

Become a **PARTNER** of the **PM FAIR**,
the largest Project Management event in Belgium!

CALL FOR SPONSORS, PM FAIR 2018

“Facilitation: The Ultimate PM skills?”

2018 is a special year for the PM FAIR as we will celebrate the **20th anniversary of the PMI Belgium Chapter**. The PM FAIR 2018 will take place on **Friday 5th October in Brussels**.

About the PM FAIR

- The **largest** Project Management Congress in Belgium.
- Attendees include more than **200 professional project practitioners** from various backgrounds (PMP, PgMP, PfMP).
- National & international **speakers** invited to share the latest trends & developments in Project, Program & Portfolio Management.
- The congress aims at providing ample opportunity for professional interaction, **networking & knowledge sharing** in an engaging environment.
- The 2018 edition will take place on the Friday **5th of October in Brussels** (venue Proximus Lounge).

Benefits for Sponsors

- Direct visibility of your company/product/service to the **project management community in Belgium, Luxembourg & Netherlands** through our well-developed communication network.
- Access to over **3000 Professional Project Managers**, their companies and their business contacts.
- New concept of Market Place with more than **20 booths** to actively engage with a targeted group of professionals by demonstrating your products & services.
- **Flexible sponsors packages** to showcase your brand & company according to your needs and special 20th anniversary sponsor package.

The PM FAIR is an initiative of the PMI Belgium Chapter

www.pmfair.org

The Sponsor Packages 2018

All prices are Excl VAT	Banner	Bronze	Silver	20 Anniversary	Gold	Diamond
	Max 3 500 €	Max 5 750 €	Max 5 2,050 €	Max 5 2,500 €	Max 5 3,000 €	Max 1 7,000 €
PMI Belgium website – logo placement	no	Bottom	Below Gold	no	Below Diamond	Top
PMI Belgium website – Banner usage (Top of page for 3 months)	Yes	no	no	Yes	no	included
PMI Belgium newsletters – logo placement	no	no	Below Gold	Top	Below Diamond	Top
PMI Belgium emails to members (non newsletter) – logo placement	no	no	Below Gold	Top	Below Diamond	Top
PMI Belgium LinkedIn group - logo placement	Yes	Yes	Yes	Yes	Yes	Yes
PMI Belgium chapter events – logo exposure - on a slide in PMI presentation	no	Yes	Yes	Yes	Yes	Yes
Event calendar – postings - on PMI Belgium Website	no	one/year	one/quarter	one/quarter	one/quarter	one/month
Job openings – postings - on PMI Belgium Website	no	up to 5/year (5 per year)	up to 3/quarter (12 per year)	up to 3/quarter (12 per year)	up to 5/quarter (20 per year)	up to 3/month (36 per year)
Communications - inserts in the PMI Belgium chapter Newsletter	one/year	one/year	one/quarter	one/quarter	one/quarter	All editions
Communications - Sending own news letter to all PMI Belgium chapter Members	no	no	no	no	no	once a year
Chapter Event attendance – free tickets	no	no	no	no	2 per event (total value 480€)	4 per event (total value 960€)
Chapter Membership 2018 – free	no	no	no	5p	no	no
PMfair - Logo Sponsoring	no	Yes	Yes	Yes	high visibility	Central position
Pmfair - Booth	no	no	no	Yes	no	Yes
PMfair - Free tickets and parking for your guests	no	no	no	no	2p (value 600€)	5p (value 1500€)

