

WELCOME TO  pcma

PCMA.ORG

WHY YOU SHOULD JOIN PCMA



LIANNA BOLTON

DIRECTOR, COMMUNITY DEVELOPMENT



OUR PURPOSE

PCMA educates, inspires, and listens, creating meaningful experiences where passion and commerce come together.

OUR VALUES

Audience First.
We're a learning culture.
Purpose and value drive us.

OUR VISION

Driving global economic and social transformation through business events.

MEMBERSHIP

8,000+ MEMBERS IN 17 CHAPTERS AND 3 REGIONS



63% ASSOCIATION

13% AGENCY

10% INDEPENDENT

8% CORPORATE



MEMBER BENEFITS

- ACCESS TO ELI'S (EVENT LEADERSHIP INSTITUTE) CONTENT LIBRARY OF 260 VIDEO MODULES AND WEBINARS, AS WELL AS A 20% DISCOUNT ON 17 CERTIFICATE COURSES
- FREE JOB POSTINGS, RESUME ACCESS & EARLY ACCESS TO VIEW JOB POSTINGS ON CAREER CENTER
- CONVENE MAGAZINE SUBSCRIPTION
- MEMBERS-ONLY ONLINE FORUM AND DIRECTORY, CATALYST
- SAVINGS ON EVENTS & EDUCATION
- ACCESS TO RECORDED SESSIONS AND SPEAKERS
- LEADERSHIP DEVELOPMENT OPPORTUNITIES



Next Gen Membership

AVAILABLE FOR ANYONE 30 AND UNDER FOR JUST \$120 A YEAR.



Members get more.

Save up to 20%

New and existing members can join both associations and save up to 20% on the combined membership!

