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- as a background looped screening as part of a stand at an exhibition or conference,
- as part of a presentation to young people and students for study, qualifications or career opportunities,
- as a Board level explanation of the global features of project and programme management,
- within PM associations to encourage new membership, and participation of existing members, supporters and stakeholders – including sponsors,
- as stimulation for a discussion or debate such as "Directions in Project Management" or "Sector Transfer of PM Skills" or "Are we all project managers"

To download the presentation please go to:

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What do Project Managers DO?!

(working title)
an audio-visual presentation



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What do Project Managers DO?!

Welcome to a new promotional video for project and programme management.

If you are receiving this communication then you may have seen or heard about earlier prototypes and expressed an interest in receiving, viewing and using a copy.

So here it is – but it is NOT the finished article! During an extended period of development and resolution of licences this product has been overtaken to some extent by changes in formats, messages, technology and expectations. Consequently it may appear off-message, slow and long compared with other media – OR it may be just right for the right audience or with the right explanation.

Therefore we offer this item not as a complete or finalised product – it is beta status and open for adoption or adaptation.

You can use this video:

- as it is – which is fully licenced
- as a stimulation to produce other presentation and promotional material to suit your cultures and languages to encourage people to join and participate in project management and its communities – but make sure you get the right licences to do that!

Project management is a new concept for many, but it has become a structured, professional service which when correctly used can bring great benefits in the delivery of a project or a programme or portfolio of projects.

APM is a pre-eminent association promoting project management in the UK and beyond offering opportunities for networking with like-minded individuals and organisations and providing structured routes for continuing professional development.

This presentation has been produced to outline how widely project management can be used across all industrial sectors to bring positive benefits to projects great and small. It also shows how participation in a project management body such as APM can benefit individuals in their knowledge, their careers and indeed, their lives.

It is part of a growing range of communications, publications and products to promote project and programme management – and APM.