PM FAIR Options for Sponsors	Cost	Packages
PM FAIR logo sponsoring (Maximum 5 sponsors)	500 €	Add your Logo on All the Congress communication (presentation, A1 Posters, Roll-ups, Booklet and website)
PM FAIR Main Sponsor (maximum 1 sponsor)	5,000 €	You are identified as the main partner for the congress. This package include : Logo sponsoring with high visibility + welcome message to introduce the congress + A5 page in the PMFAIR booklet + large booth to display your products/services + 2 free PMFAIR tickets
PM FAIR Sponsor Session (maximum 2 sponsors)	1,500 €	This package includes a 20-minute presentation in TED style format in the main room + logo sponsoring. The speaker is selected by you. You have the right to position your brand during the speech but not allowed to present commercial products or services.
PM FAIR Booth (various sizes and prices)	See Inspiration hall pricing	Booth in the inspiration hall to allow promoting and vending your products/services to the Congress audience. This package includes logo sponsoring.
PMFAIR Coffee Break sponsor (mximum 1 sponsor)	2,000 €	Your company finance a part or the total costs of the coffee break, a large promotion "This coffee break is gratefully offered by" announced at the coffee corners and on walls. This package includes logo sponsoring.
PM FAIR Booklet sponsor (maximum 1 sponsor)	At print cost	Your company support the production of the PMFAIR Booklet. This include a A5 page advert in the booklet and you are mentioned as "This booklet is gratefully offered by".
A5 page in PM FAIR Booklet (maximum 6 sponsors)	750 €	Your company gets 1 A5-page in the PMFAIR Booklet for advertising your product/services.
Conference Bag	At production cost	You company finance the production of the Conference Bag with your logo highly visible on it.
Goodies (Maximum 6 sponsors)	750 €	Possibility to provide goodies with your brand on it to be handed over to the participants.

IF you wish to take advantage of this unique opportunity or need further information, please contact:
andree-anne.marsan@pmi-belgium.be

We look forward to seeing you among our esteemed sponsors!

PMI Belgium National Congress 2018

“Facilitation: The Ultimate PM Skill?”

Appendix:

- The Theme
- The Inspiration Hall
- The Experiences
- The Inspiration Hall Exhibitors



The Theme: “Facilitation: The Ultimate PM Skill?”

If project managers were often coming from the technical and specialised world in the past, they tend now to be more generic, less linked with a product or a technique and be able to change industry while still being competent as project manager.

But what is actually a facilitating project manager?

The facilitating project manager is a complete manager, being able to communicate adequately to every audience, listen and understand stakeholders. He is serious but he also can be playful if the mood changes. He knows the rules and can go beyond them if necessary. He can improvise, reach a decision in a group without imposing his point of view, create solutions while associating different point of views, improvise if things change. He knows that people can grow, he identifies the gaps and help filling them. The facilitating project manager use different techniques like games to help his team grow as a whole and individually.

The Inspiration Hall

As the talks in the main hall are ongoing, the Inspiration Hall will be open for business with complementary content. It is hard to capture the idea of the Inspiration Hall, but we have tried in the following paragraph:

The inspiration hall is not a common marketplace.

It is the place to encounter new ideas.

The inspiration hall is not just a collection of informative stands.

It offers the opportunity to engage in new concepts.

The Inspiration Hall doesn't follow a script.

It is meant for the adventurous, the curious and the rebels,

Seeking new skills and surprising practises.

It is a ship sailing for new shores in search of the one thing:

A new and better version of you

For PMI Belgium, the concept of the Inspiration Hall is key to its identity. The members of PMI Belgium and the attendees of the PM Fair are very much 21st century minded professionals, where critical thinking, creativity and collaboration are important values. Therefore, to cater for these adventurous, curious and even rebellious attendees of the PM Fair, we have a place for them where they can make their own way through all the content available. Every visitor of the Inspiration Hall will travel an individual journey collecting the specific value they are looking for.

The Inspiration Hall will have 20+ stands, 1 premium stand and activity areas, where the debates, skill workshops, ... will be held. The picture below gives an impression of the location where the Inspiration Hall will be organised.



The Experiences

The Inspiration Hall is centred around 4 main experiences, with sub experiences supporting the main experiences.