\$468 Business Event Organizer

\$708 Business Event Supplier

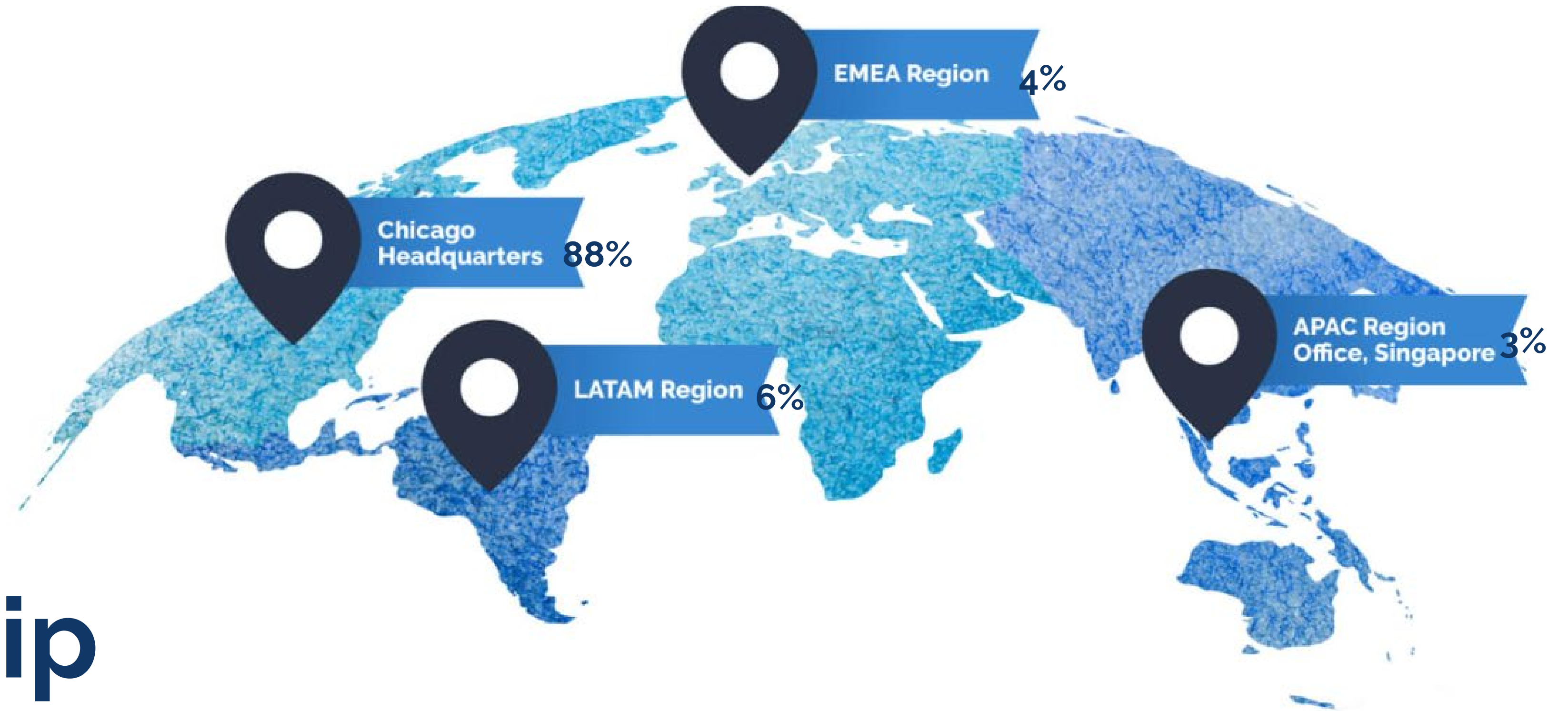
\$344 Faculty

\$100 Student



go.pcma.org/ncbmp

Membership



4

Global Regions

17

Chapters in North America & LATAM

8.2K

Active Members

50K

Engaged Event Professionals

55%

