

PMI Component Marketing Guide

Introducing the new PMI Practitioner Campaign ...
Now available for your use to recruit and retain membership.

2008 Practitioner Campaign Overview2
Materials Available for Your Use3
Print Ad: Retention4
Print Ad: Recruitment5
Online Ads6
Customizable Flyer: Retention7
Customizable Flyer: Recruitment8
Your Feedback is Encouraged9

All materials can be downloaded at the [Component Leadership Online Community](#) site.

2008 Practitioner Campaign Overview

In June of 2008, PMI launched an exciting global campaign to increase awareness of project management and to encourage more project professionals to take advantage of all that PMI has to offer — from global credentials to professional development to local chapter membership.

The message: “Good things happen when you get involved with PMI.” The campaign assures the targeted audiences that whether they are starting, building or looking to advance their careers, PMI can help them reach greater success.

The audience: The campaign is designed to speak to project practitioners at three different levels of career maturity who are not yet fully engaged in the PMI global community:

1. Those starting their project management career
2. Those building their project management career
3. Those looking to advance their project management career

The approach: Each ad features a photo of a project professional who relates, through a quote, how PMI has helped to further his or her career. The audience is encouraged to get involved by going to the campaign landing page at www.pmi.org/community. Once there, they see questions such as: “Where can I find project management resources?” and “How can I connect with others involved in projects?” The answers to these questions point to appropriate PMI products and services. From there, they can actually join PMI and PMI Components.

The media: The campaign has run/is running in various project management-related publications and online sites frequently visited by the desired audiences.

The timing: This campaign is running now through the end of 2008. Modifications will be made for 2009 and new materials will be provided as they are available.

Go Back to Page 1

Materials Available for Your Use

As the campaign unfolds, PMI Components have the opportunity to take advantage of the materials, too. The following campaign pieces have been developed specifically for your use and can be downloaded at the [Component Leadership Online Community](http://componentleadership.pmi.bluestep.net/) site (<http://componentleadership.pmi.bluestep.net/>).

- Use them to promote your own events, programs, membership and more.
- Place print ads in your local media.
- Add online ads to your Web site or reach out to other providers for posting.
- Distribute customizable flyers at meetings and events.

More materials are in development and will be announced in *FridayFacts* as they are available.

Coming soon: Customizable ads that include your Component logo, contact information and messaging!

[Go Back to Page 1](#)

All materials can be downloaded at the [Component Leadership Online Community](#) site.

Print Ad: Retention

What is this?

This print ad is designed to speak to your current Component members with a strong retention message. It provides your members with solid reasons for staying involved with PMI and renewing their membership. It is available in six different sizes: US Letter, A4, US Tabloid (full and half page) and International Tabloid (full and half page), in both full color and black and white.

How can I use it?

You can run this ad in any appropriate media, such as your local project management newsletter or within an event or program guide. If you have purchased media space, you can simply download the ad from the Component Leadership Online Community site and forward it to the appropriate publication.



[Go Back to Page 1](#)

All materials can be downloaded at the [Component Leadership Online Community](#) site.

Print Ad: Recruitment

What is this?

This print ad is designed to promote new membership and recruit more project professionals to join both PMI and your Component. It is available in six different sizes: US Letter, A4, US Tabloid (full and half page) and International Tabloid (full and half page), in both full color and black and white.

How can I use it?

Place this ad in your local project management periodical or within R.E.P. materials to attract potential members and show them the value of contributing their time and talents to your local Component. If you have purchased media space, you can simply download the ad from the Component Leadership Online Community site and forward it to the appropriate publication.



[Go Back to Page 1](#)

All materials can be downloaded at the [Component Leadership Online Community](#) site.

Online Ads

What are these?

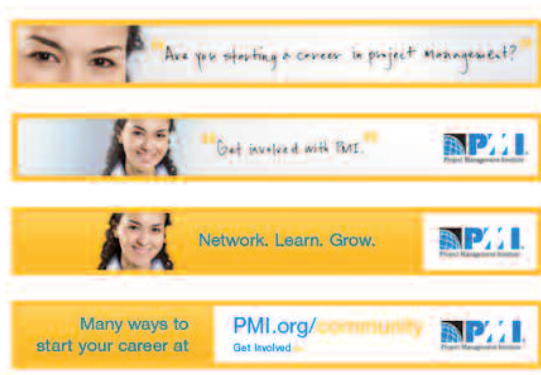
These are online ads that promote the campaign's core message of greater engagement with PMI and PMI Components. They come in the three most common online ad sizes (728x90, 468x60, 120x600) and target three different audiences: those starting, building and advancing their careers. You choose the audience segment you want to reach and the desired size.

