PMI COMMUNITY WEBINAR PROGRAM

Community Webinar Presenter Playbook

The PMI Community Webinar Program exists to provide peer-to-peer learning that helps project professionals solve real challenges, learn from one another, and build professional connections.

This playbook was developed to help you confidently determine whether the Community Webinar Program is the right fit for your content and successfully guide a webinar from idea to delivery.

START HERE Read the Quick Start on page 2.

IDEA & FIT	SUBMIT	REVIEW	ACCEPT	CREATE	ASK	PREPARE	PRESENT	SHARE

Audience: External community members | Scope: Community Webinars only

Create a PMI.org account and Community Profile

Before you begin, a **PMI.org ID and Community profile** are required. This is how you will be added to and enter the tech check and live webinar sessions. A **completed** profile helps you connect with the community and build credibility. Follow these instructions to get a PMI.org account and community profile.

QUICK START

At a Glance: Your presenter journey

Community Webinars are peer-to-peer learning experiences created and delivered by members of the project management community. The audience is global and includes project professionals with different roles, industries, locations, experience levels, and certifications.

1 - Check your idea	Define who needs the topic, what problem it addresses, and what participants should be able to do or understand differently.
2 - Prepare and submit	Start with your learning objectives. Develop a clear title, summary, description, and proposed learning experience. Instructions to submit your idea. Submit your webinar idea here.
3 - Review	PMI reviews the proposal for audience relevance, educational value, program fit, clarity, the quality of the learning experience, and making sure it is non-promotional.
4 - Complete acceptance steps	If accepted, confirm your participation, complete required agreements, and follow the presenter timeline.
5 – Create	Build your webinar
6 – Ask your network	Use the Social Media kite to ask your network to register and start a conversation
7 - Prepare and present	Complete the required technology check, provide the final approved presentation to PMICommunityContent@pmi.org, and deliver the live webinar.
8 - Share and continue	When the recording is available on demand, share it with your network and return to the community conversation.

Presenter Timeline

Week 1:	Submission entered
Week 2:	Reviewers assigned
Week 3:	Reviews completed
Week 3:	PMI decision made to accept your webinar, PMI provides links to PMI Volunteer Engagement Platform (VEP) for you to complete your paperwork. This ensures presenters receive recognition for volunteering their time to share their knowledge with the PMI Community.
Week 4:	Once your paperwork is complete, you will be provided with booking links to hold the tech check and live webinar dates that work for you.

Presenter Timeline con't

Week 5:	Webinar registration page created, and tech check set up. Presenters will be provided with social media templates to invite their networks to the webinar.
Weeks 5 – 9:	Time for webinar promotion, discovery, and registration
Week 10:	Tech check & webinar
Week 11:	Presenter Summary

Is a Community Webinar right for you?

You do not need to be a professional presenter. Strong community presenters can explain a useful idea clearly, share real experience, and engage respectfully with a global audience.

A strong topic usually has

- A clearly defined problem to solve
- A focused topic rather than a broad subject
- Practical takeaways and clear learning objectives
- Real examples, lessons learned, decisions, mistakes, experiments, or outcomes
- Opportunities for audience interaction via polling
- Value that extends beyond one company, product, or organization

Educational, not promotional

Your webinar should not function as a sales presentation, lead-generation activity, advertisement, company showcase, or product-focused demonstration. You may provide relevant context about your organization, research, book, or tool, but the learning must stand on its own.

Presenters should not use the webinar to promote non-PMI products, services, educational programs, or their company.

Align your idea to M.O.R.E.

All Community Webinar proposals should align to PMI's M.O.R.E. framework. M.O.R.E. describes the practices that help project professionals deliver project success, not just project management success. Your webinar should connect to one or more of the four elements below.

- **Manage Perceptions:** Helps project professionals influence, listen, and communicate so the value they deliver is the value stakeholders see.
- **Own Success:** Helps project professionals take responsibility for project success beyond scope, schedule, and budget.
- **Relentlessly Reassess:** Helps project professionals keep revisiting project parameters and adapt as conditions change.
- **Expand Perspective:** Helps project professionals broaden their view across roles, industries, regions, and experience levels.

In your proposal, name the M.O.R.E. element(s) your webinar supports. Add one sentence explaining how your learning objectives and examples reflect it. M.O.R.E. alignment is required for a proposal to move forward.

