



# IPMA World Congress Ambassadors

Let's perfect the IPMA World Congress to become the leading global get-together of the project management profession!

23RD IPMA WORLD CONGRESS  
15.-17.6.2009, HELSINKI

**IPMA**<sup>®</sup>  
international  
project  
management  
association

## 2009 IPMA World congress Ambassadors

The local IPMA Member Association (MA) officially nominates one World Congress Ambassador for its own geographic area.

Nomination is declared by delivering the enclosed form to Mr. Jyry Louhiso, Project Management Association Finland (PMAF) and Mrs. Christianne Janssens (IPMA).

An Ambassador can earn a commission for the services performed.

The commission from the sponsor sales is divided between the Ambassador and the local MA with a larger share going to the Ambassador. Division of the commissions must be confirmed at the same time with the nomination of the Ambassador.



## 2009 World congress Ambassador duties

- Distribution of the ready made World Congress information material to the MA individual -, corporate members and other relevant parties in the country. Several information bulletins will be sent to the members of the local MA by using e-mails. Some material will also be sent by mail and some distributed in possible local PM events.
- Provide 2009 World Congress visibility. 2009 World Congress banner with the link to the web pages of the event must be placed on the home page of each MA.
- Recommend on hot topics, streams, chairmen and key speakers in order to compile the best content for the World Congress.
- Obtaining World Congress participants is the key duty of the Ambassador. A minimum of 5 paid participants must be secured from Ambassador's own geographic area in order for the Ambassador to secure the Ambassador benefits.
- Obtaining World Congress sponsors and exhibitors gives the Ambassador and his/her MA an excellent possibility to significant additional earnings. The commissions on sponsor and exhibitor sales will be paid even if the Ambassador does not secure the minimum of 5 paid participants.
- Advertising material is available for the Ambassador to be published in relevant magazines and newsletters. PMAF does not buy any advertisement space.

## 2009 World congress Ambassador benefits

- A free entrance ticket to the 23rd IPMA World Congress 2009 if the minimum of 5 paid participants is achieved.
- PMAF will pay a 30% commission on sponsor and exhibitor sales.

### The gross commissions on sponsorships are as follows:

• Platinum	22 500 €
• Gold	15 000 €
• Silver	7 500 €
• Bronze	3 750 €

- Payment to the Ambassador and the MA will be settled only after the full payment has been received by PMAF.
- Recommendation: the commissions are divided between the Ambassador and the local MA with a larger share going to the Ambassador. Division percentages must be agreed upon in connection with the nomination.



## Action points and timetable

- 1. First introduction of the World Congress Ambassador arrangement**
  - Council of Delegates meeting in Istanbul, March 29, 2008
- 2. Detailed information to the MA's**
  - Instructions and the form delivered on April 23, 2008
- 3. MA nominates the Ambassador and informs PMAF and IPMA**
  - Latest May 21, 2008
- 4. Detailed Congress and sponsor sales material to Ambassadors**
  - As soon as the official Ambassador has been nominated
- 5. A kick-off meeting for the Ambassadors in Helsinki, June 7-8, 2008**
  - In this meeting the Ambassadors will be Refreshed
  - Ambassadors will have the necessary information for sales and promotion activities prior to the congress
  - Local travel and accommodation in Finland will be arranged and paid
- 6. Additional Ambassador meetings (no expenses will be paid)**
  - Copenhagen, September 28, 2008
  - Rome, November 8, 2008

# Congress representation

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# IPMA Member associations

## Africa

Egypt | South Africa | Zambia

## Asia

Azerbaijan | China | India | Iran | Kazakhstan | Kuwait | Taiwan, China | United Arab Emirates

## Europe

Austria | Bulgaria | Croatia | Czech Republic | Denmark | Finland | France | Germany | Greece | Hungary | Iceland | Ireland | Italy  
Latvia | Netherlands | Norway | Poland | Portugal | Romania | Russia | Serbia | Slovakia | Slovenia | Spain | Sweden | Switzerland  
Turkey | Ukraine | United Kingdom

## Americas

United States of America | Brazil