Business Event Organizers

45%

Business Event Suppliers

68%

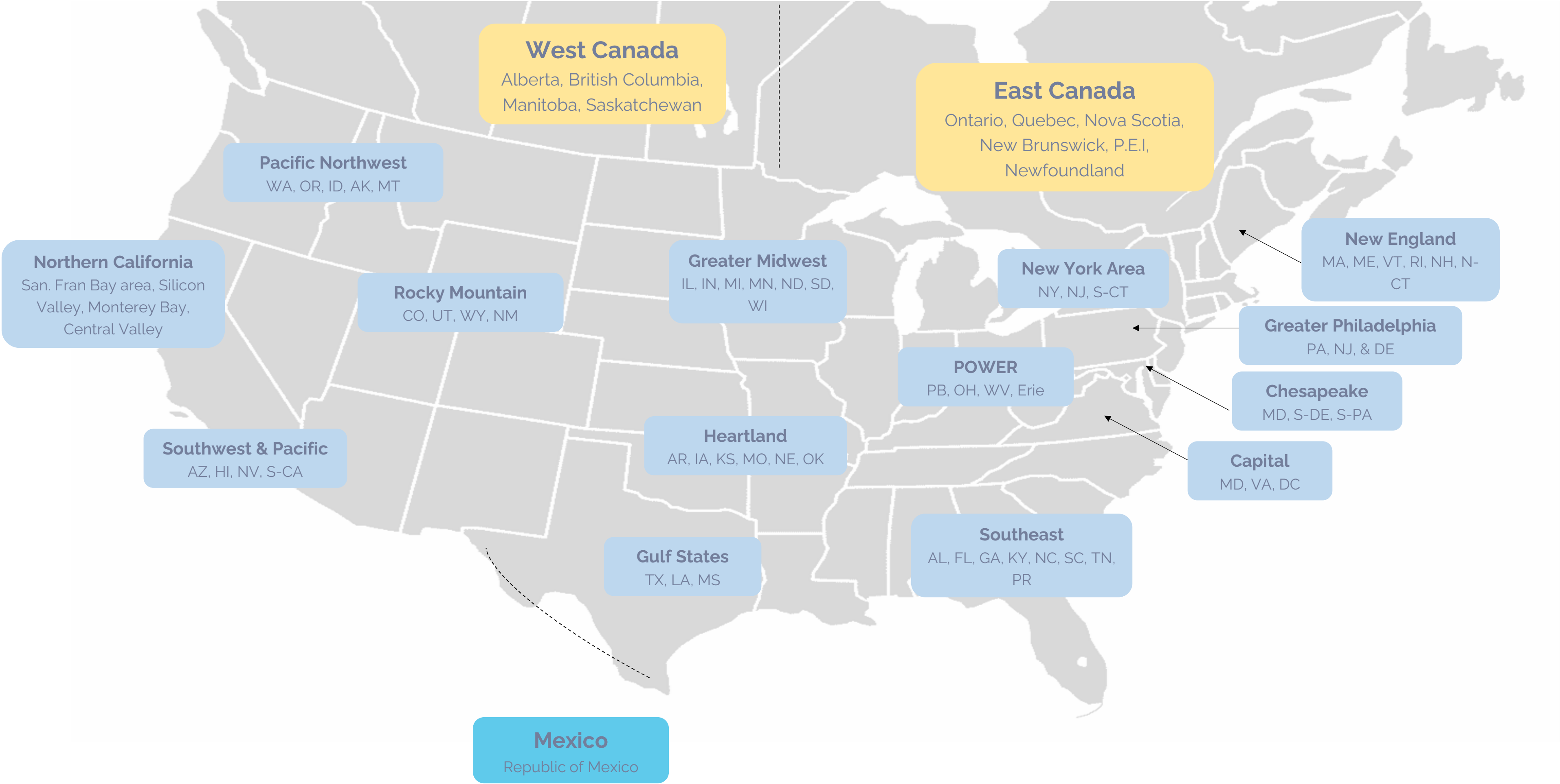
10+ Years of Industry Experience

78%

Key decision-makers

NORTH AMERICA

PCMA Chapters





pcma COLLECTIVE

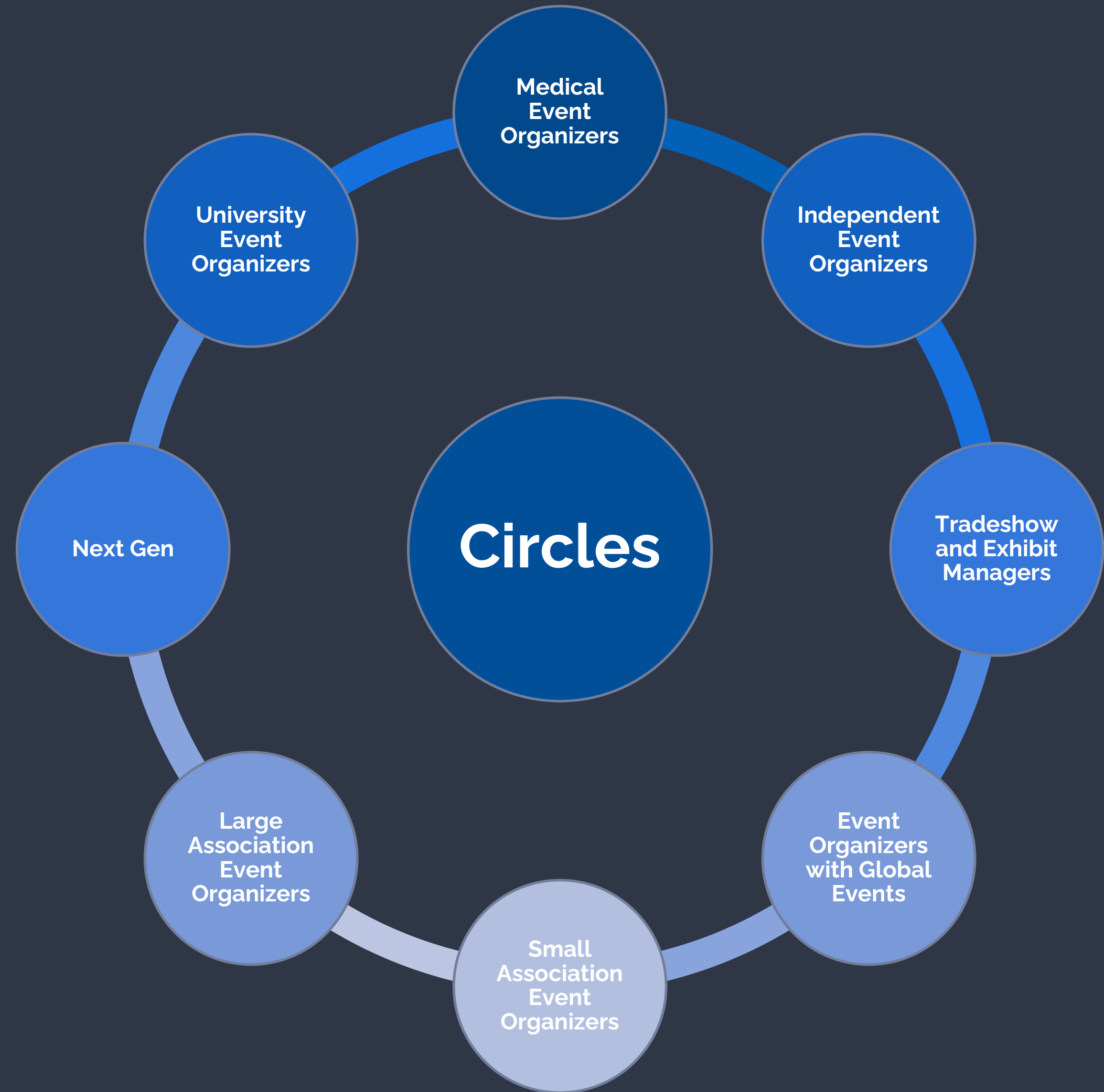
gather locally. connect professionally.