Ask yourself three questions

1. Who needs this?
2. What problem, challenge, or opportunity does it help them address?
3. What will they be able to do or understand differently after the webinar?

TIP Real-world examples can make a strong webinar. Remove or anonymize confidential or proprietary information.

Prepare and submit your proposal

A clear proposal helps reviewers understand the audience, learning experience, and value of your idea. Prepare your content before you open the submission form.

Character limits

Follow these character limits to help users quickly identify sessions that resonate.

Title: 50 characters or less
Summary: 170 characters or less
Description: 300 characters or less
Learning Objectives: best practice, 1 to 2, no more than 3.

Prepare these proposal elements

- Presenter information: Must have a PMI.org account and a completed Community profile to access the webinar
- Clear learning objectives describing concepts you are teaching
- A clear, specific title
- A short summary explaining why someone should attend
- A description of key challenges addressed, participant takeaways, and value proposition
- A proposed agenda or structure
- Real examples or experiences you plan to use
- Planned engagement, such as questions, polls, or reflection
- Co-presenters; If your webinar has multiple presenters, all requirements apply to each presenter.

Before selecting Submit

- PMI.org account created
- Community profile completed
- Topic meets Community Webinar program criteria
- Content is educational and nonpromotional
  - Content aligns to at least one M.O.R.E. element, and the connection is explained in the proposal
- Audience identified
- Title meets character limit
- Summary meets character limit
- Description meets character limit
- Learning outcomes are measurable
- Engagement strategy identified
- Sources and content rights addressed
- Co-presenter information completed, if applicable
- Required submission information/materials ready
- Proposal reviewed for clarity and completeness

How proposals are reviewed

Submitting a proposal begins the review process. It does not guarantee acceptance or scheduling. The purpose of the review is to understand the proposal, assess program fit, and strengthen the learning experience where appropriate.

What we look for

Audience fit	The topic is aimed at a clearly defined group of project professionals (for example, by role, industry, or experience level).	**Clarity**	The purpose, audience, and plan are easy to understand.
Relevance	The topic reflects current challenges, trends, or opportunities that practitioners are facing now.	**Credibility**	The proposed perspective and important claims are appropriately supported.
Practical value	Participants can use or apply what they learn immediately.	**Learning focus**	The objectives, approach, and takeaways form a coherent learning experience.
Global reach	A broad, global audience.	**Professional fit**	The proposal is appropriate for a PMI learning environment and is not promotional.
M.O.R.E. alignment	The topic clearly supports at least one M.O.R.E. element, and the learning objectives and examples reinforce that connection.		

Possible next steps

PMI may accept a proposal, request clarification or revisions, or decide that a proposal is not the right fit. Requested changes may address the title, description, learning objectives, scope, format, or another element of the proposed experience.

After your proposal is accepted to move forward

Acceptance begins the presenter onboarding and preparation stage. Complete each required action by the deadline provided to you.

Your acceptance checklist

☐ Once your proposal is accepted to move forward you will be sent a link to complete all required presenter agreements and permissions via Docusign through the PMI Volunteer Engagement Platform (VEP)
☐ Receive booking links to hold the tech check and live webinar dates that work for you.
☐ Review the presenter timeline and preparation expectations.
☐ Use the required presentation template.
☐ Upload finished presentation to Submission Platform. Peer reviewers will provide feedback on presentations.
☐ Make changes provided by reviewer feedback and upload to submission platform.
☐ Get final approval.
☐ Submit the final approved presentation and complete the technology check.

Presenter agreements and permissions

Confidentiality and Records Compliance Agreement
Intellectual Property Assignment of Copyright
Conflict of Interest Questionnaire

These documents are required to be signed as part of the process. These agreements document the permissions and responsibilities connected to the content, recording, slides, and supporting materials.

Using Docusign via VEP

The Volunteer Engagement Platform (VEP) will be used to provide presenters with a consistent, secure way to complete required documents via DocuSign while ensuring presenters receive recognition for volunteering their time to share their knowledge with the PMI Community.

You will be provided with a link to access these documents after your submission is approved to move forward in the process.

Create a webinar people can use

Every Community Webinar should help project professionals solve a problem, make a decision, understand an issue, or apply an idea. Design the session around the needs of your audience rather than the amount of information you can present. Sessions typically run 60 minutes, consisting of 45 minutes of presentation content followed by a fixed 15-minute audience Q&A. Shorter webinars are welcome. Make sure every session includes at least 10 minutes of Q&A, as this is the primary reason most live attendees join.

