

# Sample PTI Project Proposal Form

The following tables should be completed for all new projects and programs proposed for funding by PTI

**Table 1 - Scope/ Work Plan**

<b>Project Title:</b>	ON-SITE DESIGN OFFICE SEMINARS
<b>Project Description:</b> <i>(Describe what is being proposed, including a detailed scope of work and how the proposal was developed)</i>	Staff would travel to a major city and make presentations to 3-5 key engineering firms and local engineering groups (e.g. ACI, SEA, etc.) introducing the concepts and benefits of using post-tensioning in various structural applications. The presentations would be approximately 1 - 1.5 hours in length and would be offered free of charge to engineering firms. In addition, where appropriate, PTI would provide lunch for participants. The seminars would be presented by staff who would be accompanied by local members who are interested. CEUs/PDHs will be offered to attendees for attending.
<b>Submitted by:</b> <i>(committee name)</i>	Marketing Committee
<b>Objective:</b> <i>(Describe what is expected if project/program is implemented)</i>	<ol style="list-style-type: none"> <li>1) Familiarize a large number of engineers in key firms and local engineering organizations to the benefits of using post-tensioning so that they will be more inclined to specify PT on future projects.</li> <li>2) Also, make them aware of PTI and its products and services.</li> <li>3) Build interest in attending more advanced design seminars/training</li> </ol>
<b>Justification:</b> <i>(Explain why the Board should approve. Include any committee actions concerning the proposal. List expected benefits to PTI and/or the Industry.)</i>	<p>Many engineers are reluctant to use PT because they have not received any PT design training in school, and they are unfamiliar with its use and advantages.</p> <p><b>Benefits:</b></p> <ol style="list-style-type: none"> <li>1. Expand the use of PT</li> <li>2. Promote PTI membership</li> <li>3. Increase publication revenue</li> <li>4. Increase seminar/conference/certification attendance &amp; revenue</li> <li>5. Creates relationships between engineers and local members</li> </ol> <p>By making the seminars free and held in the engineering firm's office, we should encourage maximum attendance and outreach of our promotional message.</p>
<b>Timeline:</b> <i>(Show major steps assuming approval by Board at the next meeting.)</i>	<p>January – April: Develop presentation &amp; select city</p> <p>May: Contact local members to identify key engineering firms and groups</p> <p>May: Extend invitations to firms/groups of interest</p> <p>June: coordinate travel plans with local members and sponsors</p> <p>June/July: Travel to city and make presentations</p> <p>August: Follow-up with attendees</p>
<b>Impact on Other PTI Programs:</b> <i>(Describe impact on other programs, both positive and negative, if any)</i>	<ol style="list-style-type: none"> <li>1) Increases publication sales</li> <li>2) Generates interest in seminars, conference, and certification</li> <li>3) Enhances PTI's image and credibility on issues</li> <li>4) Takes staff away from other priority activities</li> </ol>

**Table 2 - Financial Impact/ Resource Analysis**

FINANCIAL RESOURCES:		
<b>Cost estimate:</b> <i>(List estimated expenses related to the project; include annual estimates for a minimum of 3 years)</i>	Transportation:	\$1,000
	Food & Lodging:	\$1,000
	Attendee Lunches/Handouts (80@\$20):	\$1,600
<b>Revenue Estimate:</b> <i>(List estimated revenues related to the project; include annual estimates for a minimum of 3 years)</i>	Sponsors:	\$500 (Year 1)
	Publication Sales (10@\$50):	\$500 (Year 1)
	Seminar Attendance (5@\$200):	\$1,000 (Year 1)
	PTI Membership (2@\$125)	\$250 (Year 1)
	PTI Membership (2@\$125)	\$250 (Year 2)
PERSONNEL RESOURCES:		
<b>Staff:</b> <i>(Estimate the required staff time that will be required to implement the project; Include estimates for related future year activity, if applicable)</i>	<b>Resource</b>	<b>Estimated Hours</b>
	Executive Director	8
	Technical Director	120
	Technical Assistant	80
	Marketing Coordinator	24
	Membership Coordinator	8
	Graphics Designer/editor	8
	Accountant	4
	Events Services	16
<b>Committees:</b> <i>(Describe the required committee involvement and contributions necessary to implement the project)</i>	Marketing Committee:	Select City(s) for presentation
	Professional Member Committee:	Assist with invitations & promotion of seminar
	Building Design Committee:	Review of presentation (for building presentations)
	Bridge Committee:	Review of presentation (for bridge presentations)
	SOG Committee:	Review of presentation (for SOG presentations)
<b>Outside Consulting/Professional Services:</b> <i>(Describe the required involvement and contributions of outside consultants and other professional service providers)</i>	Coordination with staff of local engineering groups (e.g. SEA and ACI chapters etc.)	
RISK ANALYSIS		
<b>Assumptions:</b> <i>(List all major assumptions used in developing the above resource estimates)</i>	1) Engineering firms are willing to let us make a presentation to their staff at luncheon meetings. 2) Some local members are willing to support and participate in the seminars 3) The presentation is effective in getting the interest of engineers	
<b>Risks/Worst Case Scenario:</b> <i>(Describe related risks and "worst-case" scenario associated with the project)</i>	1) Design firms are too busy and decline the offer of a free lunch and presentation 2) The presentation fails to persuade the attendees to consider PT 3) Members fail to support and participate in the seminars	
<b>Other:</b> <i>(Describe any other relevant information that the Board should consider)</i>	Has been successful in the past where a good number of design office seminar attendees followed up and attended subsequent design seminars in the area. In one instance, a design office designed it first PT building (≈1 million sf) after attending the design office/design seminars.	

**Submit completed form to staff for review by the Financial Advisory Committee**