Annapolis, MD | Austin, TX | Charlotte, NC | Cleveland, OH | Champaign, IL | Cincinnati, OH | Danbury, CT | Frederick, MD | Indianapolis, IN |
Richmond, VA

Sacramento, CA | VA Beach, VA | Twin Cities, MN | Denver Suburbs | Philly + NYC Suburbs

Circles

COMMUNITIES BASED ON SECTOR





PCMA
eventleadership
INSTITUTE

Learning & Professional Development

ELI LEARNING LIBRARY

CERTIFICATE COURSES

INSIGHTS & RESEARCH

WEBINARS & SUMMITS

WORKSHOPS AT EVENTS

EXCLUSIVE ROUNDTABLES



General



Business & Strategy



Technology



DEI & A



spark

POWERED BY YOU

The only **AI tool** designed for
eventprofs, by eventprofs.



NOW AVAILABLE FOR EVERYONE



VOLUNTEER

WITH PCMA

LEADERSHIP OPPORTUNITIES

Take the lead and shape the future of your industry. Whether you're a seasoned professional or just starting your career, PCMA offers a platform for you to develop and showcase your leadership skills within a safe and trusted network.

NETWORK WITH PURPOSE

Forge lasting connections with like-minded individuals who share your passion for business events. Volunteer positions provide the perfect setting to build a powerful network that goes beyond professional development.

SKILL ENHANCEMENT

Sharpen your skills and stay on top of industry trends. Volunteer opportunities are designed to enhance your PCMA experience by developing new skills that you can bring to your organization.

RECOGNITION

Be recognized as an industry leader through your commitment to your professional organization. Volunteers are often recognized through special event invitations, member spotlights, and elevated committee positions.



221

SCHOLARSHIPS AWARDED

\$300K

TOWARDS RESEARCH AND EDUCATION

\$45K

TO SUPPORT CHARITIES

SCHOLARSHIPS

CONVENING LEADERS

CONVENING EMEA

STUDENT SCHOLARS

20 IN THEIR TWENTIES

DEBORAH SEXTON SCHOLARSHIP
FOR BUSINESS EVENT STRATEGISTS





INNOVATIVE EXPERIENCES

CONVENING LEADERS

EDUCON

VISIONARY AWARDS

CONVENING LATAM

FOUNDATION FUNDRAISING EVENTS

CONVENING EMEA

THE BUSINESS OF EVENTS – APAC

WEBINARS



VISIONARY AWARDS

WASHINGTON, D.C. | APRIL 10 | 2025





FASHION SHOW

LIVING IN COLOR | UNION STATION, D.C. | APRIL 9 | 2025



PCMA
educon

LOUISVILLE | JUNE 1-4 | 2025

HOSTED BY **LOUISVILLE**
EST. 1778

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