

Speaking at PMO Symposium® – A Reference Guide

Thank you for your interest in sharing your expertise and participation in the PMO Symposium®. This document serves as a reference resource to help you prepare for your speaker proposal and presentation, as well as to deliver high-quality information to meet the needs and expectations of the PMO Symposium audience.

PMO Symposium Audience Information

The PMO Symposium is the premier global event for PMO leaders, organizational executives, and decision makers. The event provides unique experiences for attendees and opportunities to gain important insights from global industry leaders via informative sessions, interactive presentations, in-depth small group discussions, and unique learning excursions. In general, PMO managers and directors make up approximately 65 percent of our audience.

What the audience is looking for:

- Exemplary presentation materials
- Strategic leadership insights
- Outstanding delivery skills
- No “sales pitches”
- Sessions that follow the original session descriptions
- Information to take home and use on the job

Applying to Be a Speaker

Brief Presenter Biography

This section is usually limited to 150 words or less. The idea is to describe where you are right now in your career. Information such as your company, job title, and your passion in project, program, or portfolio management enable the audience to get a glimpse of your expertise. PMI will post this brief biography in the event mobile app, event websites, and promotional materials.

Presentation Abstract

This section is also limited to 200 words or less. Simplifying the presentation down to 200 descriptive words will help prospective attendees quickly discern whether or not to attend your session. PMI will post this presentation abstract in the event mobile app, event websites, and promotional materials.

Presentation Detail

In this detail section, please provide a time-phased outline of the presentation. This approach allows reviewers to see how you will utilize the time requested and understand the material you wish to cover. Below is an example:

0:00 – 0:05 – Introductions and Safety Info

0:05 – 0:20 – Chief Project Officer – What niche does this fill and why? Why shouldn't the COO fill this need? These are the questions many bring up when talking about adding another C-level position in an already crowded management suite. The answer: Strategic Initiative Management may bring some CPOs to the table, but the vast majority of the management suite will want more answers before they're willing to "open the boardroom doors."

I am a CPO of my organization and this presentation discusses my journey to the C-suite.

There is a specific niche filled by the Chief Project Officer and it is that of Benefits Realization. As organizations start to tackle the "how" of strategic initiatives (strategic initiatives are those projects critical in fulfilling the strategy of the organization), they begin to realize an amazing sensitivity between the timing of the benefits, the money needed to realize the benefits, and the overall strategy of the collective benefits for the organization.

This doesn't impede any of the other C-Level officers from doing their jobs, but rather brings them together in much more fluid way. Working with the team in the following ways: COO on the timing and placement of projects in the cue, resource placement and utilization; CFO on funding cycles, revenue recognition; the CHRO on staffing plans to maximize portfolio benefit return as well as enhancing maturity and bench strength.

0:20 – 0:50 – Meat and Potatoes – Why the CPO is different; Portfolio Benefits Realization; Portfolio Alignment; Enterprise Change Management; CAPEX & OPEX Stage Gate – tied to benefits realization – Give real world examples at XYZ organization; Lessons learned; Improvement achieved

It's important not to confuse the roles of a PMO leader and that of a CPO. The CPO is responsible for realizing the growth, profit, and controlling costs of the projectized organization. Aligning the portfolios' PMOs or projects through an organizational benefits realization map is all about maximizing return to the organization. This is something most PMOs aren't concerned with. CPOs can set the organizations standards, methodologies, and overall governance for the PMO Leaders.

Portfolio Benefits Realization must first come from the decision processes that build or become a part of the portfolio. Stage/Phase Gate analysis allows for the organization to look at the benefits to the organization at each stage for the mapping process to occur.

Portfolio Alignment is often a direct result of available CAPEX and OPEX funds.

Enterprise Change Management – if you look at the previous activities, portfolio benefits realization from the stage/phase gate approach, and Portfolio Alignment through CAPEX/OPEX funding levels, brings us to how the company changes to these forces on the organization. The CPO, and through their affiliated PMO/PMOs become the responsible agents for implementing change in the organization. Measuring and managing enterprise change becomes a key role of the CPO. The enterprise change management impact on the benefits realization map becomes a key risk management activity for the office of the CPO.

0:50 – 0:65 – Tying it all together – The CPO Journey

The role of the CPO won't come in your company without an active conversation with your CEO. Getting to the conversation requires you mapping out both a personal journey and a company journey. It's as much a journey for the company as it is for you.

New roles usually come from three areas: Need, Optics, and Self Promotion

Personal Journey Development: It all gets back to the PMI Talent Triangle™. Technical Project Management is now about the cutting edge, it's now about you using project management to innovate business practices. You are creating best practices in project management and applying the skills you know to building your organization's project management body of knowledge. Your application of leadership is now a multi-faceted approach to stakeholder management: The Executive Team, The PMO, Your Relationship to Resources (whether they are team members, or your ability to manage a complex network of "things" that projects need to be successful), and Outside Forces like Customers and Partners/Vendors.

