

ANNUAL CHAPTER MEETING





Agenda

- **Introduction** **20:00**
- **Chapter Board in 2022** **20:02**
- **Director updates** **20:12**
- **Treasurer report** **20:42**
- **Closure** **21:00**

Leaving Chapter Officers



Eduard Hernandez



Drake Morse



Keith Mitchell







Jan Cardol



Helen Meijer

Daily Management team			PMI Netherlands Board of Directors				
							
President	Treasurer	Vice President / Secretary	Director Events	Director Education Foundation	Director Members & Volunteers	Director Professional Development	Director Communication and Marketing
Pawel Stadnik	Laura Roversi	Yolanda Cabrera-Sybesma	Vikram Srivastava	Agnes Versteegen	Peter Ryan	Kellie Brits	Liz Hector

Board Support			
			
Partnership Director	Operations and technology Director	DMT Secretary	Advisors
Anton Zandhuis	Hikmet Coskun Gunduz	Gabriela Terrazas	Past Presidents


Key

New Chapter officer

PMI Dutch Chapter 2021 – 2022

- ✓ Transform organization into regular volunteer setup
- ✓ 'Matrix' setup to stimulate cooperation
 - ❑ Entrepreneurial spirit to drive Chapter forward while keeping it under prudent control
 - ❑ Focused on PMI Netherlands community, increase membership and bring unique value to its members and partners

