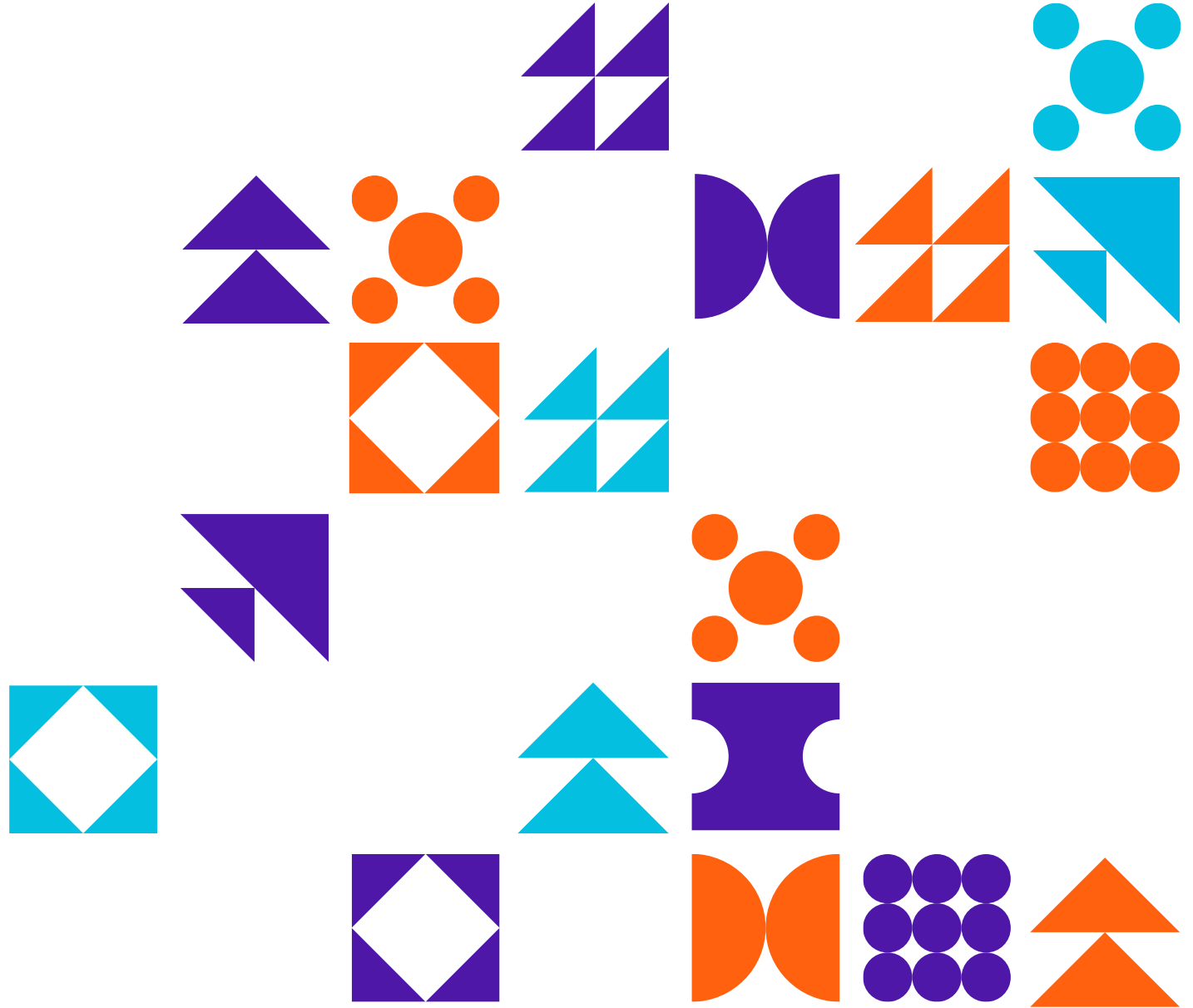


# LESSONS LEARNED FROM BACK TO IN-PERSON

Paul Lovelis | President PMI Tucson

18 of May, 2024



# PMI Tucson through the ages

2019

502 Members  
2-3 inperson PDU events/month  
1 Game night/month  
Avg attendance 25 people  
~\$20/event

2023

485 Members  
1 inperson event/month  
1 virtual event/month  
1 Game night/month  
Avg attendance 10 people  
\$25/event

