



Passion for Projects 2026

Shameless Project Marketing: How to sell your project, your team and yourself

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Let's break the ice!



- *Shamelessly shout the the names of famous projects & programs!*
 - *Business*
 - *Government*
 - *Culture*
 - *Society*
 - *Anything!*



Dirk Withake

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PMI Austria Chapter President

- Executive for business unit of ~60 experts in AT & RO
 - building and operating key systems of European and global air traffic management
- > 25 years of project/program/portfolio management
- 14 years of international IT consulting
- Last 9 years in safety critical industry (systems development for aeronautical data management)
- PMI: PfMP, PgMP, PMP, RMP, ACP, PBA, SP, DAC, ...
- PMBOK 6th Edition writer team, review team of Program Standard update and PMBOK 8th Edition
- Active volunteer in PMI Austria chapter (currently Chapter President)



Agenda

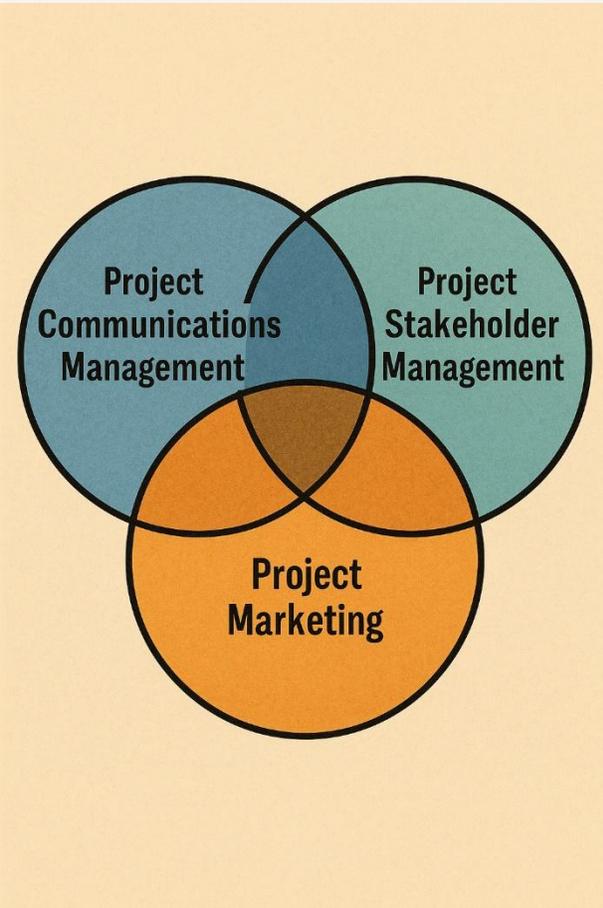
1. What is project marketing?
2. Why project marketing?
3. Marketing before/at project start
4. Marketing during the project
5. Marketing after the project
6. Marketing of project failures
7. Don'ts of project marketing
8. Key Takeaways
9. Questions? Answers!

All Pictures in this presentation are ChatGPT-generated.



What is Project Marketing?

PMI Definition: Project marketing (also called *marketing by the project*) refers to the marketing of a project to its stakeholders—built into the stakeholder engagement process—and, from another perspective, marketing done by the contractor to win this and future projects.



Cat.	Project Marketing	Project Communications Management	Project Stakeholder Management
Scope	Promote the project & team	Ensure appropriate information	Identify & analyze stakeholders
Focus	Why?	What/when/how?	Who?
Timing	Beyond project	During project	During project
PMBOK	No (embedded)	Yes	Yes
Out-come	Stakeholders support	Stakeholders informed	Stakeholders engaged

Why project marketing?



Let's smash more ice!



- *Grab your neighbor(s) and compare the coolest and worst names of projects you have worked on!*

Shameless Marketing before/at Project Start – Branding



Do's

- short, memorable names
- Easy to pronounce & write
- Link to project optional
- Appropriate for your context
- Get the team & sponsor involved (for approval)

Don'ts

- Don't recycle names
- Avoid potentially unfortunate interpretations
- Mind copyrights
- Don't be too shameless

Shameless Marketing before/at Project Start



Why?

- Get the project you want
- Get the funding you need
- Get the best resources & team members available

Start Position

- Public image of your projects

How?

