

Project Management in Spain: Monthly report

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The PMI Madrid Chapter celebrated its XIII Annual Project Management Congress

Last November 24th, I had the opportunity to attend the 13th Project Management Congress in Madrid at “Hipódromo de la Zarzuela”. All event attendees considered that event as a great success, not only because the content but also because its organization. Almost 400 professionals joined this event, one day long and with a tied and intensive agenda. I had the opportunity of interviewing two project professional colleagues from the PMI Madrid Chapter, Claudia Alcelay, PMP and current PMI Madrid Chapter President, and Charo Fresneda, PMP and PMI Madrid Chapter volunteer, event project manager. I will summarize both interviews as follows:



Claudia Alcelay
PMI Madrid Chapter President

Claudia, what were the event objectives?

Alfonso, our Board of Directors has as an objective to expand and attract project Management practitioners from other sectors, organizing events with different focus or area of expertise. We expected the following objectives:

- Opening project Management to different sectors, attracting new audiences and new organizations to practice project management
- Sharing what is done outside with the PMI Chapter members, thinking “out of the box”

Claudia, could you update us about the PMI Chapter status since you are Chapter President?

Alfonso, I can perceive an exciting Chapter, a Board of Directors with a lot of interest to get things done and make it happen. We have some volunteers, but they sometimes lack motivation; I believe we need to reinforce the volunteers’ recognition and contribute to motivating them.

Thanks so much Claudia, go ahead!



Charo Fresneda,
PMI Madrid Chapter Officer

Charo, I’ve followed your career and I always considered you as a never stop person. There are not obstacles impossible to be overcome for you. Which were your challenges in this project?

Alfonso, perhaps the first one has been to get volunteers involved and motivated working together as a team in the event planning and preparation. The second has been the event organization, to keep in touch and sell the idea to the Sponsors, to get an agreement with the Speakers, agreeing the event logistics, but finally we achieved it. We have built up a great team and I personally feel very proud and satisfied about the results.

Charo, what were the scope of audience for this event?

Look, Alfonso, we wanted to attract not only project managers, PMO leaders, but entrepreneurs and business owners, the legal business, Agile practitioners. Basically, to extend the usual audience to think out of the box.

Basically, the risks that we have had to manage have been some speakers that could not come and needed to be substituted, it has been a risk event that happened and we had a mitigation plan that we could apply. Other important risk was to be overwhelmed by a bigger amount of attendees than expected, and although we have had more people than expected we could manage it.

Charo and Claudia, congratulations and thanks so much. See you at the next PMI Madrid Chapter Congress on March 2017. If this Congress was good, next one can be BETTER.

About the author



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Alfonso Bucero, MSc, CPS, PMP, PMI-RMP, PfMP, PMI Fellow, is an International Correspondent and Contributing Editor for the **PM World Journal** in Madrid, Spain. Mr. Bucero is also founder and Managing Partner of BUCERO PM Consulting. Alfonso was the founder, sponsor and president of the PMI Barcelona Chapter until April 2005, and belongs to PMI's LIAG (Leadership Institute Advisory Group). He was the past President of the PMI Madrid Spain Chapter, and then nominated as a PMI EMEA Region 8 Component Mentor. Now he is a member of the PMIEF Engagement Committee. Alfonso has a Computer Science Engineering degree from Universidad Politécnica in Madrid and is studying for his Ph.D. in Project Management. He has 32 years of practical experience and is actively engaged in advancing the PM profession in Spain and throughout Europe. He received the PMI Distinguished Contribution Award on October 9th, 2010 and the PMI Fellow Award on October 22nd 2011. Mr. Bucero can be contacted at alfonso.bucero@abucero.com.