

Annual Report 2024 for PMI Norway Chapter(01.09.2023 - 31.08.2024)

Board and Committees this period (01.09.23-31.08.24)	2
President’s Summary.....	2
Members	5
Professional Development	6
Volunteers	6
Partners & Sponsors	7
Young Professionals	7
Events	8
On-Site Events	8
Webinars	8
Upcoming Events.....	8
Operations.....	9
Communications.....	9
<i>Social Media Overview</i>	10
Finance	10
Other projects - The Sweden Chapter-led Global AI survey project	11
Attendance at International PMI Events.....	11
PMI Global Summit (Atlanta) October 25-28, 2023	11
Region 8/LIM in Lisbon December 1-4, 2023	12
LIM/PMI global Summit Europe (Berlin), April 10-13, 2024.....	12

Board and Committees this period (01.09.23-31.08.24)

The Board of Directors has consisted of the following members:

Mona Hjortdahl, President
Kjetil Volle, Vice President
Torgeir Fjelldal, Operations Director
Lill-Ann Diserud, Member Engagement Director
Ingrid Palma Viddal, Professional Development Director
Ali Kohansal, Volunteer Engagement Director
Tor Christian Skauge, Partner & Sponsor Director
Dennis Bogen, Young Professionals Director
Natella Ghazaryan, Event Director

The Nominations Committee has consisted of the following members:

Ginn Stirling
Tonje Bøhn Kristiansen

The Auditing committee has consisted of the following members:

Øyvind Johnsen
Espen Joranger

The Communications Task Force has consisted of the following members:

Kari Mørkesdal, Finance and Web Manager
Andrea Rebendics, Communications Manager

President's Summary

President Mona Hjortdahl

PMI Norway has had significant activity this period. The board successfully delivered its objectives for 2024 and stabilized the chapter's membership numbers. Despite the exit of half the board members in 2023, the new Directors quickly gained PMI experience, allowing the board to continue offering a wide range of activities to our members. This year, each board member focused on delivering value, leading to several notable achievements:

- Increased the number of physical and digital events in Oslo and initiated plans to expand events to Stavanger.
- Grew the number of new members joining and stabilized the total membership at 423.
- Successfully conducted all planned PMP Prep activities in collaboration with Holte Academy.
- Established a significant volunteer base.
- Played a central role in PMI Sweden's global AI Survey project.
- Participated in several key PMI events, with multiple board members attending.

In 2023/2024, we held ten regular board meetings, a mix of virtual and in-person, along with three in-person strategy meetings. The first strategy and handover meeting took place in Oslo in the fall of 2023, and the second was held in February 2024, where we developed a plan for the year and set priorities. Vision and four key objectives were defined for the period:

Our vision is to be an attractive and value-creating membership organization as well as a meeting place for both new and experienced project managers in Norway.

Objectives

1. The main focus for the Board will be activities that offer value to members
2. Increase the number of physical events facilitated by PMI Norway Chapter in Oslo by three events compared to 2023
3. Recruit two volunteers in 2024
4. Continue one of the key objectives from the previous period: Make it attractive to serve on the PMI Norway Board of Directors

The third strategy meeting was held in August, focusing on summarizing 2024 activities and planning for the 2025 budget.

Weekly management meetings were held, attended by:

- Mona Hjortdahl, President
- Kjetil Volle, Vice President
- Torgeir Fjellidal, Operations Director
- Kari Mørkesdal, Finance Manager (in a mentor and advisory role on chapter's history)

These meetings focused on ongoing operations, communication with PMI centrally, event planning, and preparation for board and strategy meetings.

The Membership group effectively used the reporting tool ThoughtSpot in 2024, providing us with detailed insights into membership numbers and key industries.

The Professional Development group maintained steady activity, with PMP Prep courses in November 2023 and April 2024, and another course planned for November 2024. PMI Norway supported marketing efforts, co-hosted PMP webinars and hosted PDU webinars.

Thanks to the efforts of our Event Director, the events group had an active year, successfully increasing the number of physical events and webinars. We were also approached by Geir Senland, who expressed interest in organizing events in Stavanger.

However, the Sponsors and Partners group had low activity in 2024. In the spring, the group's director left the board, and we have not yet secured external sponsors for PMI Norway this year. This

should become a priority for the new board, as we depend upon the funding from sponsors to secure the sustainability of our operations.

The Young Professionals team introduced a new award for the best master's thesis in project management, which helped raise PMI's profile among students and strengthen ties with universities. This initiative also led to an increase in student memberships, expanding our younger member base, and we have been approached by a University starting to offer Project Management following the PMBOK in August 2024.

