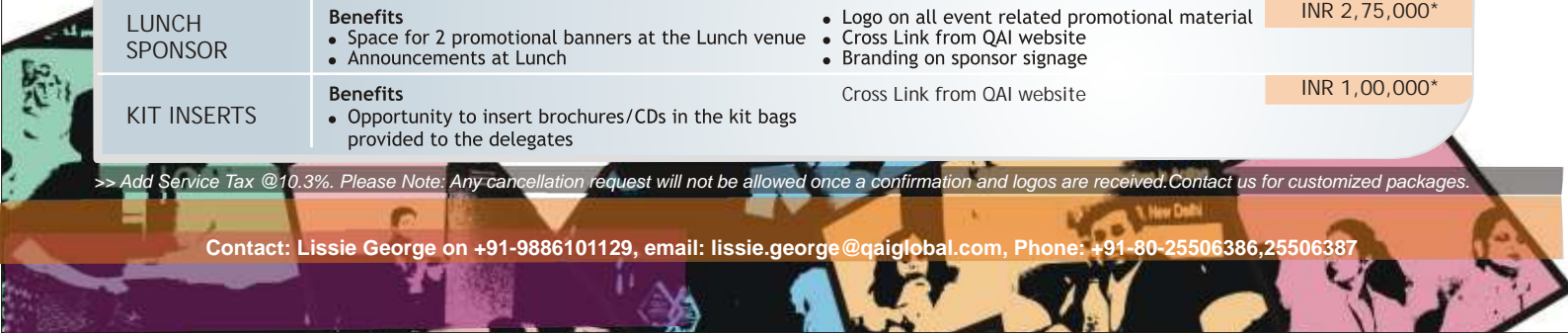
SPECIAL - NON BOOTH OPTIONS Available for International Organizations. Write to us for details

A' LA CARTE

GALA DINNER	Benefits <ul style="list-style-type: none"> • Logo on all event related promotional material • Cross Link from QAI website • Branding on Conference Backdrop, sponsor signage, brochure & emails etc 	<ul style="list-style-type: none"> • Logo on all Dinner invitations • Branding at Dinner venue • Announcements at Dinner • 4 Complimentary Dinner Invitations • Presentation slot of 20 minutes at the Dinner function 	INR 2,75,000*
BRANDED CONFERENCE BAGS	Benefits <ul style="list-style-type: none"> • Sponsors Logo on conference kit • Logo on all event related promotional material 	<ul style="list-style-type: none"> • Cross Link from QAI website • Branding on sponsor signage 	INR 1,25,000*
T-SHIRTS	Benefits <ul style="list-style-type: none"> • Sponsor's logo on T-Shirts for delegates of the conference 	<ul style="list-style-type: none"> • Logo on all event related promotional material • Cross Link from QAI website • Branding on sponsor signage 	INR 1,25,000*
LUNCH SPONSOR	Benefits <ul style="list-style-type: none"> • Space for 2 promotional banners at the Lunch venue • Announcements at Lunch 	<ul style="list-style-type: none"> • Logo on all event related promotional material • Cross Link from QAI website • Branding on sponsor signage 	INR 2,75,000*
KIT INSERTS	Benefits <ul style="list-style-type: none"> • Opportunity to insert brochures/CDs in the kit bags provided to the delegates 	Cross Link from QAI website	INR 1,00,000*

>> Add Service Tax @10.3%. Please Note: Any cancellation request will not be allowed once a confirmation and logos are received. Contact us for customized packages.

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PAST SPONSORS / SUPPORTERS OF PML CONFERENCE



ABOUT QAI

QAI is a leading global consulting and workforce development organization addressing 'Operational Excellence' in IT, BPO and Knowledge intensive service organizations.

QAI Global Services, the consulting division of QAI, addresses the space of Operational Excellence which includes the areas of Process Management, Quality Management, Innovation Management, Project Management, IT Service Management and others.

QAI Global Institute, the Competency Development division of QAI, focuses on creating international Education and Training products and services to address the Competence Development, Assessments and Certifications to cater to the large pool of manpower requiring skills for increased employability.

QAI's regional bases across the globe in the US, Singapore, China, Malaysia and India help to innovatively distribute and manage engagements across multiple locations.

QAI

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Organized by:



QAI

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