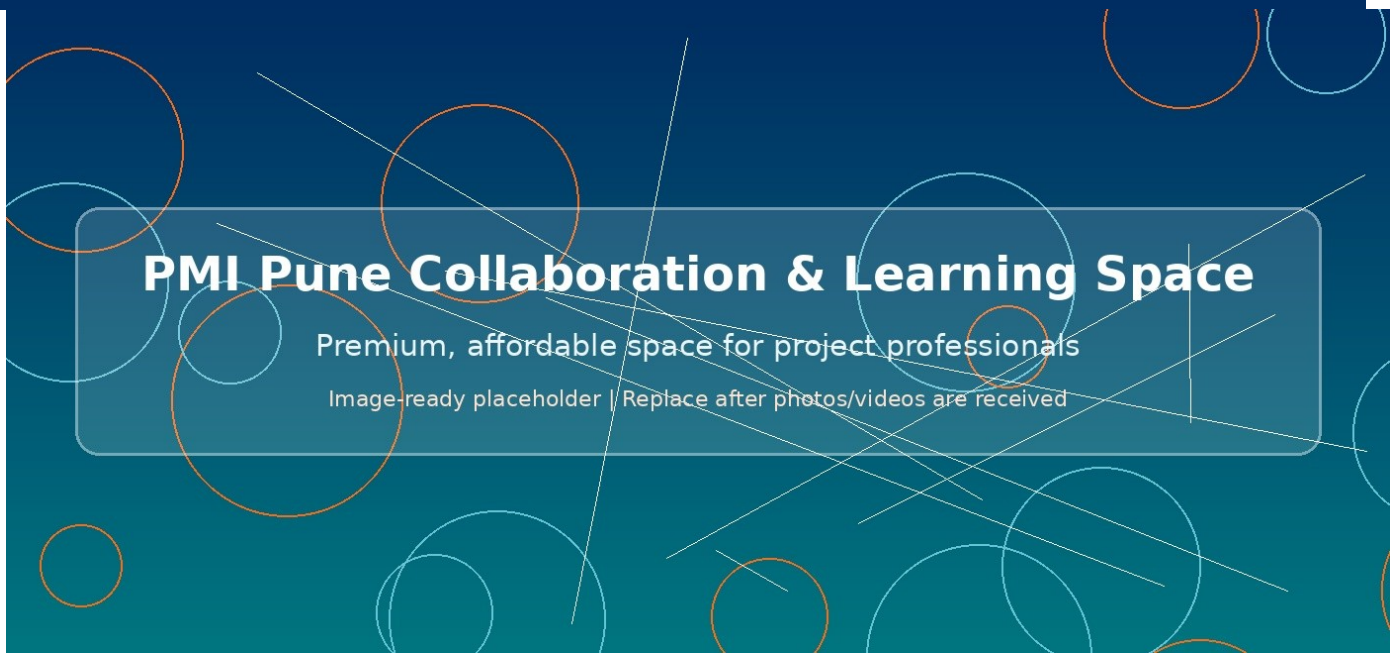
PMI Pune-Deccan India Chapter

COLLABORATION & LEARNING SPACE

A professional, accessible and trusted venue for project professionals, study circles, mentoring conversations, PMO roundtables and curated learning experiences.

PREMIUM VENUE BROCHURE | DRAFT V1.0



Simple Booking	Transparent Rates	Purpose-led Use Cases

THE OPPORTUNITY

A Chapter Space Designed for Meaningful Professional Engagement

PMI Pune has a valuable physical asset that can become much more than an office. With the right positioning, clear use-cases, transparent rates and a frictionless booking path, the space can become a visible member benefit, a collaboration hub and a modest revenue contributor for the chapter.

01

Member Value

Give members a trusted, affordable space for study circles, mentoring, peer learning and professional networking.

02

Community Impact

Enable learning-led meetings, volunteer collaboration, academic engagement and social-impact project discussions.

03

Sustainable Revenue

Create a clear, governed and non-intrusive monetization stream through approved paid bookings and partner-led sessions.

THE CORE MESSAGE

Positioning Statement

A professional, affordable and trusted space for project professionals to meet, learn, collaborate and build the future of project management in Pune.

FROM ANNOUNCEMENT TO PRODUCTIZATION

What changes now?