Build from the learning objectives

Learning objectives describe what participants should be able to do, recognize, explain, identify, apply, or understand differently after the webinar. Keep them realistic for the available time and align every major section to them.

Use a simple development checklist

- Start with an audience need or problem, determine learning objectives,
- Focus on one clear topic.
- Use real examples, lessons, and decisions.
- Explain why each idea matters in practice.
- Provide actions, approaches, or questions participants can use.
- Include interaction in chat or polling that supports the learning objectives.
- Design for both the live audience and future on-demand viewers.
- Support important claims and respect intellectual property.
- Protect confidential and proprietary information.
- Use the required presentation template.
- Upload finished presentation to submission platform.

Create clear, accessible slides

Use the designated PMI Community Webinar presentation template. Treat slides as support for the conversation. Prefer readable text, useful visuals, examples, diagrams, and key ideas over paragraphs. Describe important visuals, explain acronyms, avoid culture-specific idioms, and do not rely only on color to communicate meaning.

Make your presentation accessible:

- Use readable font sizes.
- Maintain sufficient color contrast.
- Avoid relying on color alone to communicate meaning.
- Describe important visual information verbally.
- Use accessible presentation practices for charts, images, and graphics.

Ask your network and involve the community

Promotion is more useful when it also creates conversation. Use the social media kit to invite your network to register by starting a conversation on external social media platforms and ProjectManagement.com. After the event, share the on-demand recording and continue the discussion.

Before the webinar

- Share the registration link with people who may benefit.
- Invite colleagues and professional contacts to join.
- Ask what questions or challenges they have about the topic.
- Start a relevant conversation in Project Management Central using the guide in the social media kit.
- Use an open-ended question and focus on one or two ideas.
- Respond authentically, respectfully, and constructively.
- Avoid duplicate posts and promotional language.

After the webinar

- Share the on-demand recording when you receive the link.
- Thank your network and live participants.
- Return to the original PMI community discussion.
- Invite people to share what they learned or applied.
- Answer appropriate follow-up questions.

COMMUNITY PRACTICE Use your own experience and voice. If generative AI is used for more than editing, grammar, translation, or summarizing your own ideas, follow the applicable disclosure and source requirements.

Technology (tech) check

The final preparation stage confirms that the approved presentation and presenter setup are ready for the live event. Tech check sessions are 30 minutes long and take place the week prior to your live webinar.

Prepare for the technology check

- Use the same computer, audio equipment, internet connection, and location you plan to use for the webinar.
- Have the final approved presentation ready. Provide to PMICommunityContent@pmi.org.
- Provide five seed questions that can be used to begin or sustain the Q/A portion.
- Be prepared to confirm audio, presentation setup, webinar procedures, and expectations.
- All approved presenters should follow the same program requirements.

Live webinar

Present for a global audience

- Arrive 30 minutes prior to the beginning of your live session.
- Please use a desktop Computer or laptop (not mobile device/tablet)
- Please use the latest version of either Chrome or Firefox
- If you normally use a VPN (Virtual Private Network), please disconnect so you are directly connected to the internet.
- If possible, use a hardwired internet connection.
- Make sure no one else on your network is doing any heavy bandwidth activities (e.g. streaming, downloading/uploading large files)
- Speak clearly and at a steady pace.
- Explain unfamiliar terms and acronyms.
- Use examples and stories without reading the slides.
- Connect ideas to practical applications.
- Invite participation in chat and through polls.
- Keep on time.
- Allow time to answer questions from the audience.
- If you do not know an answer, say so rather than guessing.
- End with clear takeaways and a reminder about the community conversation.

What PMI supports

The PMI webinar production team manages the webinar environment, audience, and production process so speakers can focus on the learning experience. Production guidance and support are provided for the live webinar environment.

Share the recording and continue the conversation

Community learning can continue after the live webinar. When the recording is available on demand, share it with your network and return to the PMI community conversation.

After the live event

- Watch for the notification that the recording is available on demand.
- Share the approved on-demand link with your network.
- Return to the original discussion and add the approved link when permitted.
- Address appropriate unanswered questions.
- Invite viewers to share how they applied the ideas.
- Use available feedback to improve future content and delivery.

Find help and detailed resources on our Contribute Content page.

The most important thing to remember

Community Webinars bring practitioners together to learn from real experience. Focus on the audience, share what you learned, and help other project professionals apply the ideas in their own work.