2024

600 Members  
1-2 inperson event/month  
1 virtual event/month  
1 Game night/month  
Avg attendance 18 people  
\$15/event

# Back to in-person in 2023

- We had an event in 2022 but little turnout.
- In February, 2023 began back to Dinner professional Developments
- Attendance was average of 8 (with 6 of those board members)
- Min. cost for event is \$690.63 with only making \$250 in revenue
- Have hosted 3 happy hours outside of game night with basically no attendance
- Decisions had to be made!

# What was the decision

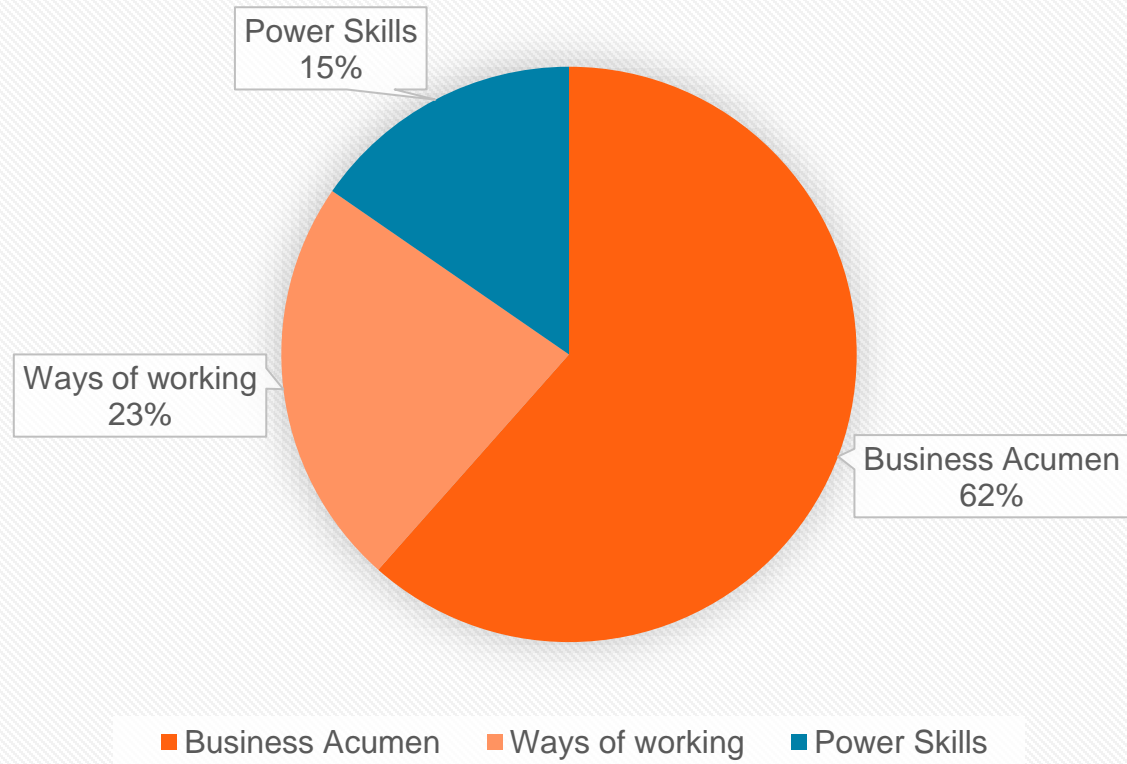
- Given that we were paying for over 70% of the cost of events it was predicted we were going to pay \$7,596.93 and only get \$1,500 back.
- Back to Virtual or Double Down on In-person
- What could we get while also making the event free????
- DATA!!!!