- Move from occasional posts to a dedicated booking page and repeated campaign visibility.
- Publish a simple rate card so users understand affordability before they enquire.
- Package the space around specific use-cases such as study circles, mentor meetings, PMO roundtables and workshops.
- Create a single booking form with clear approval, payment and confirmation workflow.

WHY PEOPLE SHOULD BOOK THE SPACE

High-Potential Use Cases

PMP / CAPM Study Circles

Peer-led preparation groups, mock quizzes, revision sessions and chapter-supported learning circles.

Mentoring Conversations

MentorPRO meet-ups, career guidance, interview preparation and small group coaching.

PMO Roundtables

Focused discussions for PMO heads, project leaders, agile leaders and transformation teams.

SIG Working Sessions

Automotive & Manufacturing, Construction & EPC, AI-GCC and future SIG working-group meetings.

Corporate Workshops

Approved project management workshops, demos, leadership clinics and sponsored micro-events.

Academic Connects

Faculty discussions, student project clubs, early-career project management awareness sessions.

Volunteer Sprints

Portfolio planning, publication work, event rehearsals, content review and chapter operations alignment.

Social Impact Meetings

PMWB-style project planning, NGO advisory sessions and community project design conversations.

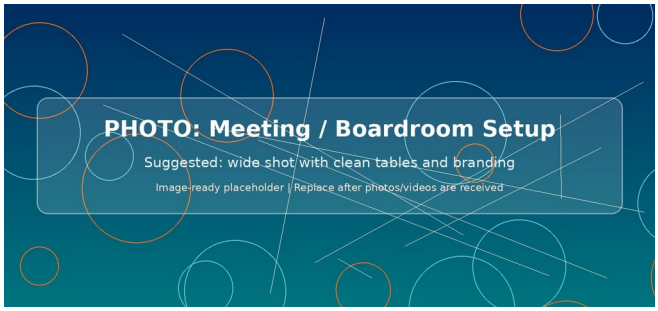
WHY EARLIER POSTS MAY NOT HAVE WORKED

Demand Insight

No visible booking path	**No rate clarity**	**No use-case imagination**	**No repeated CTA reminders**

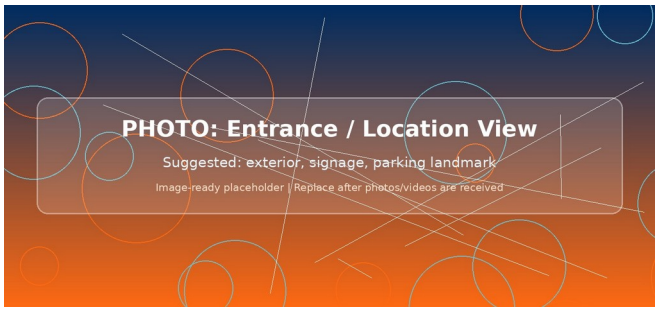
PHOTO-READY VENUE SHOWCASE

The Space at a Glance









MAKE THE VALUE TANGIBLE

Suggested Amenities to Highlight

Professional meeting setup Clean seating, table layout and discussion-friendly environment.	**Projector / screen ready** Suitable for presentations, demos and small training sessions.	**Whiteboard / flipchart** Useful for workshops, planning, retrospectives and mentoring.
PMI Pune credibility Trusted chapter environment for serious professional conversations.	**Central contact support** Bookings coordinated by chapter office staff through a defined process.	**Flexible formats** Boardroom, study circle, workshop, interview or roundtable format.

EASY TO UNDERSTAND, EASY TO PROMOTE

Simple Booking Packages

Member Study Circle	For PMP / CAPM groups, peer learning circles and exam preparation meet-ups.	**2 hours | member-led | subsidized**
MentorPRO Meet-up	For mentor-mentee conversations, small career clinics and guided group mentoring.	**2 hours | 4-12 participants**
PMO Roundtable	For PMO leaders, project heads and senior professionals to discuss focused themes.	**2-3 hours | curated audience**
Corporate Micro-Workshop	For approved sponsor / corporate workshops aligned with PMI Pune governance.	**Half-day | paid category**
SIG Working Group	For SIG leads and volunteers to conduct planning, research and publication meetings.	**Priority access | internal category**
Academic Connect	For faculty, students and young professionals to engage with project management.	**Subsidized | academic category**