- Tell a great story! Focus: Why!
- Help others to tell the story!
- Build buzz & show confidence!
- Signal scarcity of slots! FOMO!
- Select a cool name (& logo)!
- Be shameless, but not stupid!

Shameless Marketing during the Project



Why?

- Keep the team & stakeholders motivated and focused
- Keep the execs/C-Level engaged
- Keep your social environment supportive

Start Position

- Your marketing at project start

How?

- Always use your project branding
- Tell the Why-story over and over
- Be shameless, but not stupid
- Be very careful with external social media marketing
- Prepare marketing plan for post-project marketing

Absolutely Shameless Marketing after the Project



Why?

- Get recognition & visibility (first team, then PM)
- Position yourself for the next project and/or career move
- Think flywheel
- Let the world know
- Personal satisfaction

Start Position

- Your project outcome (or lack thereof)
- Your image with team & stakeholders
- Post-project marketing plan

Absolutely Shameless Marketing after the Project



Marketing of project content Marketing of project team & yourself as PM

- Internal & Industry awards
 - Articles & Press Releases
 - Patents
 - Best practices & standards
 - ...
- Appraisal & Awards
 - Internal/external presentation
 - Conferences
 - Podcasts & Interviews & Articles
 - ...

Complete iceberg crushing!



- *Tell your neighbor(s) which project marketing moves you have already done and if it worked (or not)!*

Special Case of Shamelessness: Marketing of Project Failures



- Chance to salvage your reputation but be very careful!
 - No value delivered → very hard to pull off
 - Value delivered but effort/expense higher → focus long-term
- Never do this in an emotional state!
 - If you need to get it off your chest, don't do it in public
 - Talk to your [fill in blank] first or write it down for yourself
- Do not reveal any internals unless already public!
- Only talk in public if you have a clear and realistic objective!
- Get your story straight and rehearse it with a trusted source!
- Never blame others! Only circumstances and/or nature!

Don'ts of project marketing



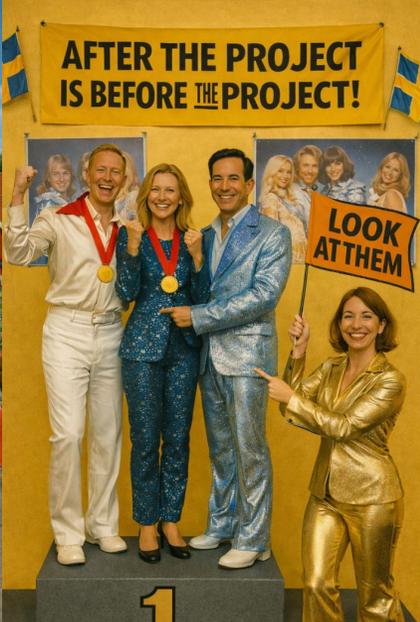
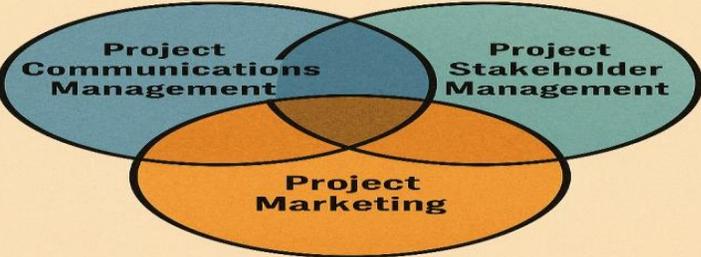
- Never, ever reveal confidential information!
- Do not infringe copyrights or intellectual property!
- Don't undersell! You have a story to tell!
- Don't oversell!
- Don't forget to market your team!
- **Ultimately: Don't be stupid, but shameless!**

Key Takeaways – Project Marketing & PMI's M.O.R.E.



- **M**anage perceptions shamelessly!
- **O**wn project success beyond PM process without shame!
- There is no shame in **R**elentlessly reassessing project parameters!
- **E**xpand perspective without fear of shame!

Key Takeaways



QUESTIONS?

ANSWERS!



Thank you!
Let's continue the conversation!



Dirk Withake

Business Unit Director at Frequentis PMI-PfMP,
PgMP, PMP, RMP, SP, ACP, PBA, CAPM, DASSM, DA...



Thank You!
Stay slightly shameless!

Survey/PDU here:

