



Project Management Institute

# Join Your Colleagues in Latin America for an Unparalleled Professional Development Experience...

## PMI® Global Congress LATIN AMERICA 2004

5° CONGRESO IBERO AMERICANO DE GERENCIA DE PROYECTOS

Sheraton Buenos Aires Hotel and Convention Center  
Buenos Aires, Argentina

**PMI Leadership Meeting**  
28 November

**PMI GLOBAL CONGRESS**  
5° Congreso Ibero Americano de Gerencia de Proyectos  
29 November – 1 December

**Post-congress Educational Workshops  
by the Buenos Aires Chapter**  
2 – 3 December

For more than 35 years, PMI has been a global advocate for the project management profession, dispensing knowledge through books, professional publications, seminars and conferences as well as through its members and volunteers. Now, they are taking education to a whole new level with PMI Global Congresses.

Global Congresses bring together current and relevant information, people, and resources in one physical location for much anticipated, world-class learning and networking opportunities!





## You and PMI – Partners in Professional Development

Whether you realize it or not, you have already forged a partnership with PMI. Your work as a project management practitioner, along with PMI's efforts to advance the profession globally, are taking project management to new heights, establishing respect for it as a professional discipline, and helping it gain recognition around the world.

Now you have a unique opportunity to celebrate and strengthen your relationship with PMI. This year PMI is bringing its world-class learning and networking event to Latin America and we invite you to be part of this historical event! PMI® Global Congress 2004–Latin America (5° Congreso Ibero Americano de Gerencia de Proyectos) will take place 29 November through 1 December in Buenos Aires, Argentina. Expect a value-packed, high quality professional development experience!

You will benefit from access to professional tools and resources, and networking with your colleagues in the region. Invaluable opportunities such as a keynote address on the state of the profession, educational presentations on issues of regional concern, and an exhibits area and networking opportunities will help you get connected with the individuals and information you need to succeed in this ever-growing profession in your region.

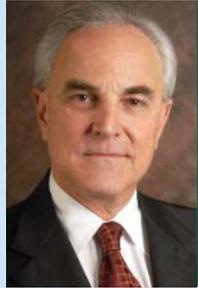
## PMI Chapters Pave the Way for Excellence

The debut of PMI Global Congress 2004–Latin America is a credit to the foundation laid by PMI Chapters in the region over the last four years. The success of their *Congreso Ibero Americano de Gerencia de Proyectos* (held annually since 2000) made for a smooth and seamless transition of that event into a full-fledged PMI Global Congress. During this first year under PMI's auspices, the event is called *PMI Global Congress 2004–Latin America (5° Congreso Ibero Americano de Gerencia de Proyectos)* as a tribute to the event's history and regional roots.

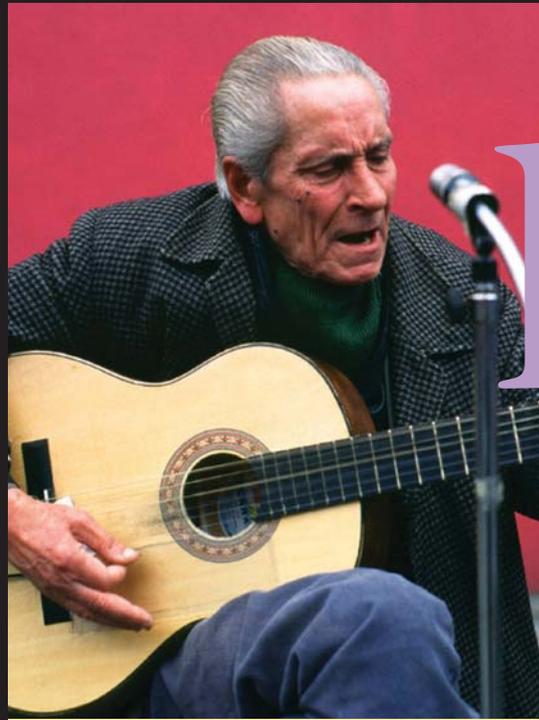
## Congress Begins with Remarks from PMI's CEO and Board Chair

One of the special highlights at this premier event is the keynote address, to be delivered by PMI's chief executive officer, Gregory Balestrero, and by PMI Board Chair Kenneth O. Hartley, PMP, PMI Fellow.

Balestrero, a trained engineer who holds more than 20 years of executive-level association experience is well-equipped to speak about the state of the project management profession in the world today. He will examine project management's role as a bridge between strategy and execution, and the acceptance of the profession at the organizational level. Finally, he will explore the future potential for growth of the profession, and the challenges and changes it will face.



Hartley, with his long and distinguished history of leadership service to the Institute, will discuss PMI's role as the pre-eminent global advocate for the profession. He will touch on the key strategic and internal business initiatives that are driving PMI's commitment to supporting project management and its individual practitioners by offering innovative programs, products and services to support PMI's brand promise: *"Making project management indispensable for business results."*



## Focus on Trends, Culture, and Best Practices in Latin America

PMI offers rich diversity and program content with depth that allows you to tailor a personalized learning experience to meet your specific interests and career goals.

Targeted “areas of focus” provide a framework for the educational presentations that will be delivered. They spotlight regional issues and emerging trends in the profession, examine project management culture and explore best practices and lessons learned. Presentations are aimed at different career stages and learning styles.

Areas of Focus for PMI Global Congress 2004–Latin America:

- Project Management Evolution
- Measuring Project Management Success
- Latin American Issues in Project Management
- Leadership in Latin America
- Project Management in Latin American Government
- Education and Training
- Project Management Organization
- Scalability in Project Management

## Added Value

The PMI Standards Program will hold a working session during the congress to seek your input for the next edition of PMI’s first standard for organizations – the *Organizational Project Management Maturity Model (OPM3®)*. This session is open to anyone interested in OPM3. It is your chance to give something back to the profession by sharing your knowledge and expertise.



## Exhibits Showcase the Latest Tools for Your Profession

The Global Congress exhibition in Buenos Aires will introduce yet another important learning tool – the vendor exhibitors! Attendees will want to take a look at the latest products, services, and business solutions offered by key industry suppliers in the region. What better way is there to find resources to help you do your job better, faster and more economically!

If you are interested in exhibiting, please e-mail [francoise@associationhq.com](mailto:francoise@associationhq.com) for more information.

## Host City and Venue

As the capital city of Argentina, Buenos Aires is an energetic city with a pulsating nightlife, alive with the tempo of tango! For more information about the host city, visit [www.buenosaires.com](http://www.buenosaires.com).

Conveniently located in the heart of the city and overlooking the Río de la Plata, the Sheraton Buenos Aires Hotel and Convention Center is a renowned landmark for international travelers.



## Unlimited Benefits ...Unlimited Value

As we have established, PMI Global Congresses are one of the best opportunities available for increasing your knowledge base, building your skills, and shaping your career. Choosing to attend *PMI Global Congress 2004–Latin America (5° Congreso Ibero Americano de Gerencia de Proyectos)* may be the wisest investment you make all year. For one all-inclusive, reasonable price, you have access to all the right people, information and education. The benefits you will gain are unlimited.

Your participation will not only benefit your immediate career, but the invaluable information you contribute will fuel ideas and topics for future congresses, and, consequently, impact the future of the project management profession as a whole.

### The Learning Continues

Immediately following the close of the congress, the PMI Buenos Aires Chapter begins two additional days of educational workshops. The workshops are optional and require separate registration.

Seven courses, ranging in length from one-half day to two full days, will be offered:

- Management Techniques of Projects Funded by European and International Development Institutions
- How We Are; How They See Us – Multinational Projects
- Become a Style-Savvy Project Leader: Unlock Your People Gene
- Project Risk Management
- Rollout of a Project Management Office (PMO)
- Project Management Workshop: Twelve (12) Basic Steps to Success
- How to Maximize the Project's Objectives with a Quality Plan

Course descriptions, registration information and fees can be found on the PMI Global Congress 2004–Latin America section of the PMI Web site at [www.pmi.org](http://www.pmi.org).

### Register Early and Save Money

Planning ahead can prove profitable in the form of discounted registration fees! PMI members and nonmembers alike can save up to \$100.00 (US) by registering before 15 November.

Register online for fastest confirmation by visiting the PMI Global Congress 2004–Latin America section of the PMI Web site. Alternatively, registration forms may be faxed or mailed in with payment. Visit the Web site for full registration details and fee information.

**Register Today!**  
Visit [www.pmi.org](http://www.pmi.org)