



**Australian  
Institute  
of Project  
Management**

2022 PM Forum

# Changing the face of project leadership

28 October 2022 | ZINC, Melbourne



Partnership prospectus



# Changing the face of project leadership

The 2022 PM Forum will explore the changing face of project leadership and the disruption we may experience as a result of the emerging technologies impacting the project management domain. What will the effects be on project leadership and will this be a catalyst to thrive?

As leaders in the project management domain, we realise that the intelligence of individuals and project teams, no matter how experienced, has a limit. Success is questionable and inconsistent, and can be impacted by personal and unconscious biases, education, experience, and the ability to recall information. Further, the true success rate of differing methods is often immeasurable.

However, if we took a different path – and aligned the project management industry with science – could the quality of our outcomes improve? And how will this impact the role of project managers and leaders?

As we enter the post-industrial information age, a premium has been placed on the organisation's ability to rapidly adapt to changing competitive environments and new technologies, and this will have a significant impact on project management professionals. At this half day event, we will analyse the degree to which emerging technologies like AI and Machine Learning have and will change both the organisational context of leadership and the role of PPM professionals – and the challenges that may arise from this evolution.

We anticipate around 200 delegates to attend the 2022 PM Forum.

## Confirmed speakers

- ✓ **Julian Hebden:** Chief Data Officer, Department of Premier and Cabinet Victoria
- ✓ **Ross Guenther:** Deputy Commissioner, Victoria Police
- ✓ **Dr Charlotte Marra:** Partner - Cloud Engineering, Deloitte Consulting Sydney
- ✓ **Connie Beck FAIPM CPPD:** Chief Digital Officer for Incitec Pivot Fertilisers
- ✓ **David Porter MAIPM CPPE:** Director, Octant AI
- ✓ **Jacyl Shaw:** Global Practice Director- Innovation (D- Lab) at GHD Digital Leader
- ✓ **Terence Blythman MAIPM CPPD:** Service Line Leader - Project and Construction Management, GHD
- ✓ **Nick Williams PhD:** Digital Capability Leader, Aurecon
- ✓ **Anna Reeves:** Co-Founder, Interdisciplinary Artist & Creative Producer, The Metaverse Store – Futurology

## Event schedule

11.00am - 5.00pm AEDT - PM Forum

5.00pm - 6.00pm AEDT – PM Forum networking drinks

6.00pm - 6.30pm AEDT – Victorian Project Management Achievement Awards (PMAA) drinks

6.30pm - 11.00pm AEDT – VIC PMAA presentation dinner

**We have available on request a separate Partnership Prospectus for the 2022 Victorian Management Achievement Awards (PMAA) presentation dinner.**



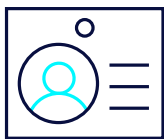
## Who is AIPM?

The Australian Institute of Project Management (AIPM) is the premier, longest-serving body for project management in Australia. We are recognised by Australian business, industry and government as the key promoter, developer, and leader in project management professionalism.

## Our influence

Project management is rapidly growing in Australia and is radically transforming the way we do business and deliver strategic initiatives across all industries. It is no longer just a job title but fast becoming an essential skill in all professions. As projects continue to boom in popularity and growth, senior managers across various industries commit their best decision makers to project roles. The Australian Institute of Project Management drives the professional development of these emerging and established project leaders within its diverse member base.

Today, AIPM represents over 8,500 project management professionals across Australia, ranging from individual members to large organisational partners in key areas of infrastructure, property and construction, IT, health, finance and other professional services. We advocate on behalf of our members to ensure that the wide range of expertise and experience of this professional association is understood and leveraged across government and industry.



**8,500+**  
members



**25,000+**  
subscribers



**210,000+**  
website users per year



**25,000+**  
followers



**3,000+**  
followers



**1,100+**  
followers

## Victorian statistics

- ✓ Email audience size: 3,400 Victorian subscribers (1,500 members, 1,900 non-members)
- ✓ Victorian members: 1,785
- ✓ Victorian certified members: 780
- ✓ Victorian industries represented: consulting, defence, energy, engineering, finance, construction, government, information technology, insurance, primary industry, property development, telecommunication, transport, manufacturing and tertiary education



## What's in it for you?

By partnering with the project management peak body, your organisation could benefit from:

- ✓ **Brand exposure:** to our 25,000+ contacts including our 8,500+ members who will see your brand through our event marketing
- ✓ **Right place, right time:** 65% of attendees are senior decision makers and influencers who you can promote your products and services to
- ✓ **Brand credibility:** as a major player in the project profession, supporting the community to succeed
- ✓ **Show your commitment to the profession:** show your clients that you align with project excellence and advocate for the profession
- ✓ **Enhance your business relationships:** through in person networking opportunities at this event

## Partnership packages overview

Package	Opportunities	Price (+GST)
Principal Partner	limited to 1	\$10,000
Supporting Partner	limited to 6	\$6,000
Exhibitor Display Table	unlimited	\$1,200
Networking Drinks (1.5 hours duration)	limited to 1	\$2,500
Refreshment Breaks (lunch & afternoon tea)	limited to 1	\$1,800

Note: We are happy to consider tailoring your sponsorship package based on your needs and budget.

### Secure your package

To secure your partnership package with one of the events listed in this kit, please complete the application form (at the back) and return to us.

To discuss any of these opportunities further, please contact:

**Julie Walton, Manager Conference and Events | [E.jwalton@aipm.com.au](mailto:E.jwalton@aipm.com.au) | T. 02 8288 8752**



## Top tier partnership packages

Our top tier partnerships at the forum provide you with the most prominent exposure and full branding opportunities.

