

CASE STUDY:

SETUP OF THE EUROPEAN SCHOOL OF PROJECT MANAGEMENT

The Client

The European School of Project Management www.espm.eu is a non profit consortium aiming to provide top-class education in the various disciplines of Project Management to companies and individuals, primarily in Europe and Middle East.

Projectize is one of the founding members of the consortium and it provided the business setup and project management expertise required to set up and launch the School.



**European School of
Project Management**
a non-profit consortium

The Project

The project consisted in putting together all the necessary stakeholders (consortium members), proceeding with the legal setup, agreeing governance rules, setting up a business plan, preparing and standardising course and marketing materials and defining and executing the School's marketing strategy including the school's website and promotion strategy.

The Challenge

The challenges in this project were multiple.

- a) The consortium members are mainly out of four categories: teachers and content providers, clients, other training schools wishing to offer PM training through the School and agencies preparing public financing packages to fund the courses through European training programmes. Merging. Being able to merge conflicting interests and gain trust from all parties involved reaching a common understanding has been the main challenge of the Project.
- b) For the project to take off it had to depend on resources provided by each member. Coordinating availability, information sharing and decisions required the usage of everyone's project management skills.



Results

- The Consortium was established in October 2009 and became operational in February 2010. Since then it has provided professional certification courses for PMI-PMP and ISIPM Base, MS Project and Sharepoint for Project Managers planning and team collaboration courses and it has provided companies with in-house training programmes fully funded by European Training Funds.
- The formula of joining several 'competitor' companies to provide top-class training allowed the school to grow rapidly both in content depth and geographical spread.
- The brand is already recognised as one of the leading training providers in the field of Project Management.