



PMRISE 2023

EVOLVE. DISRUPT. THRIVE.

ABOUT

PMI

OTTAWA

VALLEY

OUTAOUAIS

CHAPTER

EARLY BEGINNINGS

The PMI Ottawa Valley Outaouais Chapter (PMI OVOC) can trace its beginnings to 1984. In 1981 there were 43 PMI members in the National Capital Region and neighbouring centres represented by Don Chutter, a director on the PMI Montreal Chapter's Board. The first initial meeting of PMI in Ottawa was in 1981, in the form of a joint venture with the Ottawa Section of the American Association of Cost Engineers. This first presentation was about the overall management of Ottawa's \$200 million Rideau Centre Development and attracted an audience of 125. Other sessions were held in 1982-1984.

In August 1984, Don Chutter proposed creating a new PMI Chapter to PMI members in and around the National Capital Region. The first meeting of the Proposed Ottawa Valley Outaouais Chapter took place on October 29, 1984. The interim executive for organizing the Chapter consisted of David Curling, Chair; Scott Smith, Secretary/Treasurer; Blayne McCrum, Membership/Marketing; Don Chutter, Chapter By-laws/Goals; and Lois Curling, Meeting Arrangements. The Chapter was officially chartered by PMI on 1 January 1985.

LONG-TERM VISION FOR THE FUTURE

In 2001 the PMI Board of Directors initiated strategic planning activities and from 2002 to 2004 developed and adopted a strategic framework. This is important in order to achieve PMI's long-term vision for the future.

Aligned with the Project Management Institute (PMI), the PMI OVOC has embraced a process which led to the completion of a long-range strategic plan for the Chapter. The process facilitated (a) PMI OVOC's identification of the future needs of members and customers, and (b) PMI OVOC's options for satisfying those needs.

Our core purpose is to advance the practice, science and profession of project management throughout the Ottawa Valley and Outaouais region in a conscious and proactive manner by engaging all existing and potential members, relevant professional communities, and businesses and by providing current information, resources, and activities (in alignment with PMI).

Our mission is to build professionalism and awareness in project management as well as portfolio, program management, business analysis, risk management and scheduling.

Our vision is to provide project management practitioners opportunities for interaction with their peers through networking, meetings, education, partnerships, and training opportunities that support certification efforts and professional development.

A MESSAGE FROM THE PRESIDENT

Dear Chapter members and PMRise participants,

I am delighted to extend my warm greetings and introduce myself while providing some insights into my background. My name is Thomas Doyle III, and I currently serve as a commissioned officer in the Canadian Armed Forces. I've had the privilege of being a part of the PMI Ottawa Valley Outaouais Chapter for over a year now, and it's been a fantastic journey so far.

Throughout my professional journey, I have dedicated 15 years to the dynamic realms of project management and change management. These domains have offered me the opportunity to navigate through a diverse array of industries, including Financial Services, Production, Energy, Supply Chain Management, Maintenance, and most recently, the Department of National Defence. One of my latest accomplishments involves spearheading projects such as the Cadets and Junior Canadian Rangers Mobile App, eLearning development, and the modernization and utilization of the Microsoft 365 platform for Project Management & Training Development and Delivery Project Teams.

I am eagerly looking forward to connecting with fellow members of PMI OVOC, sharing my experiences, and providing insights into the ever-evolving field of project management. The PMI Ottawa Valley Outaouais Chapter Symposium is much more than just an event. It is a vital gathering that embodies the core spirit of our community and the mission we uphold.

In my capacity as the interim President of PMI OVOC, I am truly honored to be part of this incredible journey. I wholeheartedly encourage each of you to actively engage in the symposium's content, participate in discussions, pose questions, and share your valuable experiences. Your participation will serve as the catalyst that ensures the success of this symposium.

Let us embrace this unique opportunity to learn, foster connections, and inspire one another. Together, we can explore the continuously evolving landscape of project management and uncover innovative strategies for achieving success.