Beyond local activities, PMI Norway board members attended several international events, including the LIM/Region 8 meeting in Lisbon, the PMI Global Summit in Atlanta (USA), and the LIM/PMI Europe Summit in Berlin. These events have built knowledge and capabilities for the board to better support our members, which remains our top priority!

Focus Areas for 2025

In 2025, PMI Norway will face several key challenges and opportunities. The new board will need to focus on the following global and local changes:

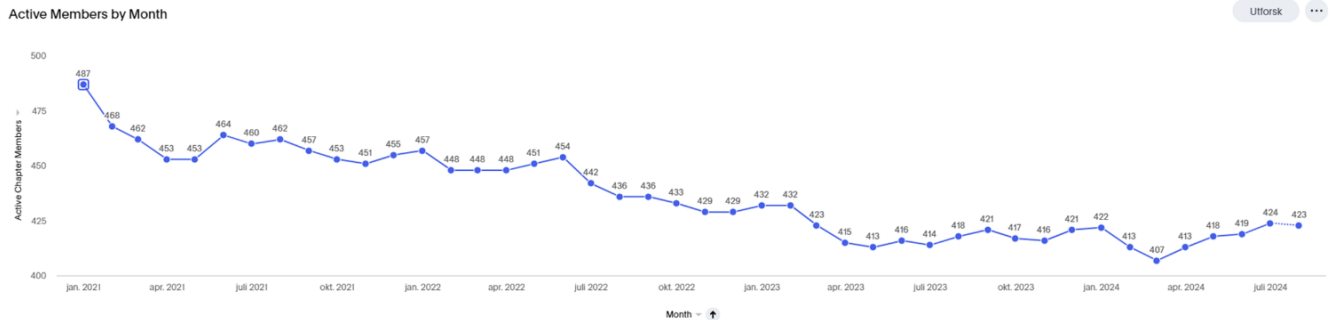
- **Introduction of Single PMI Membership:** All chapters, including PMI Norway, will implement Single Membership in 2024 and 2025. This also means revising our Bylaws.
- **25th Anniversary Celebration:** PMI Norway will celebrate its 25th anniversary, requiring significant event planning. Proposed funding will be presented at the annual meeting.
- **Event Expansion:** PMI Norway will expand its physical event activity to include Stavanger in addition to Oslo.
- **Get our Partner and Sponsorships back on track,** to secure funding for the future.
- **Review of Holte Academy Partnership:** We will evaluate the results of our three-year agreement with Holte Academy that supports a PMP Prep course offering in Norway.

The following individuals have chosen not to make themselves available for another term on the PMI Norway Board: President Mona Hjortdahl, Vice President Kjetil Volle, Young Professionals Director Dennis Bogen, and Sponsor and Partner Director Tor Christian Skauge.

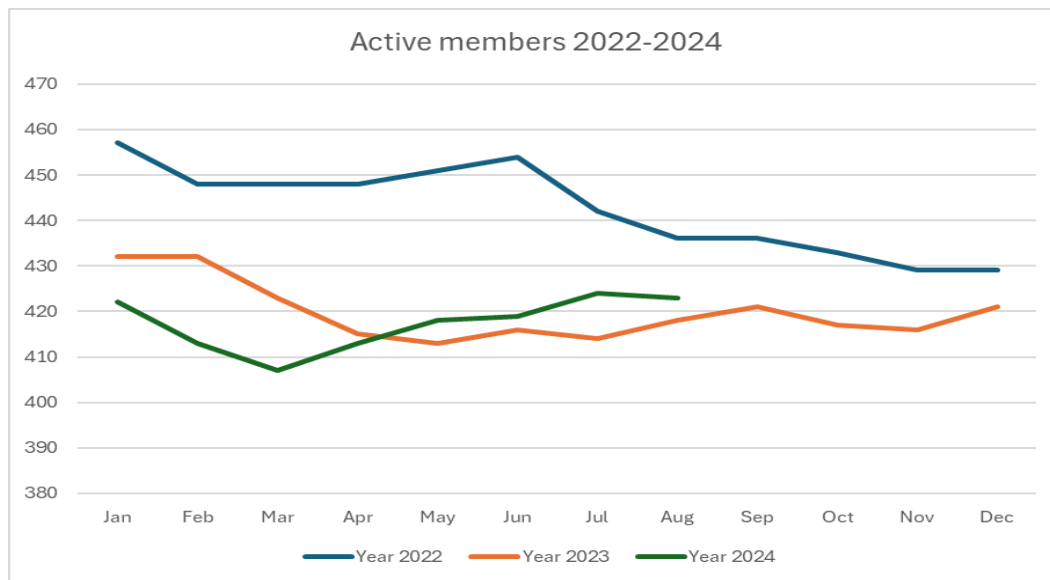
Members

Lill-Ann Diserud, Member Engagement Director

As of August 2024, the PMI Norway Chapter has 423 active members. After a period of decline, membership appears to have stabilized, growing slightly from 418 members in August 2023 to 423 in August 2024.



