



Perfecting the pitch

CONFERENCE
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UKAPMP
Association of Proposal Management Professionals





Perfecting the Pitch



As Chief Executive Officer for the APMP UK Chapter, it is my pleasure to welcome you to our 9th Annual Conference during this, our 10th anniversary year.

Under the leadership of past CEO Ken Erskine, this year's conference team have taken note of your feedback from previous conferences and created a fantastic package - set to challenge the high standards of recent years.

We have an excellent line-up with key note speakers, such as David Magliano - who will share his hands-on experiences of competing for the London 2012 Olympics and England 2018 Football World Cup bids and Ruby Wax - who has a wealth of experience in communication and human behaviour. The team have adopted last year's winning format to create a more relaxed timetable and also put feedback into action by reducing the number of concurrent plenary sessions from six to four. This structure, I believe, provides a broad selection of presentations, together with ample time for delegates to network and visit exhibitor stands.

As always, the speaker challenge is to provide a balance of topics that are current, pertinent and satisfy the range of professions that make up the bidding community. I am confident that our plenary speaker line-up satisfies this criteria. Conference 2011 offers something for everyone with twenty plenary sessions, run by experienced, 'hands-on' professionals in the business of bidding, proposal management and winning new business.

In addition to our vendor community exhibits, we have this year included a joint UK APMP and APMP Accreditation:HQ stand where members and guests have the opportunity to ask questions and raise issues relating to the Association and accreditation programme. Please take the time to speak with Accreditation Director, Charlie Divine, or a member of the UK chapter board.

Finally, I am honoured to welcome APMP Executive Director Rick Harris to his first UK conference. Rick has been making tremendous improvements across the association and I urge you grasp this opportunity to speak with Rick and share your views during the course of the conference.

In closing, I hope that Conference 2011 delivers to you an enjoyable and professional learning experience that further enhances your skills and future success in winning new business.

Nic Adams
UK Chapter CEO

UK APMP
Association of Proposal Management Professionals



CEO review

It has been a privilege to serve as your CEO, during this tenth anniversary year and I thank all who have contributed to the Association for your encouragement and support. At the start of the year my focus was on three key areas: events; marketing; and membership development. I am pleased to report that positive progress has been made in all three areas as you will see in the portfolio feedback below.

Membership

Membership development and retention is a key focus of every board and I am delighted to welcome two new corporate members to our ranks. Fujitsu (Diamond) and G4S (Gold), who between them provide places for an additional 72 members. In addition we are currently engaging with a further three organisations who have expressed interest, Balfour Beatty, Thales and Axa Wealth.

Regional groups and Communities of Interest (CoI)

Activities in our Northern and Scottish regions have really taken off this year with five speaker events being held in the Northern area, one in the Midlands and three in Scotland. Attendances in the Northern region have been averaging between 14 to 20 members and guests. The success in these two regions has been such that we will in future include a representative from each of these regions on the board. On the CoI front, we are looking at ways to expand through integration with the main APMP community forums. This will provide a bigger, broader group of international members from which to share experiences and leverage resources.

Events

With high standards to maintain, our events team this year have done a great job in not only facilitating and managing the Southern events but providing assistance with the event management and marketing of all events across all the regions. Eight Southern events have been organised so far this year giving a total year to date, of 17 events. No mean feat for any chapter to achieve.

Marketing and PR

Developments such as the new APMP

website, which provides extensive new tools and functionality, together with the marketing and rebranding initiatives heralded by the APMP board, have prompted us to focus on leveraging the outcomes of these broader initiatives, by, for example, including a revamp and hosting of our ukapmp.co.uk website as a sub-site on the main apmp.org website. In addition to the above we have engaged a local PR company and now have a draft strategy for the future.

Finance

I am pleased to advise that the board has continued its policy of prudence and careful financial planning with the necessary funds available to underpin our initiatives going forward into 2012. Costs for events are ever-increasing as we struggle to find organisations willing to host our larger meetings, however if your company would be interested in hosting an event please speak with a member of the board.

Unsung Heroes

Until such time as we gain critical mass in membership, the Chapter will continue to be administered and managed by volunteers, for no reward. I therefore take this opportunity to recognise and thank these individuals on behalf of the membership for their commitment and support to the Association.

2011 UK Board

Events - Isabel Moritz & Steve Webster
COO - Frances Campbell
Comms - Chris Milburn
Membership - Victoria Christmas
Secretary - Mark Osbaldeston
Committee - Graham Ablett
Finance - Martin Pickett
Committee - John de Forte
CoI & Regions - Ken Newland
Committee - Laurence Greenhow
Conference - Ken Erskine

In closing I have had a great year as CEO and feel confident that the initiatives and strategies adopted by this year's Board provides a solid foundation for our future growth and success in the years to come.

Nic Adams
CEO

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2011 CONFERENCE

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keynote speaker



Why England's World Cup Bid failed to repeat the success of London's Olympic Bid and the brutal lessons learned.

David Magliano played a lead role in two high-profile bids of recent times: as Director of Commercial and Marketing at England 2018, and as Director of Marketing at London 2012.

In both cases David's responsibilities included devising the positioning strategy, designing the technical submissions, creating the marketing materials and producing the large-scale events associated with presenting the bid to the electorate.

