

Media Contact:
Jenna Beach
P.O. Box 380637
Birmingham, AL 35242
Office: (205) 747-1092
Fax: (205) 678-8102
Email: jenna@roiinstitute.net
www.roiinstitute.net

FOR IMMEDIATE RELEASE

ROI IMPLEMENTATION IN COLOMBIA

The ROI Institute successfully launches its ROI Methodology™ with a one-day workshop in Bogota, Colombia with speaker Jack J. Phillips, and partner Claudia Delgado leading implementation

Bogota, Colombia, October 28, 2009 - The ROI Institute, with its partner, Tandem, in Bogota, officially began the implementation of ROI in Colombia. Jack J. Phillips, speaking at a Human Resource Conference organized by Mercer, launched the beginning of what should prove to be a successful implementation. A one-day post-conference workshop with almost 100 attendees sparked tremendous interest in ROI with many participants eager to sign up for complete certification, which will be scheduled in the first quarter of 2010. ROI implementation will be led by Claudia Delgado, a certified ROI professional and a team member with Tandem.

According to Jack J. Phillips, "We are pleased to bring our methodology to Colombia. The reception was extremely cordial. The interest was high and we look forward to a successful implementation. We are particularly impressed with the quality of the Human Resource functions in Bogota and the gracious hospitality in that great city." The ROI Methodology™ continues to be implemented in a variety of countries and cultures. According to Patti P. Phillips, "This is our 52nd country where we have implemented our methodology with a partner. We are amazed at the success of our methodology in many countries. We have many great partners that are making a difference in all types of organizations in professional fields. In the months ahead, we are planning new implementations in Egypt, Thailand and the Philippines."

The ROI Institute partner, Tandem, can be contacted by contacting Claudia Delgado at (205)-678-8101 or Claudia@roiinstitute.net. Visit us on the web at www.roiinstitute.net.

More

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 and 100 ROI consultants apply the ROI Methodology™ in 20 fields 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.

###