Number of active members compared over the last three years:



From September 2023 to August 2024, the chapter welcomed 82 new members, 60 of whom joined in 2024. Welcome emails were sent to all new members, and some have responded with inquiries about volunteer opportunities, PMP certification, and other topics.

The largest industries represented by our members remain IT, energy, and consulting.

By August 2024, 262 (62%) of our active members hold the PMP certification.

Professional Development

Ingrid Palma Viddal, Professional Development Director

During this period, PMI Norway Chapter's ATP partner, Holte Academy, organized PMP Prep courses on November 13-14 and 20-21 of 2023, as well as April 18-19 and 25-26 of 2024. The next course is scheduled for November 14-15 and 21-22 this year. PMI Norway Chapter supported these efforts by participating in information and marketing webinars prior to the courses and attending course days to present PMI and the Norway Chapter. Holte Academy has been highly active in promoting the courses through their website, social media channels, and network contacts. The chapter also promoted these courses on its website and social media platforms.

Despite lower-than-expected participation, the attendees expressed high levels of satisfaction. It has been noted that many candidates, especially those with international backgrounds, opt to pursue the certification independently or via online platforms. As a result, offering courses in English is under consideration.

In 2024, the chapter focused on increasing its presence on LinkedIn to boost visibility. With over 600 followers and more than 700 members, maintaining engagement through regular updates has become a priority.

Looking ahead, the chapter will continue developing its website, with plans to introduce a dedicated section for professional content. This section will provide links to webinars, course opportunities, reports, and resources from PMI, its partners, and the broader project management community.

Feedback from members and certification candidates suggests that relevant information is sometimes difficult to locate on PMI's central websites. Although PMI Norway Chapter responds to these inquiries via email with links to centrally hosted information, the goal is to make such information more readily accessible on our chapter's own website.

Volunteers

Ali Kohansal, Volunteer Engagement Director

The PMI Norway Chapter has successfully motivated its members to participate in volunteer activities and support board functions. Currently, there is a group of 11 volunteers, with 6 expressing an interest in becoming board members.

A key challenge has been defining meaningful tasks for these volunteers to ensure that their contributions are both impactful and fulfilling. To address this, a physical meeting is scheduled in early October for volunteers located in Oslo, along with an online meeting for those in other cities. These meetings aim to better understand the volunteers' skills and interests, enabling the assignment of tasks that align with both their strengths and the chapter's strategic goals.

Partners & Sponsors

Tor Christian Skauge, Partner & Sponsor Director

No activity has been performed by the Partner & Sponsor Director and he retired from his Board position in May 2024.

Young Professionals

Dennis Bogen, Young Professionals Director

The mission of the Young Professionals Director is to attract and engage young professionals aged 20-35 and increase membership within this demographic. In the 2023-2024 period, the focus was on three primary objectives:

1. **Engage students with PMI:** The goal was to strengthen relationships with universities and colleges to connect with students specializing in project management. During the year, partnerships were established with several of Norway's leading institutions offering project management programs, such as NTNU and Gokstad Akademiet. This initiative has built a solid foundation for ongoing collaboration with the academic community.
2. **Establish the PMI Norway Chapter award:** The "[PMI Norway Chapter Award for the Best Master's Thesis in Project Management,](#)" was successfully launched, offering a prize of NOK 10,000. The award winner is given the opportunity to present their thesis to PMI Norway members, feature on the chapter's website, and receive a one-year free PMI membership, along with mentorship opportunities.
3. **Increase student memberships:** Between August 2023 and August 2024, PMI Norway Chapter saw a significant 46.7% increase in student memberships, rising from 15 (3.6% of total members) to 22 (5.2% of total members). This growth highlights the chapter's ongoing efforts to engage more students and young professionals. Additionally, PMI Global granted seven free student memberships, which will be strategically used to recruit and engage new student members.