Benefits	Principal Partner (limited to 1)	Supporting Partner (limited to 6)
Partnership rates	\$10,000 +GST	\$6,000 +GST
Opportunities		
Opportunity to be branded as a Top Tier Partner for all promotional activities for the nominated sponsorship	✓ Principal Partner	✓ Supporting Partner
Opportunity for organisational representative to provide a welcome speech at the forum opening (1-2 mins duration)	✓	X
Opportunity to show a promotional video at the beginning of the forum	✓	X
Verbal acknowledgement of partnership by the MC at forum welcome	✓	✓
Logo on session introduction slide at the forum	✓	✓
Opportunity to provide a free-standing banner at the event (supplied by partner)	✓	✓
Opportunity to have a display table at the event	✓	✓
Complimentary tickets to the Victorian PMAA Dinner (following the forum)	4	2
Complimentary tickets to the forum (including networking drinks)	4	2
Promotional		
Logo on forum logo banner	✓	X
Logo displayed by partnership level on the event page of the AIPM website, linking to your organisational website	✓	✓
Logo on forum related emails, linking to your organisational website	✓	✓
Social tagging as partner on LinkedIn and Facebook posts	✓	✓
Opt-in forum delegate list – name and organisation only (in accordance with privacy legislation)	✓	✓



## Exhibitor display table package

Promote your products, services as well as your brand by networking directly with your target audience.

Benefits	Exhibitor (unlimited)
Partnership rates	\$1,200 +GST
Opportunities	
Opportunity to be branded as an exhibitor for promotional activities	✓
Logo on session introduction slide at the forum	✓
Opportunity to provide free standing banner at your display table (banner supplied by partner)	✓
Display table including 2 chairs and power at the forum	✓
Complimentary tickets to the forum (including networking drinks)	2
Promotional	
Logo displayed as exhibitor on the event page of the AIPM website, linking to your organisational website	✓
Opt-in forum delegate list – name and organisation only (in accordance with privacy legislation)	✓





## Networking partnership packages

Our networking partnerships at the forum allow you to reach your audience directly as well as provide brand exposure.

Benefits	Networking Drinks (limited to 1)	Refreshment Breaks (lunch & afternoon tea) (limited to 1)
<b>Partnership rates</b>	<b>\$2,500 +GST</b>	<b>\$1,800 +GST</b>
<b>Opportunities</b>		
Opportunity to be branded as a Networking Partner for all promotional activities for the sponsorship	✓	ü
Opportunity for organisational representative to provide a welcome speech at the Networking Drinks (1-2 mins duration)	✓	X
Verbal acknowledgement of partnership by the MC at forum welcome	✓	✓
Logo on session introduction slide at the forum	✓	✓
Opportunity to provide free standing banner at the forum (supplied by partner)	✓ At the Networking Drinks	✓ At the lunch and afternoon tea buffet
Complimentary tickets to the forum (including networking drinks)	2	1
<b>Promotional</b>		
Logo displayed by partnership level on the event page of the AIPM website, linking to your organisational website	✓	✓
Logo on forum related emails, linking to your organisational website	✓	✓
Social tagging as partner on LinkedIn and Facebook posts	✓	✓





# Terms and conditions

## Booking and payment

All prices are quoted in Australian dollars and exclude GST (10% Goods and Services Tax).

Sponsorship packages will be allocated only on receipt of the signed application form.

Confirmation will be sent together with a tax invoice for the full amount. The invoice is payable within 10 days of the date of tax invoice. If the payment is not received within this timeframe, then you relinquish your right to the requested sponsorship package.

All payments should be made in Australian dollars by bank transfer or credit card (Mastercard, Visa or American Express). Payments made by credit card will attract a 2.8% fee to cover commissions.

Entitlements will not be implemented for the event/s until full payment has been received.

Sponsors consent to their contact details being shared with event suppliers and contractors.

## Cancellation policy

If notification of cancellation of sponsorship is received in writing:

- 30 days prior to the nominated event date, you will be refunded 50% of the fee.
- 14 days prior to the nominated event date, you will be liable for 100% of the package selected.

The Organising Committee reserves the right to cancel the event in case of circumstances beyond its control. In such a case all monies paid to date will be refunded in full less any expenses incurred prior to cancellation. The liability of the organisers will be limited to that amount.

## In-person events / COVID-19 restrictions

In the event of restrictions on large gatherings or other impacts due to COVID-19 or other conditions, the PMAA presentation will move from an in-person event to a virtual option, or the event will be postponed.

If moved to a virtual event, AIPM will advise the sponsor and will transfer the in-person sponsorship to a virtual sponsorship. In the case of the sponsor not wishing to pursue sponsorship of the event virtually, a fee of 25% of the package cost will be charged for administration fees as well as promotions already placed.





# 2022 PM Forum Partner Application

## Company details

Company Name (for invoice purposes):	
Company Name (for promotion):	
Postal Address:	
Contact Person:	
Telephone:	
Mobile:	
Email:	Website:

## Select package

- |  |                |
|--|----------------|
| <input type="checkbox"/> Principal Partner       | \$10,000 + GST |
| <input type="checkbox"/> Supporting Partner      | \$6,000 + GST  |
| <input type="checkbox"/> Exhibitor Display Table | \$1,200 + GST  |
| <input type="checkbox"/> Networking Drinks       | \$2,500 + GST  |
| <input type="checkbox"/> Refreshment Breaks      | \$1,800 + GST  |

## Selected partnership package

Package:	
Costing \$	+ GST

- ☐ Payment to be made by bank transfer on receipt of an invoice
- ☐ I wish to pay by Credit Card: Visa / Mastercard / American Express (please circle)
- NB a 2.8% fee will apply on all payments by credit card

Signature of applicant:
Date of signing:

AIPM Events | E. [events@aipm.com.au](mailto:events@aipm.com.au) | T. 02 8288 8752

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