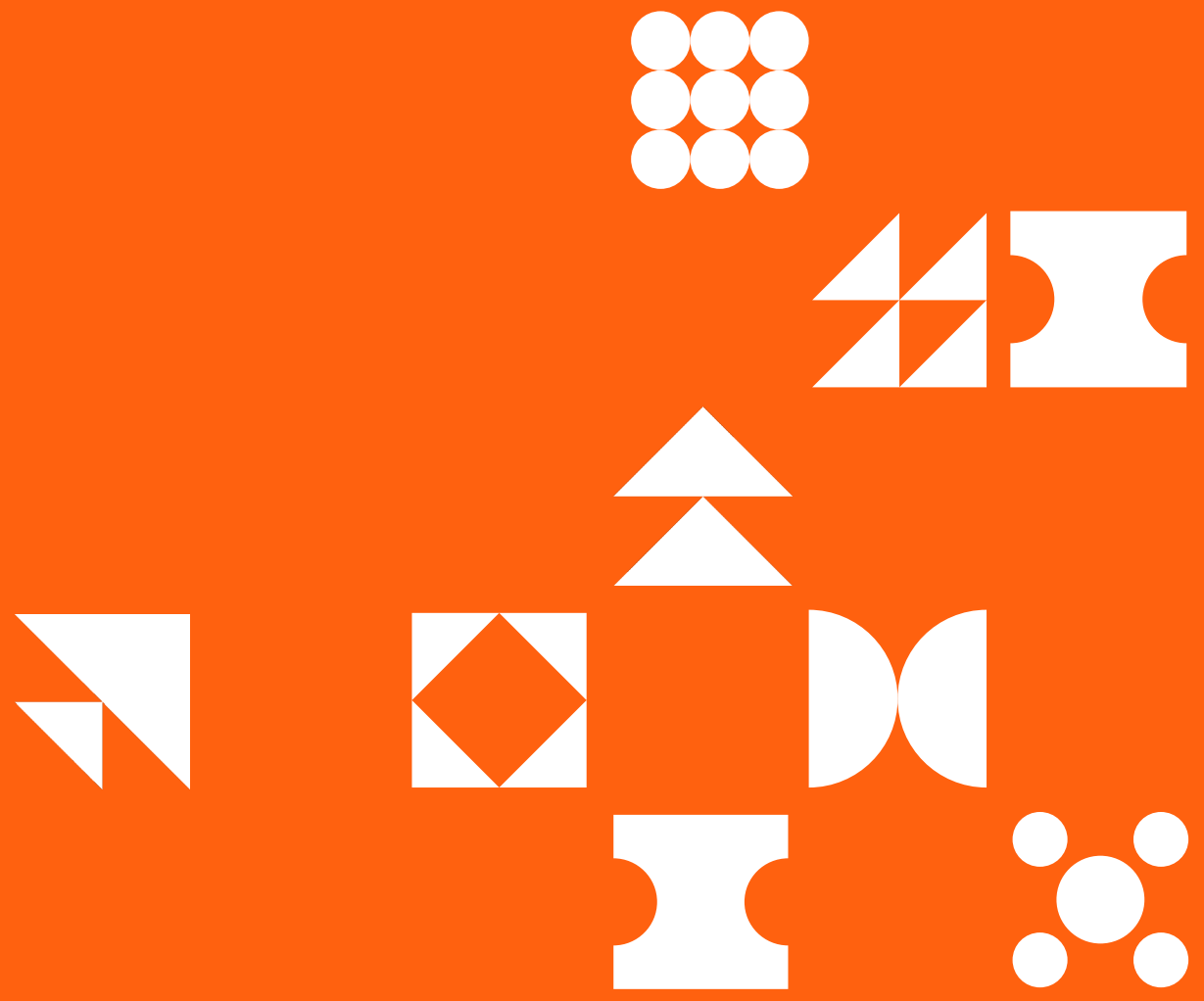


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- ❑ Membership Growth, implement initiatives to attract and retain 1000 members by 2023.
 - ❑ Focus on Partnerships, re-establish relation with the Big 10 group, onboard 6 additional sponsors by end of 2022.
 - ❑ Focus on Chapter Themes, enhance technical, strategic and leadership value offering through collaboration of all divisions.

Key Chapter Objectives for 2022



DIRECTORS UPDATES



Membership & Volunteers

Review 2021

1. M&V Team grows from 3 to 5
2. Members
 - Quarterly Meetings a 'sell-out' each time!
 - Buddy Program 2.0!
 - Membership Growth Plan Launched.
 - Chapter Survey: marked increase in engagement →
3. Volunteer
 - Numbers stable (~50). All Roles filled within SLA.
 - Inaugural Chapter Volunteer Survey – good f'back
4. End of Yr 'Volunteers & Members' event.
A Roaring Success!!!

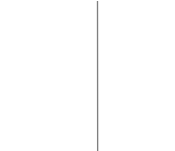
Outlook 2022

1. Lead membership growth in the Chapter via alliance and coordination with other departments to increase active membership by 10%
2. (re)Define and promote Chapter volunteer benefits, internal promotions and support volunteer role growth
3. Rollout improved support for onboarding new volunteers & new members incl. onboarding pack(s), Buddy Program, etc.
4. Plus all the BAU (Business As Usual per Always!)



PMI NL CHAPTER
VOLUNTEER OF THE YEAR

2021



LIFETIME
ACHIEVEMENT
AWARD

2021 Chapter Membership Action Plan



Membership Growth

1. Drive towards **greater mix** and inclusivity in the Chapter Membership
2. Drive to increase active & overall **Membership numbers**



Valued Most

3. Retain **webinars** & bring back **F2F** when right. +Hybrid!
4. Streamlining **event content** around clearer/fewer areas.
5. Dynamic, attractive **blog-based** Newsletter.



Topics of interest

8. Exciting **new program** focused on Themes for 2021



Engagement mediums

6. Engagement is increasingly **Digital** e.g. Gamification
7. Focus on **Website, LinkedIn** (and YouTube) – implement metrics via Google Analytics



Board-sponsored
Membership Growth
Initiative

Introducing **THEMES**

Our Key Note
address today

Building on 2020
platform we are in
Continuous Improvement
mode...

2022 Volunteer Initiatives



Volunteer Satisfaction

1. Volunteer Satisfaction Survey – PMI Global.
2. Volunteer Satisfaction Survey – PMI NL Chapter-specific.



Volunteer Growth & Retention

3. Drive to increase active & overall Volunteer numbers
4. Volunteer Induction Pack – Orientation for new Volunteers
5. Volunteer 1:1 leadership engagement opportunities



Volunteer-Targeted Meetings

6. Hold bi-annual volunteer specific events (Aim: 1 online & 1 F2F).
7. Hold end-of-year Volunteer recognition via End of Year Event.