1. Learning new skills:

This experience is innate in the PM Fair attendee. Apart from the main theme of facilitation, other soft and hard skills can be shared. Apart from the examples shown below, other skills are welcome to be featured as long as it contributes to the project environment. A few examples of sub experiences in terms of skills, we would like to feature are:

- a. Facilitation skills: Lego serious play, world café, open space, art of hosting, video prototyping, Project design, ...
- b. Speaking skills: storytelling techniques, public speaking skills, humorous speaking, ...
- c. Tooling skills: virtual meeting software, collaboration software, virtual learning platforms, filesharing software, ...
- d. Writing skills: business writing, effective emails, efficient reporting, ...

2. Engaging in discussions:

An underestimated learning form is the learning by discussion. In the Inspiration Hall, we will host an Oxford style debate, where today's paradigms will be challenged. The participants of the debate will be divided in two groups, one pro the statement and one contra the statement. Each group will prepare strong arguments to defend the viewpoint. These arguments will be captured as lessons learned and shared with the PM Fair attendees. The statements for the debate will be harvested in the period before the debate. Some examples of possible statements to be discussed are:

- a. The Product Manager is tomorrow's Project Manager
- b. Change Management is important, but not core to the Project Manager

- c. Benefits Realisation is not in the Project scope

3. Meeting new People:

A conference is an excellent opportunity to meet new people, only it isn't easy to start a conversation with a complete stranger. The PM Fair is going to facilitate meeting new people by putting in place a safe environment where the threshold to engage with new people is lowered. Three sub experiences will be organised:

- a. Speeddating with various topics such as:
 - i. Find a mentor/mentee
 - ii. Tips on your current biggest issue
 - iii. Meet your sector peers
 - iv. Frustrations about the PMBoK
 - v. Agile snacks
- b. Meet the author/speaker: We know it can be daunting to ask questions in a plenary session, so therefore in the Inspiration Hall speakers are available for a chat. Also in the Inspiration Hall, authors along with speakers will invite attendees to engage with them on ideas, on book signings, on advice, ...
- c. Reflection session: This session will be held towards the end of the conference, where learnings are shared in a fun and engaging format. Using the 1-2-4-All structure, we'll start with listing individual learnings, moving on to a discussion in pair and followed by a discussion in groups of four. The outcome of the final discussion is the one learning point to be shared with the whole group.

4. Finding a new challenge:

A conference is great to find out if your current career is in line with your expectations, so the PM Fair would like to offer an experience where the attendees can reflect on their careers and even find new challenges. Some examples of sub experiences PMI Belgium would like to offer are:

- a. Career coaching for project managers: Getting caught in the day to day madness is not an exception, so a short conversation with eye opening questions could lead to new ideas, new directions and new relationships.
- b. CV writing coaching: Recruiters and headhunters are adapting to faster changing environments and project managers seeking new opportunities aren't always aware of what stands out on a CV. Through this sub experience, the attendee will understand how to catch the eye of recruiters and headhunters.
- c. Discrete breakout for in depth discussion with recruiter/headhunter: The conversation carries further than just the exchange of business cards and a CV. This breakout will be organised in a breakout room away from the Inspiration Hall.

The Inspiration Hall Exhibitors

In order for the Inspiration Hall to be a success, both stand holders and non-stand holders have to participate actively in at least two of the experiences mentioned above.

We would like to attract the following organisations to our Inspiration Hall to share their expertise and ideas:

- Training providers on hard/soft skills
- Tool providers not limited to project software, but also collaboration, ...
- Service providers such as consultancy
- Recruitment agencies
- Headhunter agencies
- Authors of management books
- Non-Profit organizations related to the field of project management such as risk management, Agile, Engineering, ...
- Schools with curricula related to the field of project management such as P3M, behavioral science, organisational psychology, MBA,...

The Inspiration Hall will be held from 8:00 until 18:00 and it is also serving as the location for the walking lunch and coffee breaks. The program for the Inspiration Hall is yet to be determined, but it will run in parallel with the speakers' program.

Previous editions have shown that there is a lot of interest, so please contact **Erik Leung** at marketplace@pmfair.org as soon as possible.