

## EDITORIAL - NOVEMBER 2007

# More Project Management Conferences: Major Trend or Market Reflection?

*By David L. Pells  
Managing Editor*

Autumn and Spring seem to be the favored seasons for project management conferences, in both the northern and southern hemispheres. And this year, there were more than ever. The number, location and size of project management events are increasing, with more organizations sponsoring and organizing project Management conferences, congresses, forums, seminars and summits.

Is the increasing number of PM conferences a major new trend? Or is this simply a reflection of the growing market for PM products and services, as more individuals and organizations seek more PM knowledge and education, with more organizations responding to that market demand? Is it a good thing or not? Does it matter?

### **The Value of PM Conferences**

In April 2007, my editorial in the *PM World Today*, I discussed the "Value of PM Conferences: Why they are important for Individuals, Organizations, Industry, Government and Profession." As indicated in that article, conferences offer individuals opportunities to advance both their own careers and the profession (by researching and publishing/presenting a professional paper). Organizations can gain from participating in PM conferences by gaining more productive and professional employees, and finding new customers, employees and solutions. Industries can gain by advancing industry-related solutions, productivity and competitiveness, even promoting the industry itself.

Governments, nations and economies can also benefit from PM conferences when such events lead to increased productivity of local people and organizations, improved productivity and better solutions on governmental programs and projects, and further development of the local PM profession and marketplace. And PM conferences generally advance the profession in various ways. Please review the entire April editorial at <http://www.pmworldtoday.net/editorials/2007/apr.htm>.

All in all, my opinion is that more PM conferences is good thing.

### **More International PM Conferences**

During 2007, international conferences have already been held in Atlanta, Budapest, Crakow, Hong Kong, Lima, London, Paris, Sao Paulo, Seattle, Singapore, Sydney, and Washington, DC, among others. They have been sponsored by the world's largest project management societies, including IPMA and PMI, and by commercial

organizations. Yet to come just in November and December 2007 are global congresses and international PM events in Alexandria (USA), Cancun, Anaheim, New Delhi, Madrid, Singapore and Vienna.

The trend will continue in 2008 with the following major events already scheduled:

- 1<sup>st</sup> BPUG International Congress, February 2008 in London, UK
- NASA PM Challenge 2008 – February 26-27 in Daytona Beach, Florida, USA
- PMI Global Congress 2008 – Asia Pacific, March 3-5, 2008 in Sydney, Australia
- PMAJ International Project & Program Management Symposium Tokyo 2008, March 10-11, 2008 in Tokyo, Japan
- European Academy of Management Congress – May 3-5, 2008 in Slovenia.
- PMI Global Congress 2008 – EMEA, May 19-21, 2008 in Marrakech, Morocco
- PMI CPM 24<sup>th</sup> International Conference – May 14-16, 2008 in Clearwater Beach, Florida, USA.
- PMI Research Conference 2008 – July 13-16, 2008 in Warsaw, Poland
- PMI Global Congress 2008 – North America, October 18-21, 2008 in Denver, Colorado, USA
- PMI Global Congress 2008 – Latin America, November in Sao Paulo, Brazil
- IPMA ROMA 2008 World Congress on Project Management, November 9-11, 2008 in Rome, Italy
- 20<sup>th</sup> International Program Management Conference, November 2008, Virginia, USA
- PMA Global Symposium on Project Management, December in New Delhi, India

### **National PM Conferences**

The following PM conferences are sponsored by national PM associations and occur on an annual basis – this is just a sampling as there are others not listed.

- AIPM National PM Conference – October 2007 in Hobart, Tasmania and in 2008 during October 12-15 in Canberra
- APM Project Management Conference, October 30-31, 2007 in London, with 2008 conference announced but not yet scheduled.
- PMI New Zealand annual PM conference – October 17-19, 2007 in Wellington and in 2008, but date and location not yet announced.
- Swedish PM Forum annual conference – 2008 date and location not yet set.

Other major PM events will be held in Austria, Denmark, France, Germany, Greece, Iran, Ireland, Norway, Russia, Turkey and in other countries.

### **Local & Regional PM Conferences**

Many PMI components are now hosting major PM events each year, generally billed as “Professional Development” events. Here is just a small sampling.

- PMI Greater New Orleans Chapter Professional Development Summit, October 28-30, 2007, New Orleans, USA.
- 7<sup>th</sup> Annual PMI OVOC Symposium – November 6-8, 2007, Ottawa, Canada
- PMI Switzerland National Event – November 22, 2007, Bern, Switzerland
- Project & Portfolio Management Conference – Nov 19-20, 2007 in Vienna, Austria
- PMI Athens PM Congress – November 29, 2007, Athens, Greece
- Project Management Conference Sydney – Nov 29, 2007, Sydney, Australia
- PMI Seminar at Sea III – PMI Galveston, March 27-31, 2008, USA
- PMI Dallas Chapter Professional Development Day – April 2008, Dallas, USA
- Happy Projects '08 – May 29-30, 2008 in Vienna, Austria
- 2<sup>nd</sup> UTD PM Symposium – August 4-5, 2008, Plano, Texas, USA
- PMI SNEC Seminar at Sea – August 14-18, 2008, New York, USA
- 2008 VICTORIAN Conference – August 28, 2008, Victoria, Australia

Most national PM associations and PMI chapters now hold a major event each year. With over 50 national PM societies and more than 250 chapters around the world, that amounts to many PM events being held on a local, national or regional basis.