Communications

8. Increase frequency & depth of comms – e.g. Volunteer Spotlight



Operations & Administration

9. Maintain VRMS, Website, Role & Candidate processing, etc.



Volunteer Engagement:
Satisfaction &
Outreach driving
Growth

Special Volunteer focus via events,
communications &
Support

Marketing & Communications

Review 2021

- **Newsletter**
 - Published to members and non members
 - 10 Newsletters sent in 2021
- **Social Media**
 - LinkedIn growth of 30%
 - Use of a members forum and Chapter page

Outlook 2022

- **Newsletter**
 - Focus on Themes and value driven content
 - Track KPI's on Content click thru rates to assess interest
 - Focus on new bylines from members to increase participation
 - Free member content with downloadable xls
- **Social Media**
 - LinkedIn growth of 20%
 - YouTube reboot with focus on shorter content; meeting summaries & interviews
- **Marketing**
 - Focus on messaging and content creation

Professional Development

Review 2021

- Mentoring Program twice-yearly intakes
- Disciplined Agile and other Agile related events
- Knowledge Sharing Café for community sharing and development
- PMI Agile Survey Study 2021 (local)
- International development of “ISO standards for projects” & events



Outlook 2022

- Team of 11+ volunteers
- Mentoring Program continues with possible Sponsorship
- Disciplined Agile & Agile related events continues with possible Partnership
- Knowledge Sharing Café continues
- Explore collaborations with ATPs
- Project of the Year Award kick-off
- Collaboration with PMI and KPMG to introduce PMI Citizen Developer™
- Further international development of “ISO standards for projects” & events



Events

Review 2021

1. 30+ webinars - all time highest with increase in average number of participation per event
 - Women in Project Management events
 - DA Agile events and new Mentorship Events in collaboration with Development team
 - Knowledge Cafes
2. Successful execution of PM Fair BeNeLux, in collaboration with Belgium and Luxembourg chapters
3. Chapter Xchange events are the big hit with crossing highest registration of 2000 in Q4'21

Outlook 2022

1. New addition in Events - Project of the Year award
2. Focused events based on Themes and on Survey's results
3. Continue Successful events from last years:
 - Women in Project Management events
 - DA Agile events and Mentorship Events
 - Zoekies Presentations and Awards program
 - Chapter Xchange events are now collaborating with 20+ Chapters – don't miss the global access!



Academic Outreach & Education Foundation

Review 2021



Young Potentials CAPM Program

- Partnership with Threon, TU Delft
- 18 students – 2 curriculums
- 80% Passed CAPM Exam



Research Platform - Zoekies

- Partnership with TU Delft & IPMA
- Coached 5 Students with Theses Presentations
- Yearly Award & Event for best Theses



NGO's

- Continued Partnership Project Management without Borders
- Updated Marketing Materials



Schools

- Events cancelled due to Covid

Outlook 2022

Young Potentials CAPM Program

- Continue & Expand Partnerships
- 2 Curriculums – 20 Students
- 12 Students started Feb'22

Research Platform - Zoekies

- Continue Partnership with TU Delft & IPMA
- Expand to more Universities for 2023
- Coach 5 Students
- Yearly Award & Event for best Theses

NGO's

- Continued & Expanding Partnerships
- Online Coaching & Education Event(s)

Schools

- Education Event(s) with Secondary Schools (Covid dependency)

Gail Bertrand
(Process Owner Primary Education)



Ismenia Estribio
(Marketing, Coach)



Priscilla Bakx – Kabai
(NGO Coach)



Noémi Nagy
(NGO Coach)



Linda Beerepoot
(Process Owner Secondary Education)



Ralf van Haastregt
(Coach)



Wim Maas Geesteranus
(Deputy Director)



Agnes Versteegen
(Director, Academic Outreach & Education Foundation)



Operational and Technical Update

Review 2021

- **New volunteer team setup: Technology and Operations**
- **Continue daily/monthly activities and support**
 - Event updates
 - Mailing campaigns
 - Communication support