EDITABLE - FOR BOARD FINALIZATION

Proposed Introductory Rate Card

Use category	Suggested duration	Member / community rate	Corporate / external rate
Study circle / mentoring	2 hours	Free to nominal / ₹500-₹750	NA or by approval
Member knowledge session	Half day	₹1,500-₹2,500	₹4,000-₹6,000
Corporate roundtable / demo	2-3 hours	By approval	₹5,000-₹8,000
Workshop / training	Full day	₹3,000-₹5,000	₹8,000-₹12,000

HOW THE USER SHOULD EXPERIENCE IT

A Frictionless Booking Journey

1 Discover

Website banner, WhatsApp message, LinkedIn post, event standee or QR code.

2 Understand

View use-cases, capacity, amenities, rates, terms and available standard slots.

3 Request

Fill a simple booking form with purpose, date, duration, category and requirements.

4 Confirm

Chapter office validates availability, category, approvals and payment requirement.

5 Use

Guest receives confirmation, arrival instructions, usage rules and support contact.

6 Review

Feedback captured for quality, utilization reporting and future campaign improvement.

RECOMMENDED

Booking Form Fields

- Name, mobile, email and organization
- PMI membership ID, if applicable
- Purpose of booking and proposed audience
- Preferred date, time slot and duration
- Expected participant count
- AV / projector / whiteboard / refreshment needs
- Declaration on appropriate use and policy compliance
- Consent for chapter office to contact and confirm

KEEP IT PROFESSIONAL AND PMI-ALIGNED

Governance Guardrails

Permitted uses	Learning circles, mentoring, chapter meetings, SIG sessions, academic connects, approved corporate roundtables and professional workshops.
Approval needed	External commercial sessions, sponsor-led sessions, vendor demos, media/photo shoots, non-member paid events and sessions using PMI branding.
Not permitted	Political or religious activities, activities conflicting with PMI offerings, unauthorized sales pitches, unsafe gatherings, and use of member data by third parties.
Branding discipline	External users should not imply PMI endorsement unless specifically approved by the chapter. PMI Pune logo use requires prior approval.

90-DAY DEMAND BOOSTER

Launch Promotion Plan

Week 1-2

Publish webpage, booking form, rate card, QR code, photo gallery and internal approval flow.

Week 3-6

Run weekly WhatsApp, LinkedIn and newsletter campaigns around specific use-cases.

Week 7-12

Activate SIGs, corporates, academia, mentors and volunteers; report utilization to board.

FOR WEBSITE, WHATSAPP AND EVENTS

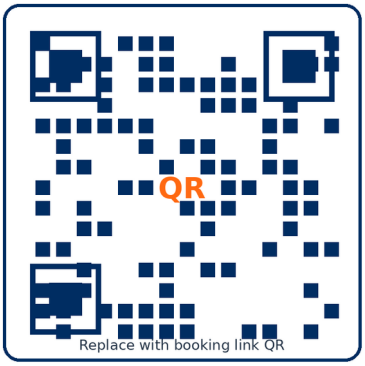
Ready-to-Use Campaign Copy

Book the PMI Pune Collaboration & Learning Space

A trusted and professional venue for study circles, mentoring conversations, PMO roundtables, SIG working groups, academic connects and curated workshops.

Transparent rates | Simple booking | Professional environment

Booking link: [Insert URL here]
Contact: info@pmipunechapter.org | 99229 09060 / 86250 16630



COPY-READY

Short WhatsApp Version

PMI Pune Collaboration & Learning Space is now available for member study circles, mentoring meetings, SIG working sessions, PMO discussions, academic connects and curated professional workshops.

Check use-cases, rates and booking process here: [Insert booking link]

For help, write to info@pmipunechapter.org or call / WhatsApp 99229 09060 / 86250 16630.

FOR FINAL VERSION

Photo / Video Replacement Notes

- Replace cover image with the best wide-angle photograph of the office or meeting setup.
- Use one clean shot each for entrance, meeting layout, workshop layout and discussion/mentoring setup.
- If videos are available, add QR codes linking to a 30-45 second walkthrough video.
- Replace the placeholder QR with the final booking form URL.