### **PM Conferences sponsored by Companies**

A number of large annual PM events are also sponsored by commercial companies around the world, either PM software suppliers or commercial events companies, including the following:

- Dekker – annual users' conference in San Diego, USA
- Deltek – annual users' conference has grown larger since acquisitions of Welcom and several other PM companies in recent years.
- Microsoft Office Project Conference – October 2007 in Seattle, December 2007 in Madrid, and two locations in 2008 to be determined (for users and Microsoft partners, events draw several thousand each)
- Primavera annual PM Conference – users' conferences each year in the USA and in Europe.
- Project World conferences – with 3-4 held each year, with two in North America, at least one in Europe and one in Asia.

### **PMForum Events Calendar**

In an effort to provide a global service to event organizers and planners, we are now posting PM event information at <http://www.pmforum.org/events/index.htm>. As Mike Nichols, current APM Chair, suggested in July when we met in London, "If you could provide a single place where PM conference dates and locations are shown, it would be an enormous help to us when planning our events."

As can be seen from the above lists of PM events, this is not an easy task. Please notify me if you have a major PM event scheduled so we can add it to the PM Events Calendar on [www.pmforum.org](http://www.pmforum.org) where information about most of the above future events can be found.

### **PMForum Events Partnership Program**

In an effort to provide assistance to organizations that are planning or holding major PM events, PMForum has launched two major event partnership programs this year.

**Event Media Partnerships** – PMForum is now offering media partner services for major PM events around the world. Media services include event banner & logo on PMForum (PMF) websites; breaking news articles & news releases published prior to event; breaking news from the event; news announcement and articles after the event – coverage on [www.pmforum.org](http://www.pmforum.org) and [www.pmworldtoday.net](http://www.pmworldtoday.net). This was established as a service to professional associations and is available on a media exchange basis, with no cash payments involved.

During 2007, PMForum served as media partners for the following events:

- May 2007 – PMI Dallas Chapter's Professional Development Day, Dallas, USA
- Jun 2007 – IPMA 2007 World Congress on Project Management, Crakow, Poland
- Aug 2007 – 1<sup>st</sup> UTD PM Symposium, Plano, USA
- Oct 2007 – PMI Greater New Orleans Chapter, Professional Development Summit, New Orleans, USA
- Oct 2007 – Microsoft Office Project Conference 2007, Seattle, USA
- Oct 2007 – APM Project Management Conference, London, UK
- Nov 2007 – PMA Global Project Management Symposium, New Delhi, India

So far we are signed on to provide Media Partner Services for the following events:

- Mar 2008 – PMAJ International Project and Program Management Symposium, Tokyo, Japan
- Aug 2008 – 2<sup>nd</sup> UTD PM Symposium, Plano, Texas, USA
- Nov 2008 – IPMA ROMA 2008 World Congress on Project Management, Rome, Italy.

**Event Production Partnership** – PMForum can provide planning & organizing support; keynote speakers; global promotion (event banners & logos on PMF websites, news announcements & articles before & after event, live coverage from the event); publication of papers & products of the event in PM World Today and on [www.pmforum.org](http://www.pmforum.org); and overall project management help. Event website support is also available. This program was successfully launched in August 2007 with our co-sponsorship of the 1<sup>st</sup> UTD PM Symposium in Plano, Texas, in partnership with the University of Texas at Dallas and the PMI Dallas Chapter. This will be repeated in

August 2008 with the 2<sup>nd</sup> UTD PM Symposium in Plano. PMForum is prepared to assist PMI chapters, national PM associations, universities and other organizations with the planning, organizing and conducting PM events.

Some examples of PMForum's media coverage of events can be found at [http://www.pmforum.org/events/partner\\_program.htm](http://www.pmforum.org/events/partner_program.htm). For information about either of these event partnering opportunities, send an inquiry to [editor@pmforum.org](mailto:editor@pmforum.org).

## In Conclusion

In summary, and in my opinion, the following statements are true:

- ❖ The value and importance of PM conferences is now widely recognized, adding pressure to established PM associations to sponsor events.
- ❖ The number of major PM events around the world is increasing rapidly, on an international, regional, national and local basis.
- ❖ This is occurring due to three market factors, among others:
  - The demand for project management education, knowledge, information and professional development continues to grow – in most industries, locations and markets;
  - PM associations and PMI chapters are growing in size and strength, leading to the sponsorship of more local and regional events; and
  - PM conferences can be quite profitable.
- ❖ Commercial organizations are entering the market and sponsoring major PM conferences, seminars and other events, on a global basis.

I think these are all positive trends and reflect the continued growth of both the market for project management and the maturing of the PM professional world. We hope our Events Partnership Program can also be helpful to some organizations.

*Good luck on your projects!*

David L. Pells  
Managing Editor  
PM World Today  
[www.pmworldejournal.net](http://www.pmworldejournal.net)  
[www.pmforum.org](http://www.pmforum.org)



*David L. Pells*  
*Managing Editor PM World Today*



David L. Pells is the Managing Editor of PM World Today and of [www.pmforum.org](http://www.pmforum.org) one of the world's leading online sources of project management news and information. David is an internationally recognized leader in the field of professional project management, with over thirty years' experience in project management related activities and positions. His professional experience includes a wide variety of programs and projects, including engineering, construction, transit, defense and high technology, and project sizes ranging from several thousand to ten billion dollars. He served on the board of directors of the Project Management Institute (PMI®) twice, and was awarded PMI's Person of the Year award in 1998 and Fellow Award in 1999. David can be reached via email at: [editor@pmforum.org](mailto:editor@pmforum.org)