Outlook 2022

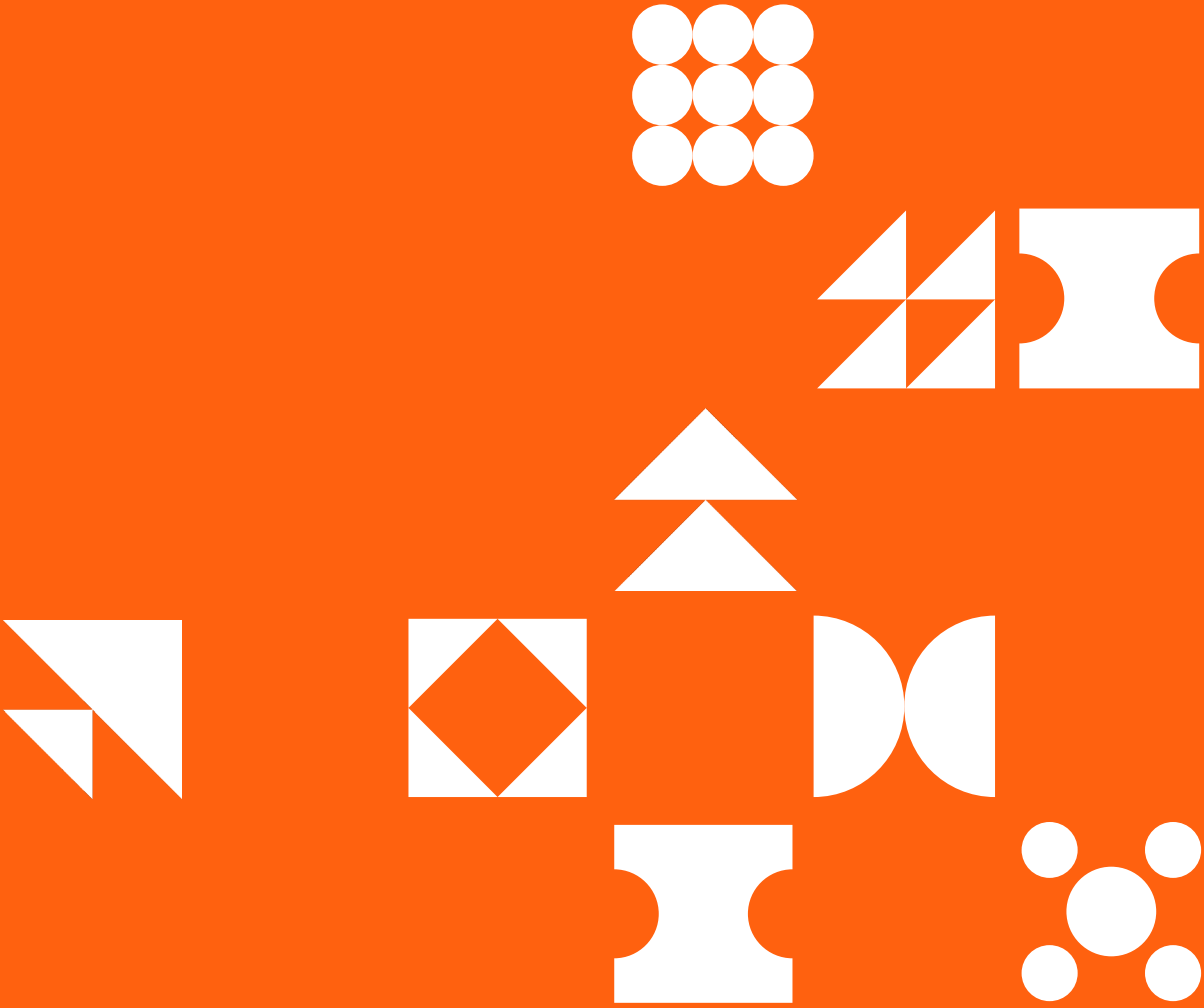
- **IDEAL payment system integration**
- **Documentation of workflows**
- **Reporting system, regular statistics shares**
- **Website content updates from several teams**
- **Retention of old content on the website**

Partnership update

Objectives 2022

- **Define and Communicate Chapter Partnership plan by end Feb 2022. Manage and execute thru the year**
- **Define Partnership roles and build the basic team by March 2022 and develop and grow the Team in 22-23**
- **Re-establish relation with past sponsors and develop a sustainable partnership relation with them**
- **Supported by the Big 10 initiative leaders, develop a Partnership relation with Big 10 member organizations**
- **Onboard at least 6 Partners**

