

The Institute

First Global Forum to be Held at PMI '95

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A first-ever Global Project Management Forum is planned for PMI '95 in New Orleans. The one-day event, "Project Management Around the World: A Global Project Management Forum," will be held on Sunday, October 15, 1995, in the renowned Plimssoll Club. The event will feature presentations by representatives from project management associations from various countries around the world on the status and activities of the project management profession in their respective countries and regions. Discussions on topics of common interest, such as international standards, certification and cooperation will also be included.

Background

During the past five years, the number of attendees at PMI's Annual Seminars/Symposia by professionals from outside North America has continued to rise. During the same period PMI's international membership has grown tremendously, expanding at an annual rate of approximately 30 percent per year. PMI chapters and national project management associations in countries outside the United States and Canada have also increased in number and size.

Beginning at PMI '90 in Calgary, several groups of PMI members and representatives of several other PM societies have been discussing global cooperation and communication among and between PM associations and individuals. Those discussions have increased and intensified, and have resulted in several major initiatives now under way.

At PMI '94 in Vancouver several significant meetings were held on these

topics, including formal discussions among leaders of PMI, IPMA (the International Project Management Association, based in Europe, formerly known as INTERNET), the Association of Project Managers (APM, based in London), and the Australian Institute of Project Management (AIPM, based in Sydney). These organizations discussed formal cooperation on several globalization issues, including standards, certification and formation of a global PM organization or confederation. Representatives of approximately ten countries met, agreed to increase global cooperation and communication among project management professionals around the world, and established a formal declaration of intent and support.

While these meetings and discussions have occurred in America, similar discussions and meetings have occurred in Europe. Meetings on global cooperation were held at the INTERNET '92 World PM Congress in Florence, the SOVNET '93 PM Conference in Moscow, and the INTERNET '94 World PM Congress in Oslo. These meetings were attended by representatives from various European, African and Asian PM associations as well as by leaders from PMI.

Emerging Globalization Issues

As the project management profession has grown and expanded globally, and as representatives of various PM associations from around the world have begun to meet and communicate more regularly, several major issues have emerged concerning the globalization of project management. Those issues include:

- Global standards for project management
- Globally-accepted PM certification

- Global project management body of knowledge
- Global organization of the PM profession
- Global communication and cooperation.

As recognition and implementation of project management increases around the world, the importance and influence of PMI and other project management societies have also grown. As a result, other global issues are emerging, including the impact of project management on industrial organizations and economies, how PM can support emerging economies and nations, the need for more structured marketing and funding of PM professional organizations and activities, and the relationships between the project management profession (represented by PMI, IPMA, and other large PM societies) and various governments, industrial organizations, and the academic/scientific communities.

PMI '95 Global Forum

For the first time, a formal structured opportunity will be offered at PMI '95 for international members of the PM profession to come together to discuss these important issues. The PMI '95 Global Forum will offer professionals from around the world the opportunity to meet face-to-face, provide comments and feedback to colleagues and counterparts from other countries, and to provide input to several key global initiatives that will be moving forward. More importantly, it will be an opportunity to listen, to hear, and to learn the concerns and needs of PM professionals from other cultures and economic environments. It will be an opportunity to begin the consensus-building process needed to

International Participation

Representatives of PM organizations from over 30 countries have been invited to participate. These are countries where professional project management associations or organizations are known. Others will be invited as they are identified.

The Americas	France	Asia Pacific	Africa/ Middle East/ West Asia
Argentina	Germany	Australia	Egypt
Brazil	Hungary	China	India
Canada	Italy	Japan	Pakistan
Mexico	Netherlands	Korea	Saudi Arabia
United States	Norway	Malaysia	South Africa
Venezuela	Poland	Philippines	Turkey
Europe	Russia		
Austria	Sweden		
Czech Republic	Switzerland		
Denmark	Ukraine		
Finland	United Kingdom		

successfully integrate the project management profession on a worldwide basis. In addition, since all PMI '95 conference attendees will be welcome to attend this event, the forum will provide a major new international educational opportunity for PM professionals and executives.

Objectives of the Global Forum

Many significant benefits may be realized during this event: new professional relationships, personal contacts and friendships, increased global cooperation and greater communication among PM professionals and societies. Several major objectives, however, have been established:

- Gain a snapshot of the status of the project management profession around the world
- Provide an opportunity for broader input and participation, related to globalization issues initiatives
- Offer an opportunity to hear concerns, questions and positions from PM experts and organizations from different countries
- Promote global unification of the PM profession
- Contribute to progress on global initiatives already identified and started in 1994
- Contribute to improving the range, quality and standards of project management practice around the world
- Increase the credibility and visibility of PMI and other project management associations participating in the event.

The PMI '95 Global Forum is also intended to provide a major educational

opportunity for PMI '95 attendees, as well as to attract additional interest and participation by professionals, executives and organizations in the Greater New Orleans area.

Forum Agenda and Format

Scheduled to be held on Sunday, 15 October, 1995, the Global Forum will begin at 8:00 a.m. with a continental breakfast, followed by formal introductions and presentations, with short welcomes by PMI leaders and the Mayor of New Orleans. The day's agenda will include statements from various national representatives, a buffet lunch, roundtable group discussions, a plenary session around 4:00 p.m., and a brief reception for international visitors and corporate sponsors immediately following the plenary session. The cost to attend the Global Forum is expected to be about \$45. Seating is limited. For more information call the PMI Executive Office at 610/734-3330.

Major New Book to Result

Another major product of the Global Forum will be a book, produced by PMI, based on input from Global Forum participants and the actual results of the day's discussions. Official representatives will report on the status of the project management profession in their countries, activities of their organizations, the most important needs for developing or expanding the PM profession in their regions, and their positions on global certifications, standards, and

other topics. A preliminary draft of the book will be provided to each attendee at the Global Forum. This book will be the most current and comprehensive assessment of the project management profession around the world.

Press Conference Planned

The Global PM Forum may represent one of the most significant opportunities for press coverage that PMI has had in recent years. A press conference will be scheduled during either the noon lunch or at the end of the day, primarily for local New Orleans press. With the possible participation of the Mayor's office, local consulates and corporations, as well as representatives from many countries around the world, the Global Forum should attract the interest of local, regional, and industry-specific media. PMI's public relations and PMI '95 teams are aggressively planning these activities.

Opportunities for Corporate Sponsorship

With little initial effort or promotion, the Global Forum has already attracted the financial support of several corporate sponsors, including AT&T, GTW Corporation, Carter & Burgess, Inc., Walk, Haydel & Associates. For significant contributions corporate sponsors will have an opportunity to receive:

- Recognition at the event, and throughout PMI '95, as a corporate sponsor
- Free attendance at the Global Forum
- Opportunity to display or distribute promotional literature or products
- Opportunity to personally meet foreign representatives and participants
- Advertising space in the Global Forum Book/Report (preliminary and final)
- Other benefits, to be determined or negotiated.

Those interested in co-sponsoring the Global Forum should contact the PMI Executive Office at 610/734-3330, Fax 610/734-3266. Anyone with questions should contact either PMI or David Pells, PMI's VP-PR and project manager for the PMI '95 Global Forum, at 214/788-1873, Fax 214/788-1733. ■