Date	Number of student members	Increase in student members	Total active members	Percentage of students
August 2023	15	-	417	3.6%
August 2024	22	+7 (46.7%)	423	5.2%

Looking ahead, it is recommended that the next Young Professionals Director continues to strengthen and expand academic partnerships, potentially by collaborating with student organizations and identifying new target groups, such as students in bachelor's programs or shorter courses. These efforts can help broaden the chapter's reach within the academic community.

Additionally, the annual PMI Norway Chapter Award should be promoted as a recurring event, leveraging it as a key tool for increasing visibility and engagement among students.

Future initiatives should also focus on actively promoting PMI student memberships to attract younger members and build meaningful connections with the next generation of project managers. These efforts will ensure continued growth and engagement within the young professionals' demographic.

Events

Natella Ghazaryan, Event Director

The primary objective of the Events Director in 2024 was to activate both virtual and in-person events, boost interest and participation rates among the PMI Norway Chapter community, and enhance the attractiveness and value of PMI membership for PMP-certified project managers.

On-Site Events

- **"Bruker du risikostyring for å oppnå suksess i prosjektene dine?"**
 - **Date:** October 23, 2023
 - **Attendees:** 38
- **PMI PUB - Networking Edition**
 - **Date:** March 7, 2024
- **"Will AI Replace PMs?" & Summer Party**
 - **Date:** June 4, 2024
 - **Registered:** 49
 - **Attendees:** Approximately 40

Webinars

- **"AI for Project Managers: Are You Ready?"**
 - **Date:** November 23, 2023
 - **Attendees:** 42
- **"Mastering Emotional Intelligence in Influencing Skills for Project Managers"**
 - **Date:** April 4, 2024
 - **Registered:** 95
 - **Attendees:** 46
- **"Retrospectives - Maximizing the Potential"**
 - **Date:** August 26, 2024
 - **Registered:** 67
 - **Attendees:** 32

Upcoming Events

- **On-Site Event**
 - **Date:** October 2024

- **Topic:** From Project Risk to Uncertainty Management
- **Webinar**
 - **Date:** To be confirmed
 - **Topic:** AI and Managing Projects and Programs (to be confirmed)
- **Presentation of PMI Norway Chapter on Smartsheet**
 - **Date:** October 17, 2024
 - **Goal:** The main objective of this collaboration is to secure Smartsheet as a sponsor for PMI Norway Chapter's 25th anniversary.

Operations

Torgeir Fjellidal, Operations Director

Throughout this period, the Operations Director has managed the M365 licenses accessed through Microsoft's nonprofit program at no cost. This initiative has notably reduced expenses while providing access to licensed versions of essential tools, including Outlook, Teams, Excel, Word, PowerPoint, OneDrive, and more.

Significant efforts have been made to enhance digital activities on the M365 platform, leading to more efficient and effective communication. Moving forward, there are plans to increase the visibility of task force activities by utilizing Teams Planner and consistently documenting meetings.

To improve user experience, the structure of Teams channels will be refined to make it more intuitive for chapter leaders to locate necessary information. Additionally, archiving legacy documents will help emphasize active and relevant content.

In alignment with the Annual Plan submitted to PMI globally, board members are now linking their reports to the Key Objectives and Core Services for each domain during board meetings, ensuring better coherence and strategic alignment.

Communications

Andrea Rebendics, Communications Manager

Throughout the period, the Communications Manager has been actively engaged in creating and posting a substantial amount of content on the chapter's website and social media platforms. This effort has effectively fulfilled the responsibilities associated with the role of Communications Manager.

Actions, results and work-in-progress:

1. PMI Norway Chapter website update: workshop together with Finance Manager Kari Mørkesdal to update and improve contents and make it more relevant to the Norwegian audience yet follow the global guidelines. Work to be continued in the coming months.

2. Regular meetings/mentoring with Finance Manager Kari Mørkesdal to discuss current and upcoming tasks and guidance where needed. Communications Strategy is in place and updated in accordance with incoming comments.
3. Communications Manager implemented a communications calendar to have an overview and schedule of the different communications activities and tasks related to chapter events (in-person and virtual), posts, articles, website updates, reposts, Norway events and global events. The communications calendar is available to all volunteers via Teams/SharePoint.
4. Communications Runbook – a comprehensive guide to communications tasks is in the works: How-Tos for communications tasks such as creating newsletters, banners, blog posts, etc.
5. As a result of increased and regular activity on SoMe, namely LinkedIn Company page, LinkedIn Group page and Facebook page, we experience a modest but steady increase in the number of our followers/members and increased engagement/attention in the form of comments and follow-ups.
6. SoMe activity: putting up events, pre-event and post-event posts, reposts, interviews, promotional posts for global events or events organized by partner chapters, call-to-action posts.