Thomas Doyle III



| | | | | |
|------------------------|---|--|--|---|
| 7:30 | Registration & Breakfast (Networking) | | | |
| 8:30 | Presidents Welcome | | | |
| 8:45 10:15 | Keynote: There is an “I” in Team (Spencer Horn - President Altium Leadership) | | | |
| 10:15 10:25 | Morning Break | | | |
| 10:25 11:05 | Conferences Bleeding Edge Project Management <i>(Kevin McGowan)</i> | Emotional Intelligence Unleashed: The Secret Sauce of Project Leadership Success! <i>(Temisan Sagay)</i> | How Governments are Using AI to Improve the Project Methodology <i>(Paul Boudreau)</i> | Comment tirer profit de sa diversité linguistique <i>(André Onana, Rita Chahine, Achille Ubalijoro)</i> |
| 11:15 11:55 | Conferences Future proof your organization with Business Agility <i>(Bola Adesope)</i> | Eight key factors to project success <i>(Simon Ellison)</i> | La maturité en gestion de projet: Une utopie? <i>(Monique Aubry)</i> | From Project Manager to Empathetic Leader: Elevating Projects Through Emotional Intelligence, Diversity, and Inclusion <i>(Mehnaz Tabassum)</i> |
| 12:00 1:00 | Lunch (Salon A) 50 minutes to eat in Salon A 12:30 - 1:00 - 30 minutes to clean up Salon A after lunch, participants in Foyer area (possibility of sponsor speech) | | | |
| 1:00 2:10 | Keynote: Powering the Project Economy: Innovation In Action (Diane Alsing - PMI Global- Board of Directors) | | | |
| 2:20 3:00 | Conferences Rules to Project Management <i>(Bryon McConnell)</i> | The project manager of the future <i>(Toye Akinwunmi)</i> | Breaking Barriers: How to Pivot from Firefighting to Strategic Focus <i>(Kevin Judge)</i> | Maîtriser l'art d'une présentation de projet <i>(Germain Aoun)</i> |
| 3:10 3:50 | Conferences Why business transformation fail? How to make sure they don't? <i>(Tahirou Assan)</i> | The EQI 2.0 (Emotional quotient inventory): A multi tool and blueprint for successful project managers <i>(Martin Callsen)</i> | Bridging the emotional and the intelligent with a dose of reality <i>(George Alhaddad)</i> | Empowering with Agile. <i>(Maggie Hryhorenko)</i> |
| 3:50 4:00 | Afternoon Break | | | |
| 4:00 5:10 | Panel Discussion The Role of AI and Automation in Project Management: Opportunity or Threat? <i>(Panelists: Tahirou Assane, Mariama Zhouri, Spencer Horn)</i> | | | |
| 5:10 7:00 | Chapter Volunteer Recognition / Board - Cocktail | | | |

| | | | | |
|------------------------|--|--|---|---|
| 7:30 | Registration & Breakfast (Networking) | | | |
| 8:30 | VP Professional Development Welcome | | | |
| 8:45 10:15 | Keynote: Leadership that can Produce Growth <i>(Lt-Gen. Hon. Andrew Leslie)</i> | | | |
| 10:15 10:25 | Morning Break | | | |
| 10:25 11:05 | Conferences Strategic Communications Skills <i>(James Lauber)</i> | Earned Value Management (EVM): Output vs Outcome <i>(Jonathan Shiriqui)</i> | Distinctive Project Differentiation: Leveraging the Collective Potential of People, Partnerships, and Community <i>(Deanna Davies)</i> | Leçons tirées de la piste d'audit-À la croisée de l'audit interne et la gestion de projet <i>(Shannon Doyle d'Avout)</i> |
| 11:15 11:55 | Conferences Introvertism vs Extrovertism: How to supercharge project success <i>(Charles Igwe)</i> | Artificial Intelligence and Future-Proofing Education <i>(Patrick Egbunonu)</i> | Tools Supporting EI & DEIB in Project Management <i>(Dr. Jeffery Thompson)</i> | When is it OK to Call Yourself a PM? A Project Management Journey <i>(Jethro Patrocinio, Daniel Solorio)</i> |
| 12:00 1:00 | Lunch (Salon A) 50 minutes to eat in Salon A 12:30 - 1:00 - 30 minutes to clean up Salon A after lunch, participants in Foyer area (possibility of sponsor speech) | | | |
| 1:00 2:30 | Keynote: Challenging Project "Status Quo" Leveraging Vulnerable Leadership and Emotional Intelligence. <i>(Erin Leslie)</i> | | | |
| 2:30 3:00 | Announcement / Symposium Volunteer Recognition / Afternoon Break | | | |
| 3:00 4:30 | Panel Discussion Unconventional Approaches to Human Resource Management: Disrupting Traditional Project Leadership and Management Practices <i>(Panelists: Thomas Doyle III, Erin Leslie, Heidi Huever)</i> | | | |
| 4:30 | Announcement - Closing Remarks | | | |
| 4:45 6:30 | VIP Networking Event - Meet the 2024 Board / Speakers and Volunteers | | | |

