



Building professionalism in project management.™

Project Management Institute
Houston Chapter, Inc.



Public Relations Plan

For Calendar Year 2006

Revised from 2005

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Agenda

- Background
- Objectives
- Scope
- Constraints
- Assumptions
- Reporting
- Deliverables
- Progress to Date
- Questions for PMI BOD
- Next Steps



Background: 2003 - 2004



- 2003 - Public Relations committee included Sponsorship and Scholarships; Communications committee included Advertising (paper newsletter); no Awards sought
- 1H2004 - No PR, sponsorship, or advertising functions; no Awards sought

Background: 2004 - 2005

- 2H2004 – PR function re-established to include Sponsorship, Scholarships, Advertising (Web), Media Relations, and Awards
- 2005 – PR function activated, process definitions and staffing begun

Background: 2004 - 2005



- 2004-2005 Mission Statement for PMI Houston:

We grow today's business change leaders for a better, more prosperous tomorrow.

Businesses and individuals survive and thrive to the degree that they excel at innovation, customer service, product/service quality, and in adapting to an ever-changing competitive environment. Projects are the lifeblood of businesses because they are the instruments of continuous improvement and business change. We grow competent, skilled project managers who consistently deliver superior business results in a very challenging business environment. Thus, we also enable individuals to achieve their highest professional development goals as business change leaders.

Mission

Public Relations establishes the identity for PMI Houston and assures that it is communicated in the most favorable way to all of our stakeholders.

Objectives (1 of 2)



- To support PMI Houston in achieving its business and performance objectives, as follows
 - Increase awareness of PMI Houston
 - Establish and improve relationships between PMI Houston and other entities
 - Increase active participation by members
 - Provide meaningful educational opportunities for project managers
 - Recognize outstanding project management **and component** achievement
 - **Develop funding so that PMI Houston is able to pursue objectives in a fiscally responsible manner**

Objectives (2 of 2)

- Demonstrate accountability of the PR function
 - Measures to be based on objectives on previous page

Scope (1 of 2)



In scope:

- PMI Houston
 - Meeting venues
 - Current: Galleria, North, Downtown
 - Future: Park 10, Sugarland
 - Training events
 - Conference
 - Scholarships
- Region 6 Leadership Conference
- Review PMIH publications for consistent branding

Scope (2 of 2)



Out of Scope:

- Creating and placing paid advertising
- Creating brochures and flyers for events
- Individual attention to members, awards, membership recruiting, retention, etc. is under the VP Membership. For example, for the Volunteer of Quarter, Volunteer of Year, Hero of the Month: Membership committee selects; PR publicizes to media outlets, alumni papers, hometown papers, etc.

Constraints

- PR function is new and will take time to ramp up
- PR committee is staffed by volunteers with other demands on their time
- Directors for the Awards Committee, North Venue, and Downtown Venue have not yet been identified
- Role of Sponsor must be further defined

Assumptions (1 of 2)

- Limited budget is available; start with “zero-based” budget approach; then create budget
- PR Committee with coordinate with other BOD committees, e.g., E-Business, Programs, Communications, Professional Development
- During 2006, PR will be limited to support of other PMIH events (no “PR events” as such)

Assumptions (2 of 2)

- Advertising and Sponsorship will generate revenue for the chapter
- PR Plan will be kept “evergreen”

Reporting

- Monthly report from PR subcommittees to be aggregated for monthly BOD meeting report
- Reporting will support measurement against objectives

Deliverables (1 of 2)



- Media Relations
 - Placement of notices of meetings and other events
- Sponsorship
 - X number of sponsors at \$X apiece (cash or in-kind donations)

Deliverables (2 of 2)



- Scholarship
 - Minimum of two scholarships to be awarded
- Awards
 - Nomination for X awards from PMI Global
- Advertising
 - \$X of advertising revenue

Questions for BOD (1 of 4)