Social Media Overview

LinkedIn Company Page

Number of Followers: 631

LinkedIn Group

Number of Members: 717

Facebook Page

Number of Followers: 349

Finance

Kari Mørkesdal, Finance and Web Manager

The accounts continue to be managed internally using DNB Regnskap, with support from Frekhaug Regnskap, our former accountancy firm, for presenting results at the annual meeting and year-end. Frekhaug Regnskap also assists with submissions to Brønnøysundregistrene and Altinn, and provides support on using features in DNB Regnskap.

The chapter's income totaled NOK 273,976, exceeding the income budget by 115%. This positive result was influenced by:

- **Currency Exchange Rate:** The increase in the NOK value of member chapter fees and PMI grants due to the USD-NOK exchange rate.
- **Higher Interest Rates:** Greater-than-expected interest earnings on the savings account.
- **Travel Grants from PMI:** Additional funding received from PMI for travel.

Stable membership numbers have ensured that chapter member fees remain the most crucial source of income.

Expenditures amounted to NOK 326,091, representing 68% of the budgeted costs. Notable reductions in spending occurred in:

- **Events:** Costs for events targeting members, potential members, and partners.
- **Work Sessions:** Fewer work sessions for volunteers and initiative teams.
- **Communication Activities:** Reduced spending on communication efforts.

A significant investment was made by sending most board members and the Communications Manager to the regional PMI event in Lisbon in November 2023. This investment focused on enhancing skills related to PMI strategy, vision, and new tools.

Overall, NOK 52,116 of the chapter's savings were utilized during this period. As of August 31, 2024, the financial assets total NOK 1,445,666.

Other projects - The Sweden Chapter-led Global AI survey project

Starting in June 2023, the PMI Norway Chapter was invited to participate in an AI project with an offspring from Sweden. The project aimed at investigating how AI was introduced and leveraged on a global level, and with such an ambitious goal a range of resources became involved. The PMI Norway Chapter led the survey among Project Managers based in Norway, and later supported the project during both analysis and presentation of results. With more than 2,300 respondents globally this became the largest ever chapter led PMI project!

Attendance at International PMI Events

Mona Hjortdahl, President

PMI Global Summit (Atlanta) October 25-28, 2023

In 2023, PMI Norway Chapter was invited to the PMI Global Summit held in Atlanta. This summit had a significant focus on AI and its potential impact on the Project Management profession. The chapter was represented by the Vice President, Kjetil H. Volle. Supported by global PMI sponsorship and funding from his employer, Kjetil participated in three days of intensive learning and networking with professionals from around the world. The event also provided valuable opportunities for networking with participants in the AI Project Management Survey project, where the Norwegian Chapter played a key PM role (Deputy Global PM).

The announcement of a PMI European Summit planned for the first half of 2024 was made at this event. Future assessments will determine which international events should be prioritized for sending delegates. Additionally, Kjetil's experience in Atlanta enabled him to serve as a keynote

speaker at the chapter's Summer Party in June, providing valuable insights and giving back to the community.

Region 8/LIM in Lisbon December 1-4, 2023

The Region 8 Leadership Institute Meeting (LIM) took place in Lisbon, with the Norwegian Chapter sending eight representatives: President Mona Hjortdahl, Vice President Kjetil H. Volle, Operations Director Torgeir Fjellidal, Professional Development Director Ingrid Palma Viddal, Member Engagement Director Lill-Ann Diserud, Volunteer Engagement Director Ali Kohansal, Events Director Natella Ghazaryan, and Communications Manager Andrea Rebendics. The event presented a steep learning curve for several new board members and involved a packed schedule of sessions and networking opportunities.

LIM/PMI global Summit Europe (Berlin), April 10-13, 2024

In 2024, PMI hosted its first Global Summit in Europe, inviting all chapters worldwide to participate. The Norwegian Chapter was represented by President Mona Hjortdahl. With global PMI sponsorship, and support from the Norway Chapter, she engaged in three days of intensive learning. The summit featured a dense program with PMI's top management, best practice sessions, and numerous specialist discussions.

The benefits included extensive networking opportunities and a deeper understanding of PMI's strategic direction. Insights gained from this summit will influence how the Norwegian Chapter shapes its future initiatives and continues to provide value to its members in Norway.

5 October 2024

On behalf of the PMI Norway Chapter Board of Directors
Mona Hjortdahl, President

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