# What did the data tell us

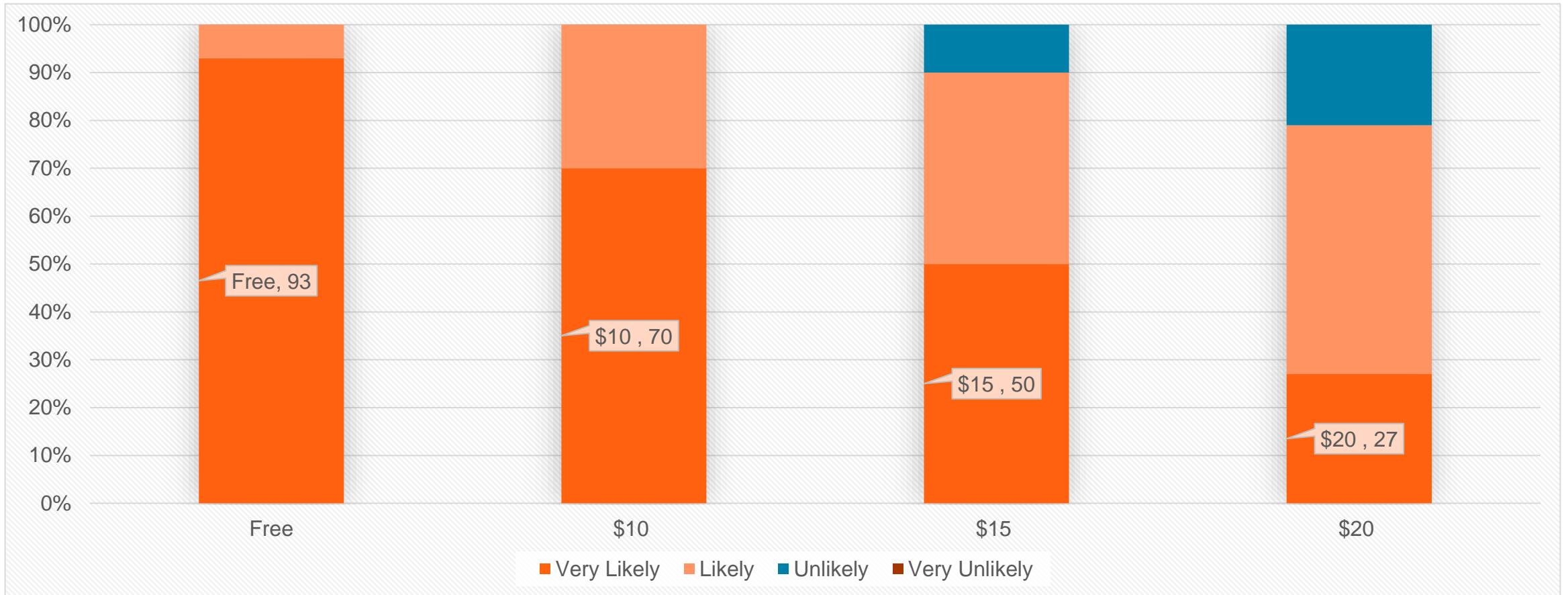
- Average attendance went to 21 for the summer (a high for Arizona)
- 99% of attendees were members (of that on average there were 4.5 board members present)
- While there were some people who never been to a PMI Tucson event before 2-3 each event, the large majority had been, and had to come an event within the last 6 months
- Top reasons they attended were: networking/social, topic/speaker, and free; PDU and food very low on the list (this was a multi-select question)
- Encouragements to come to future events by and large were topic/speaker (free text)

# What topic areas were most interesting to people

## Sales



# What topic areas were most interesting to people



# What did we do then

- Kept in-person for once a month, plus quarterly rural community meeting
  - Price to attend is \$15/person
  - Still have one virtual
- 
- Average attendance is 20 per event
  - Cost for events is still \$690.63, and revenue is only \$275 ~ \$415.63 cost
  - Total budget for the year is \$4,987.56 almost 30% of membership revenue
  - Number of unique individuals who have attended an event since February 2023 – 64 of 600 members