- Are PR objectives on slide 6 aligned with the PMIH business objectives?
 - Yes, but add an objective that we need to make money in order to fund our other objectives
- If not, what are the business objectives for PMIH for 2006?
 - See above
- Do we have a PMIH mission statement for 2006?
 - Same as 2004 and 2005

Questions for BOD (2 of 4)



- What are the chapter's expectations and needs for the Sponsorship program for 2006?
 - Funding Sponsorship would generate? If so, what will the funding be used to finance? (Scholarships, Training, etc...)
 - Yes, we need Sponsors to fund us ongoing operations and deficit reduction. Examples from BOD:
 - Underwriting the monthly meeting at HESS
 - Funding scholarships for students to attend PMI training classes

Questions for BOD (3 of 4)



- Do we need training facilities?
 - Yes, this is definitely an inkind sponsorship
- Do we need PR exposure from the sponsors?
 - Yes, for internal marketing to their employees who are PMs

Questions for BOD (4 of 4)



- Other items?

- Goodwill must come first; after that, dollars will come from sponsors.
- We could put sponsor logos on our monthly newsletter.
- PR should examine the charter from PMI Global to see if any other objectives can be identified.
- Another PR role that should be captured in the presentation explicitly is review of other PMIH publications for consistent branding.

Next Steps: Sponsorship

(1 of 2)



- Set goals based on needs and expectations defined by BOD
- Benchmark other chapters' programs (Dallas, Denver, etc...)
- Revisit chapter sponsor benefits (what's in it for the sponsor) This will require some discussion with potential sponsors.

Next Steps: Sponsorship

(2 of 2)



- Communicate with members to determine potential sponsor organizations.
- Discuss interfaces:
 - Meeting sponsorship with Programs committee
 - Training facilities sponsorship (in-kind) with Professional Development committee.
 - Sponsorship and Connections program with Membership committee
 - Conference sponsorship with Conference committee

Next Steps: Advertising

- Investigate ad pricing and verbiage for other PMI chapters of similar size
- Review requirements for placing advertisements
- Work out process with E-Business
- Compile list of potential advertisers
- Respond to queries already received

Next Steps: Media Relations



- Update Media Relations Plan with builds from PR committee meeting
- Complete and distribute press releases for future meetings
- Investigate www.PRWeb.com as source of PR placement (voluntary contribution only)

Next Steps: Scholarship

- Investigate possible recommendations
 - Change schools
 - Change format for scholarship application
 - Increase number of scholarships

Next Steps: Awards



- Work with Awards Director to select applicable awards to submit for
- Follow up with individual/company interested in nomination for PMI Eric Jenett Project Management Excellence Award
- Consider applying for Component of the Year (PMI Global)

Next Steps: Venues

- PR Director for PMI North venue appointed
- Identify PR Director for Downtown venue
- Identify PR Director for other venues as they are added

Next Steps: Associations

(1 of 2)



- Compile list of associations
 - Top 25 non-profit associations in Houston
(*Houston Business Journal Book of Lists*)
 - Other associations with overlapping interests
 - Houston Business Roundtable (E & C)
 - Association of Women in Computing
 - Association of Information Technology Professionals
 - PM Tool/Vendor User Groups/Other

Next Steps: Associations

(2 of 2)



- Other associations with overlapping interests (cont'd)
 - PMI Clear Lake / Galveston Chapter
 - SWE - Society of Women Engineers
 - SPE - Society of Petroleum Engineers
 - TSPE - Texas Society of Professional Engineers

Next Steps: VP E-Business



- Meet with PR Advertising Director
- Prepare for advertising and media link
- Identify E-Biz Advertising Director
(counterpart to PR Advertising Director)
- Set up email address for advertising queries
(done)

Next Steps: VP PR

- Identify budget for 2006
 - G/L accounts established
 - Expenses
 - Revenue
- Continue to refine plan (evergreen)
- Prepare for PR continuity into 2007 and beyond