TREASURER REPORT



Profit & Loss 2021

DEBIT	Actuals 2020	Budget 2021	Actuals 2021 YTD
Chapter Operational Expenses	14,772	18,000	6,953
Marketing & Communication	7,591	7,500	7,291
Chapt. Meeting & Events	470	3,000	229
LIWG ISO	303	300	
Membership & Volunteers	2,677	5,000	2,849
Membership Promotion			35
Professional Development		400	371
Academic Outreach	134	4,700	3,023
Educational Foundation	2,104	800	1,500
BIG10		500	
Organizational Outreach			
Banking Cost	331	300	477
Monetary Differences	1,099		(203)
Result	1,412		9,990
Total DEBIT	30,894	40,500	32,514

CREDIT	Actuals 2020	Budget 2021	Actuals 2021 YTD
Membership Fees	27,716	26,000	25,740
Sponsoring	2,297	5,000	2,300
Income chapter meetings	302		248
Royalties & Reseller Fee	580	500	648
Membership Promotion			3,084
PM Congress			
Educational Foundation			495
From Summit Fund			
From Lustrum Fund		4,000	
From Project Fund			
From Education Fund		1,650	
From Capital		3,350	
Miscellaneous			1
Interest			
Result			
Total CREDIT	30,894	40,500	32,514

Balance 2021

DEBIT	31-Dec-20	31-Dec-21
Bank accounts	5,991	6,156
Savings account	20,000	30,000
Accounts receivable	9,469	9,710
VAT receivable		
Results		
Totals	35,460	45,866

CREDIT	31-Dec-20	31-Dec-21
Capital	16,647	18,059
Reserves	16,650	16,650
Accounts payable	2,623	1,992
VAT payable	(1,872)	(824)
	1,412	9,990
Totals	35,460	45,866

2021 Discharge Treasurer

Financial report to the annual meeting of the PMI Netherlands Chapter

On 15 February this year, Laura Roversi, Fons van de Wouw, Wim Maas and Paul van der Wilt reviewed the financials 2021 of the PMI NL Chapter.

This review comprised amongst others:

- Check of the bank balances against first and last bank statements 2021
- Check of the profit and loss summary and details
- Check of the years end balance statement

Findings:

- The annual royalties invoice from PMI for USD 1,400 had been sent to an incorrect e-mail, now it is received and posted. Also the recharge of these royalties to the publisher is now recorded, the 2 transactions are offsetting and have no influence on the profit and loss for the year.
- The administration showed consistent and is maintained well and according to common Dutch bookkeeping practice.

Based on this review we recommend the annual meeting to **approve** the profit and loss and balance statement 2021 of the PMI NL Chapter as presented to us by the treasurer.

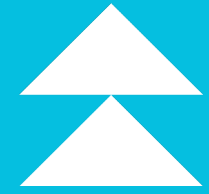
Budget 2022

DEBIT	Actuals 2021	Budget 2021	Budget 2022
Chapter Operational Expenses	6,953	18,000	11,073
Marketing & Communication	7,291	7,500	11,200
Chapt. Meeting & Events	229	3,000	1,000
LIWG ISO		300	300
Membership & Volunteers	2,849	5,000	8,800
Membership Promotion	35		
Professional Development	371	400	3,050
Academic Outreach	3,023	4,700	1,100
Educational Foundation	1,500	800	4,700
BIG10		500	
Organizational Outreach			1,000
Banking Cost	477	300	750
Monetary Differences	(203)		
Result	9,990		
Total DEBIT	32,514	40,500	42,973

CREDIT	Actuals 2021	Budget 2021	Budget 2022
Membership Fees	25,740	26,000	27,027
Sponsoring	2,300	5,000	10,000
Income chapter meetings	248		
Royalties & Reseller Fee	648	500	650
Membership Promotion	3,084		
PM Congress			
Educational Foundation	495		900
From Summit Fund			
From Lustrum Fund		4,000	
From Project Fund			
From Education Fund		1,650	
From Capital		3,350	
Miscellaneous	1		4,396
Interest			
Result			
Total CREDIT	32,514	40,500	42,973

Approvals by ALV

1. Discharge Treasurer & Board of financial year 2021
2. Budget 2022



THANK YOU