How can I use them?

Online ads can be easily posted on your Component Web site and any provider sites you think are appropriate. Remember, placement of ads on most Web sites requires advance notice and the negotiation of a fee. To download the ads of your choice, simply go to:

http://componentleadership.pmi.bluestep.net/download/123321_U126961__748235/Online_Ads_Instruct.doc

and cut-and-paste the provided code onto your Web site.



Starting 728x90



Building 468x60



Advancing 120x600

[Go Back to Page 1](#)

Customizable Flyer: Retention

What is this?

This is a two-sided flyer focused on retaining your current members that allows you to customize your message. One side of the flyer is the Retention Print Ad described on the Retention page. The other side is a blank template that you can customize with your own information. It is available in two different sizes: US Letter and A4.

How can I use it?

The Retention flyer is a perfect tool to encourage members to stay involved with PMI by renewing their membership and engaging more in PMI activities. Suggested uses include:

- Promotion of educational sessions and speakers
- Promotion of PMP® training
- Promotion of volunteer activities that help people gain project management experience

How do I customize it?

The template is created in Microsoft® Word so you can customize it yourself. Simply type in your message and your Component contact information, drop in your logo and print the flyers on your own color printer or at a local quick printing business.



[Go Back to Page 1](#)

All materials can be downloaded at the [Component Leadership Online Community](#) site.

Customizable Flyer: Recruitment

What is this?

This is a two-sided flyer focused on recruiting new members. Like the Retention Flyer, it allows you to customize your message. One side of the flyer is the Recruitment Print Ad. The other side is a blank template that you can customize with your own information. It is available in two different sizes: US Letter and A4.

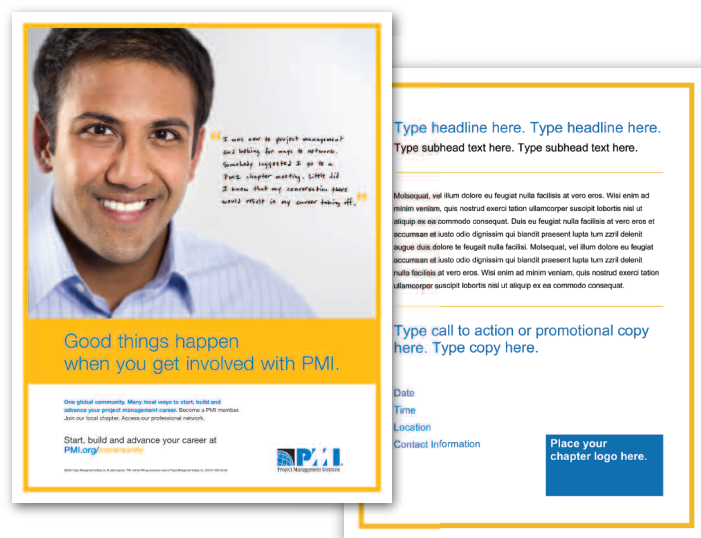
How can I use it?

The Recruitment Flyer is a great way to encourage non-members to get involved with PMI by joining your chapter and PMI and/or earning a credential. Suggested uses include:

- Promotion of chapter events that you are using to bring in new members
- Promotion of educational sessions and speakers
- Promotion of PMP® training
- Promotion of volunteer activities that help people gain project management experience

How do I customize it?

The template is created in Microsoft® Word so you can customize it yourself. Simply type in your message and your Component contact information, drop in your logo and print the flyers on your own color printer or at a local quick printing business.



[Go Back to Page 1](#)

All materials can be downloaded at the [Component Leadership Online Community](#) site.

Your Feedback is Encouraged

We hope you find these materials helpful in your efforts to grow your Component. Please participate in a brief survey regarding which materials you find most helpful and let us know what other items would be valuable. This survey can be found at <http://www.zoomerang.com/Survey/?p=WEB2284EAXER37>. PMI wants to help you succeed in creating a strong and vibrant local Component. We believe you will find these materials to be an important tool in that effort.

Thank you!

Go Back to Page 1