SPEAKERS



**SPENCER
HORN**

President - Altium Leadership



**DIANE
ALSING**

*Board of Directors / International
Speaker - Project Management
Institute*



**ANDREW
LESLIE**

*Lieutenant-General (Retired)
and the Honourable*



**ERIN
LESLIE**

*Leadership Coach & Chief
Emotional Intelligence Officer*



**KEVIN
MCGOWAN**
*Program Manager (BizOps),
Pinax and Chair, Voicefound*



**KEVIN
JUDGE**
CEO and Founder, inobl



**HEIDI
HAUVER**
*Chief People Officer & Director,
CHEO Board of Directors*



**DEANNA
DAVIES**
*Program Coordinator and
Professor - Project Management
Graduate Certificate Program,
St. Lawrence College*



**PAUL
BOUDREAU**
*President, Stonemeadow
Consulting*



**BRYON
MCCONNELL**
*Project Leader, and Section
Head - Canadian Nuclear
Laboratories*



**MEHNAZ
TABASSUM**
*IT Project Manager -
Government of Canada*



**ACHILLE
UBALIJORO**
*Project & Program
Executive Consultant
and Managing Director,
Kabera Consulting Inc*



**ANDRÉ
ONANA**

*Chief of EMST Management
departement, Ecole Supérieure
Multinationale des Telecommu-
nications (ESMT Dakar)*



**RITA
CHAHINE**

*Director of infrastructures
et projets, Ville de Gatineau*



**JAMES
LAUBER**

*President, GraftOn-SST -
Success Strategies Training*



**TAHIROU
ASSANE**

*Director, Brightline Initiative
at PMI*



**DR JEFFREY
THOMPSON**

*Release Train Engineer,
TD Bank Financial Group*



**DR CHARLES
IGWE**

*Section Head, D&ER Canadian
Nuclear Laboratories & Vice
President Professional
Development. PMI Ottawa
Valley Outaouais Chapter*



**MARTIN
CALLSEN**

Professor, Algonquin College



**GEORGE
AL HADDAD**

*Director, Program Integration
- Canadian Nuclear
Laboratories*



**PATRICK
EGBUNONU**

*Dean, Faculty of Business
& Community Services*



**BOLA
ADESOPE**

*Senior Consultant, Business
Agility at Deloitte*



**SIMON
ELLISON**

*Complex Project/Program
Management Consultant*



**TOYE
AKINWUNMI**

*Project Manager & Scrum
Master, Teacher & Consultant*



**TEMISAN
SAGAY**

*Program Manager - Analytics -
Thrive Digital & Director,
Mentoring - PMI Ottawa Valley
Outaouais Chapter*



**MAGGIE
IONESCU-
HRYHORENKO**

*Chief Executive, Megabyte
Consulting Limited & Lead
Instructor at National
Project Management*



**JONATHAN
SHRIQUI**

*Senior Project Control Specialist
- EVM - Department of National
Defence*



**GERMAIN
AOUN**

*Senior Program Manager
at Public Services and
Procurement Canada*



**SHANNON
DOYLE D'AVOUT**

B.A., CIA, CRMA



**JETHRO
PATROCINIO**

*Project Manager, Innovation
and Business Engagement,
St. Lawrence College Director
of Operations*



**MONIQUE
AUBRY**

*Professor, École des sciences
de la gestion (ESG UQAM)*



**DANIEL
SOLORIO CRUZ**

*MBA, Project Manager,
SPARK Communications,
St. Lawrence College*



**MARIAMA
ZHOURI**

*PMP, RPM, CISM, CRISC, M.Sc.,
CAMS, Managing Partner
@ HSCG*



**PMRISE
2023**

SPONSORSHIP



SPONSORSHIP

PMRISE SPONSORSHIP ALLOWS OUR SPONSORS TO:

Enhance Brand Visibility

Showcase their brand in the elite project management market, highlight their company's trusted position with the Project Management Institute (PMI), and connect with key decision-makers in the community.

Drive Business Growth

Boost your sales and engage directly with Project Management Professionals (PMP's) to position themselves as a top employer and business partner.