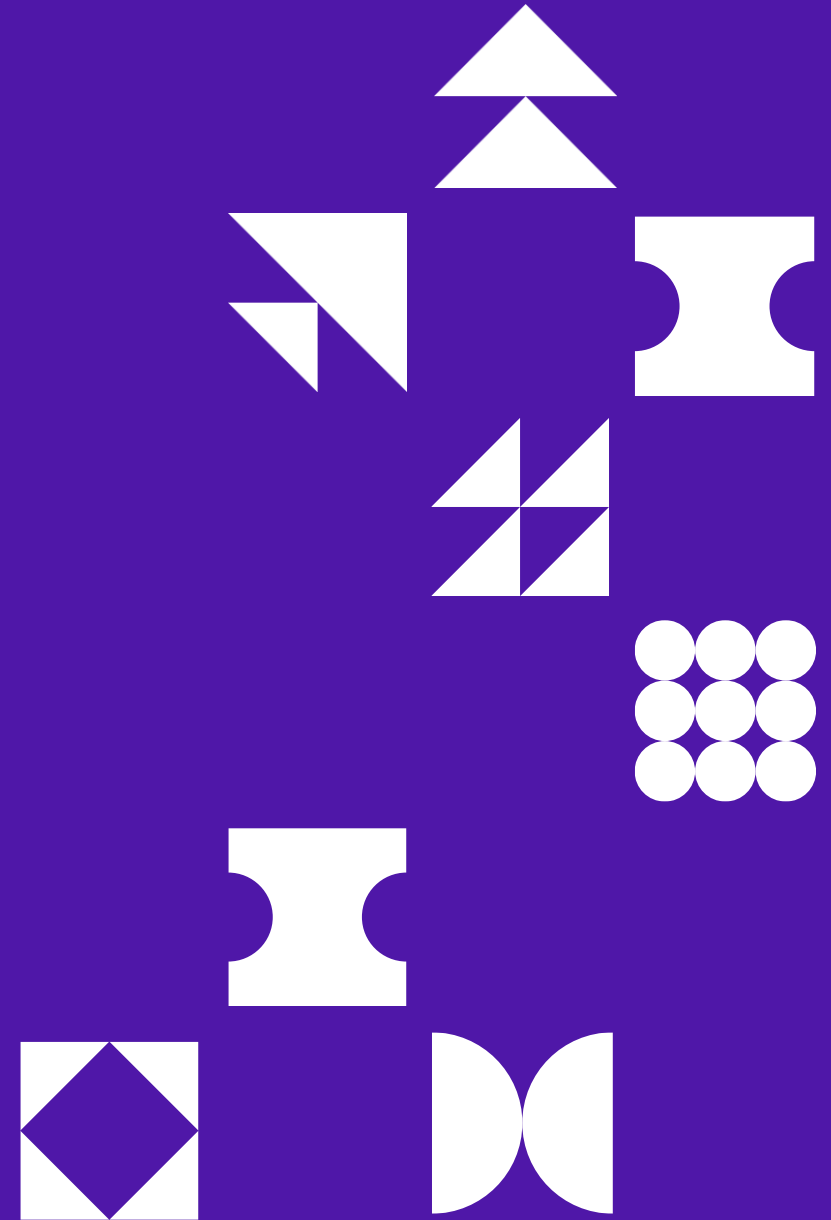
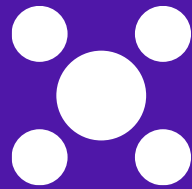
# Where are we headed

- Committed to this for 2024 at the pricing and consistency
- Unsure where to head in 2025.
- Afraid of not having in-person events
- Issue with affordability of cost if event goes up
  - Avg cost per attendee is \$22, our cost is \$15 with discount for Board members

# Thoughts?

- Brainstorm about issues of subsidizing events at such levels
- Brainstorm about 30% budgetary commitment to events for 10% of people
- Is in-person really that important?
- How do you find out what the chapter wants?

THANK YOU  
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