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FOR IMMEDIATE RELEASE

ROI Institute Announces 13th Global ROI Conference

Birmingham, Alabama and Santiago, Chile, November 20, 2009- The ROI Institute has announced its plans to conduct the 2010 ROI Global Conference in Santiago, Chile on October 18-22, 2010. The conference attracts participants interested in using the ROI Methodology™ to show the value of various projects and programs. ROI users attend to share the best practices, tools, techniques and advice in this global networking event. The 2010 Global ROI Conference will feature keynote presentations, concurrent sessions, pre and post conference workshops and the Annual ROI Institute Awards.

The host for the conference is Mas Consultores, an international strategic partner with the ROI Institute. Rodrigo Lara Fernandez, managing director of Mas Consultores, will be the Chair of the conference. Several sponsors have been secured to make this an outstanding conference. Codelco, the world's largest copper producer and Telefónica, the leading telecommunications operator in Latin America, will be sponsors. In addition, the Chilean Government will also be involved.

According to Rodrigo Lara Fernandez, "We are pleased to have this conference in Santiago and we are particularly proud that this is the first time the ROI Global Conference has been conducted in a Latin America country. There are many supporters and users of this methodology in the United States and others in Latin America. We hope to provide an outstanding conference that will surpass previous conferences."

According to Jack Phillips, Chairman, ROI Institute, "We are proud to have this conference in Santiago. It is a city we have visited for many years. We have made remarkable progress there and many organizations are using our methodology. We are anxious for them to share this knowledge with others at the conference. In the past decade, we have noticed a tremendous growth in the use of the ROI Methodology across Latin America. Essentially, we operate in almost every Latin country, and we think Santiago will be a great host for this conference. Rodrigo has been a great partner and has a superior reputation throughout South America based on his knowledge of the application and use of ROI."

Patti P. Phillips, President and CEO, ROI Institute added, “We have many great clients all over the world that would enjoy coming to Santiago. We invite potential speakers to contact the ROI Institute and Rodrigo Lara Fernandez at +56 (2) 584 0090 or rlara@masconsultores.cl. We will have speakers at this conference from all over the world. The largest contingent will originate from Spanish-speaking and Portuguese-speaking countries. Many clients are eager to present a case study and implement success. We welcome them and others to join us for this remarkable event.”

The Annual ROI Institute Awards will be given at the conference. For more information on the awards and how to apply [click here](#). For more information on the 2010 ROI Global Conference in Santiago, Chile, contact Jenna Beach at (205) 747-1092 or jenna@roiinstitute.net.

About the ROI Institute

ROI Institute, Inc., founded in 1992 as a service-driven organization, assists professionals in improving programs and processes using the ROI Methodology developed by Dr. Jack J. Phillips. Founders Jack J. Phillips, Ph.D. and Patti P. Phillips, Ph.D. are the leading experts regarding the use of Return on Investment (ROI) in non-traditional applications. They regularly conduct ROI workshops and provide consulting services, making the ROI Institute an industry leader in measurement and evaluation. The ROI Institute, along with 100 ROI consultants, applies the ROI Methodology in 20 fields, which have been implemented in more than 52 countries. The ROI Institute builds internal capability with a process to help individuals to achieve Certified ROI Professional (CRP), a designation respected by executives in various organizations.

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