Talent Acquisition, Retention and Networking

Position themselves as an employer of choice, with direct access with our members to recruit and retain the best project managers. Plus, foster relationships with influencers in the project management community.



SPONSORSHIP

GOLD SPONSORSHIP LEVEL

- 3 Conference Passes plus an additional discounted code for additional passes.
- 1 exhibit booth in the exhibit area
- Half page ad in Conference Guide (Print and Digital), plus Digital Advertisement in Break-out Areas
- Organization Logo and Link prominently displayed on website and conference guide
- Signage recognition
- *Unique promo item (SWAG) in attendee bags
- Introduction of a Keynote Speaker
- 3 Job Posting promotion on PMI-OVOC Website / LinkedIn

GOLD SPONSORSHIP LEVEL



International Institute for Learning
Intelligence. Integrity. Innovation.

For over 30 years, IIL has been a global leader in high-quality education, training, and organizational learning for more than 2 million individuals. Specializing in project management, agile practices, business analysis, and leadership development, IIL offers courses, certifications, customized learning programs, online conferences, and consulting to drive professional growth and organizational success.

OUR SPONSORS



GOLD SPONSORSHIP LEVEL



**Canadian Nuclear
Laboratories**

**Laboratoires Nucléaires
Canadiens**

We are delighted to announce that Canadian Nuclear Laboratories will be sponsoring PMRise 2023!

CNL is Canada's premier nuclear science and technology organization and a world leader in developing nuclear technology for peaceful and innovative applications. Leveraging their unique expertise, they are dedicated to restoring and protecting the environment and advancing clean energy technology, and their medical breakthroughs continue to improve the health of people around the world.

OUR SPONSORS





SPONSORSHIP

SILVER SPONSORSHIP LEVEL

- 2 Conference Pass plus an additional discounted code for additional passes.
- 1 Exhibition Booth in the exhibit area
- Quarter page ad in Conference Guide, plus Digital Advertisement in Break-out Areas
- Unique promo item (SWAG) in attendee bags
- Organization Logo and Link prominently displayed on website and conference guide
- Signage recognition
- Verbal acknowledgement at general sessions
- 2 Job Posting promotion on PMI-OVOC Website / LinkedIn

SILVER SPONSORSHIP LEVEL



**Project
Management
Institute.
Toronto**

OUR SPONSORS





SPONSORSHIP

BRONZE SPONSORSHIP LEVEL

- 1 Conference Pass plus an additional discounted code for additional passes.
- 1 Exhibition Booth in the exhibit area
- Quarter page ad in Conference Guide, plus Digital Advertisement in Break-out Areas
- Unique promo item (SWAG) in attendee bags
- Organization Logo and Link prominently displayed on website and conference guide
- Signage recognition
- 1 Job Posting promotion on PMI-OVOC Website / LinkedIn



**PMRISE
2023**

MARKETING CAMPAIGN

MARKETING CAMPAIGN

The PMRise Marketing Campaign successfully promoted event registration, offered exclusive discounts, and highlighted the event's speakers using a creative «Selfie Promotion» concept. Here's how the campaign was conducted:

1. PRE-CAMPAIGN TEASERS:

Prior to the campaign launch, PMRise released teaser content across social media platforms and via email newsletters. These teasers featured visually appealing graphics and introduced the campaign concept.

2. SPEAKER PROMOTION:

In the weeks leading up to the event, PMRise posted regular content that showcased the event's distinguished speakers. Each speaker was featured in a dedicated post or article that highlighted their credentials, expertise, and the value they would bring to the event.

3. SELFIE PROMOTION CAMPAIGN:

The central element of the campaign was the «Selfie Promotion.» This initiative was launched as part of a broader marketing push. The steps for attendees to claim their exclusive discount and engage with board members were as follows:

Spotting Board Members: Campaign materials prominently featured the images and profiles of the distinguished board members, including Thomas Doyle III, Latifa Baba, and Charles Igwe. This helped attendees recognize them easily at the event.

Capture a Selfie: On the day of the event, attendees were encouraged to approach board members and take selfies with them. The board members were introduced as approachable, friendly individuals who were eager to connect with participants.

Social Media Sharing: To claim their special discount, attendees were asked to share their selfies on their own social media profiles using the hashtag #PMRise. The campaign emphasized the importance of including a brief description of their encounter to inspire others.



MARKETING CAMPAIGN

4. EXCLUSIVE DISCOUNT OFFERS:

The campaign clearly outlined the steps to claim an exclusive discount on event tickets. By participating in the selfie promotion and sharing their experience on social media, attendees were eligible for the discount. The instructions for claiming the discount were provided in campaign materials and on the event's website.

5. MULTI-CHANNEL PROMOTION:

The campaign was promoted across multiple channels, including:

Social Media: Regular posts on LinkedIn

Email Marketing: Newsletter updates were sent to the PMI OVOC members

Website: The event website featured a dedicated section with campaign information, speaker profiles, and discount details.

6. COLLABORATIONS AND PARTNERSHIPS:

PMRise partnered with project management leaders and event sponsors to amplify the campaign. These partners endorsed the event and encouraged their followers to participate in the selfie promotion, expanding the campaign's reach.

7. MEASURING SUCCESS:

Key performance indicators included tracking registration numbers, monitoring social media engagement (likes, shares, comments), measuring website traffic and ticket sales, and analyzing the use of the #PMRise hashtag on social media platforms. These metrics helped evaluate the success of the campaign.

The PMRise Marketing Campaign effectively promoted registration, showcased the speakers, and engaged attendees with a unique «Selfie Promotion.» The campaign harnessed the power of social media, email marketing, and partnerships to create a memorable and engaging experience for event participants.



**PMRISE
2023**

VOLUNTEERS

VOLUNTEERS



**LATIFA
BABA**
VP Volunteers



PMRISE VOLUNTEERS

PMI was founded by volunteers—people who wanted to enhance the profession of project management, share new ideas, and reap the benefits of expanding connections and career advancement opportunities.

Thanks to PMI's volunteers, project management is recognized and valued by organizations and governments around the world.

By sharing their time, experience and expertise, PMI volunteers:

- Develop leadership and business skills by serving on our Chapter Board of Directors or by taking part in local events and activities
- Benefit from a wide variety of educational, networking and career-advancing opportunities
- Build your professional network and benefit from relationships you develop with other Project Managers

To ensure the event success, we had a great time of volunteers who were coordinating logistics.



PROJECT MANAGER



**CHARLES
IGWE**
Chair of Symposium

VOLUNTEERS



**ASHLEY
BUTAO**

*Program Manager
Workshops*



**TEMISAN
SAGAY**

*Project manager,
Speakers (English
Stream)*



**AANCHAL
MEHRA**

*Symposium Senior
Program Manager*



**JUAN (RACHEL)
ZHANG**

*Project Coordinator
Speakers*



**DHAVAL
HARSHAD
DHOYDA**

*Asst. Symposium Senior
Program Manager*



**ARIJIT
GHOSH**

*Program Manager
Volunteers*



**AMANI
KHIARI**

*Project manager,
Speakers (French
Stream)*



**OLGA
DMYTRIUK**

*Project Manager
Recognition Award*

VOLUNTEERS



**FELIX
ONORI
AFIGHI**

*Project Coordinator
recognition*



**SAKSHI
SIROHI**

*Marketing Project
manager*



**SID
SHARMA**

*Project Manager
Sponsorship*



**ROSHANAHMED
QURESHI**

*Project Manager
Recruitment*



**MUSTAFA
ABBAS**

*Project Coordinator
Sponsorship*



**ZAKARIA
ENNASSEF**

*Project Coordinator
Recruitment*



**DIANA
DAVIDOVIC**

*Program Manager
Services*



**NANCY
DANG**

*Symposium
Coordinator*

VOLUNTEERS



**SADIE
PASCAL**
*Symposium
Coordinator*



**ESTHER
AKWARA**
*Symposium
Coordinator*



**FLAVIA
KOKONYA**
*Symposium
Coordinator*



**EZEKIEL
MINKAM**
*Symposium
Coordinator*



**ERNESTO
MARISCAL**
*Symposium
Coordinator*

CONTACT US & JOIN THE PMI OTTAWA VALLEY OUTAOUAIS COMMUNITY



PMRISE 2023

EVOLVE. DISRUPT. THRIVE.

The Ottawa Valley Outaouais chapter continually works to innovate and create new programs for the benefit of the chapter body.

To do so, the chapter has been and continues to be run by individuals that donate their skills and time while earning PDU's. The value of volunteering is where you come in. We are looking for eager individuals to help us develop and implement new ideas.

For more information on Volunteering Opportunities, check the Volunteer Relationship Management System (VMRS) or contact the Chapter.