Strategic and Business Management takes on the critical job of strategic initiative management. Working to focus organizational enablers, enterprise environmental factors, and organizational process assets – and since enterprise risk sits with the CPO, we can focus these to help maximize positive risk or opportunities and minimize or eliminate risks to these critical projects or strategic initiatives.

Start recording your project work like an artist captures a portfolio. For your CV:

Don't just add to the body of knowledge, **Own it.**

Publish. Start with internal blogs and weekly emails to all levels of leadership.

Volunteer. Funny how far a role as president or as a board member of a local PMI chapter goes with your employees and management.

Lavish. Make sure the accomplishments and achievements of your direct reports are known at every level of the company; it's not just a story of us—leaders bring everyone along.

0:65 – 0:80 – Challenge the audience with targeted questions about the CPO position. Interactive segment.

Does your organization have a CPO or is it considering creating the position?

How well does your organization track benefits realization?

Does your company utilize Stage Gates to allocate project funds?

Does your company map intangible project outcomes?

0:80 – 0:90 – Traditional Q&A and close with action plan

Reviewers and attendees will be interested in the examples that you will use to explain your presentation concepts/ideas, why your concept works, where you applied this concept, why this is a session that PMO leaders should attend, and how you will engage the audience.

Actionable Learning Objectives

Craft a simple, bulleted list of key presentation takeaways for your attendees. PMI will use this information to promote your session on websites and other social media sources.

Professional Development Units (PDUs)

PMI uses the PMI Talent Triangle® (Figure 1) to focus knowledge content into three key areas: Technical Project Management, Leadership, and Strategic and Business Management. One approach is to utilize the time-phased presentation detail and determine the appropriate allocation.

The PMI Talent Triangle®



Figure 1 – PMI Talent Triangle®

0:00 – 0:05 – Introductions and Safety Info

0:05 – 0:20 – Chief Project Officer – What niche does this fill and why? Why shouldn't the COO fill this need? **STRATEGIC/BUSINESS MANAGEMENT**

0:20 – 0:50 – Why the CPO is different; Portfolio Benefits Realization; Portfolio Alignment; Enterprise Change Management; CAPEX & OPEX Stage Gate – tied to benefits realization. Give real world examples **TECHNICAL PROJECT MANAGEMENT**

0:50 – 0:65 – Tying it all together – the CV of CPO **LEADERSHIP**

0:65 – 0:80 – Challenge the audience with three targeted questions about the CPO position. Interactive segment **BLENDED**

0:80 – 0:90 – Traditional Q&A **BLENDED**

This approach may help determine the percentage allocation of PDUs to the appropriate PMI Talent Triangle® areas. Please round your estimates to **15-minute increments** and translate to 0.25, 0.50, 0.75, 1.0, 1.25, or 1.5 hour.

Photo

For your speaking engagement, PMI requests a high-definition photo (300 dpi/300x300) to give attendees a clear, professional image of you. We will post these photos on our website. Please avoid any photos that are blurry or that have a busy background. Below are some examples of acceptable photos:

Examples of Photos



Building Your Presentation

Building a presentation for PMI starts with the use of a PMI-provided 16:9 Microsoft PowerPoint® Template.

The 16:9 PowerPoint template is important for you to build within, to ensure that your color scheme is consistent with the branding color scheme of the event.

When building your presentation, please align with the abstract that you submitted for approval. Avoid using your presentation as a platform for selling products or promoting your company. The use of company-identifying graphics, logos, or pictures should be limited to those directly applicable to your topic.

Microsoft PowerPoint® Preparation and Other Speaking Tips and Techniques

- Focus on simple design basics. If you choose to have animation, please balance its use as too many animated objects can be distracting.
- Avoid large paragraphs of text. Use your PowerPoint to underline and reinforce your main points.
- Use images when they add important information or make an abstract point more concrete.
- Avoid using Dilbert or other copyrighted cartoons. Always verify that your images are not protected by copyright. You must obtain permission from the copyright holder before use.
- Limit your use of PowerPoint as a delivery mechanism. Include a minimum of two interactive exercises in your session to engage with participants and have them engage with each other.
- Do deep research and find some significant facts beyond your topic.
- Arrive in your session room 15 minutes before your session begins.

- Introduce yourself to the designated staff in the room and test your audiovisual equipment.
- Begin and end your session promptly.
- Review your session description and objectives with your audience. Be certain you deliver what has been publicized in conference materials.
- Open with something surprising or intriguing—something that will get your audience to sit up and take notice. Plan an interactive opening using questions and/or asking for a show of hands. Asking questions early in the presentation can stimulate the audience and create a climate of participation immediately.
- Focus on benefits to the audience, and ask them to confirm the benefits that are important to them.
- Show excitement about your topic.
- Avoid monologues and encourage dialogues.
- Conclude with a call to action by highlighting items that the audience can do immediately.
- At the end of your session, encourage participants to fill out the mobile app speaker evaluation. This is the main channel for obtaining feedback.
- Refrain from any overt statement or pointed humor which disparages the rightful dignity and social equity of any individual or group.
- The PMO Symposium programs are noncommercial forums. Please refrain from promoting any specific products or services.

Any questions or suggestions for improvement to this document, please contact event.speakers@pmi.org