David's previous experience includes Sales and Marketing Director of two airlines and 10 years at major advertising and event agencies.

David is a non-executive director of Glasses Direct, and a former non-executive director of Dyson. He is a Fellow of the Chartered Institute of Marketing.

David was UK Marketer of the Year in 1999 and 2005, and Global CMO of the Year in 2006. He was awarded an MBE in 2006.

David Magliano MBE



Shipleys Advertisement

Do you understand the different skills and resources required to achieve success in a Competitive Dialogue procurement?

Competitive Dialogue is becoming the standard method used by the UK and other European Governments for procuring any large complex programme.

Shipleys is launching a series of open training events to help you make sure that you do.

The first of these workshops is being held later this year. As a conference attendee and APMP member, you are eligible for a discount for bookings.

About the Training Course

Title: Winning Competitive Dialogue

Spaces Available: 20

Location: Connaught Rooms, London

Date: 23rd November 2011

Duration: One Day

Usual Price: £295 plus VAT

Format: Case Study based

The areas covered in the training include:

- Understanding the Competitive Dialogue Process
- Assessing the resources required and how to use them effectively
- Building a strong relationship with the customer during dialogue

Competitive Dialogue requires considerable resource and involves far greater customer interaction than traditional negotiated procedure procurements, bringing a fresh set of challenges for both the buyers and the sellers of complex systems.

**Abbey Manor Business Centre
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Website www.shipleyswins.co.uk**



Discount of £60 per person for bookings made by UKAPMP Conference attendees.

To receive your discount you must quote promotion code:

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By calling: +44 1935 434333

By emailing: sales@shipleyswins.co.uk

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2011 CONFERENCE

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keynote speaker

Changing direction

After three decades working on stage, television and radio, Ruby Wax has recently changed direction.



She qualified in Psychotherapy and studied in Neuroscience and now runs management workshops for business leaders enabling them to find a deeper and more direct level of communication with their clients and colleagues. Her workshops combine humour with scientific and theoretical learning and normally involve practical exercises. Ruby's participants leave with a set of tools helping them create a climate of positivity, resulting in more effective teams, so directly impacting their organisation.

As Ruby says, "to engage with colleagues in stressful circumstances and positively motivate their actions through your own presence requires a deep understanding of yourself, your own potential and your ability to influence others. But where does this presence come from and how can it be harnessed to positively lead others? Credibility, authenticity and genuineness are characteristics that followers want from their leaders. But authenticity requires a willingness to take risks, stay open to fresh ideas and be completely present in a situation. To be successful you need to become aware of yourself, your people and the world around you. We can all talk at each other but rapport means reading under the radar below the words to understand what people really mean and being transparent enough for them to understand you. When you begin to relate as one human to another it helps build better teamwork, better connections with the public, your clients, your shareholders and your employees. It's your humanness that works as a glue to hold relationships together, not your intellect."

After arriving in Britain from America in 1977 and training as an actress, Ruby began her acting career with the Royal Shakespeare Company before developing her own brand. In addition to performing and presenting Ruby has written and edited numerous scripts for TV shows including Absolutely Fabulous.

She became one of the best known and popular faces on television. In her own unique and inimitable style Ruby has confronted Madonna, irritated Donald Trump and been intimate with Pamela Anderson, she is one of the few television personalities who has cracked Cannes and Hollywood. Her TV shows got under the skin of celebrity.

Ruby now speaks regularly at corporate conferences on leadership facilitation, where her sharp brain, wit and humour helps her get important messages across.

Clients have included:

BAe, Orange, The Welsh Assembly, KPMG, Skype, eBay, London Business School, Women in Retail, Deutsche Bank, Goldman Sachs, Merrill Lynch, Microsoft, Roffey Park, The Home Office, Johnson and Johnson Pharmaceuticals, Bayer Pharmaceuticals, GMT Communication Partners

Find out more about our fresh approach, come and see us at our stand or visit us at

www.concurrency.com/apmp-uk-2011

... or point your phone or tablet at this QR:



keynote speakers



Increasing Your Impact and Influence

Improve your ability to persuade, lead, motivate and inspire people every day. This session is proven to instantly increase your results in presentations, sales-pitches, networking and team meetings.

Richard Newman has worked with advanced communication skills since 1995, training over 15,000 people from 45 countries. Last year his team helped their clients win additional contracts worth over £1.6 billion.

He will boost your success in business, with advanced communication training. Clients include the McLaren Formula 1 Team, FTSE 100 Companies such as Barclays, IBM and BT, the UK Parliament and international celebrities.

Richard has been featured on BBC Radio, SKY TV (a 15-minute special), Channel 5 News, Esquire magazine, The Daily Express, The Daily Telegraph website and a special feature in the prestigious American edition of Forbes Magazine.

More recently Richard has been working with 20th Century Fox and Warner Brothers, to promote their TV shows about body language.

Description

Do you want to have more presence, authority and influence to persuade people with your ideas? If you want to speak with impact and confidence or be more persuasive then this session will give you great value.

Many great ideas have failed through being poorly communicated...and many poor ideas have succeeded by being effectively communicated.

Discover how to take your greatest ideas and communicate them in the most effective way, so that you can have the greatest impact and influence on the people around you.

What will you gain?

This session will deliver practical skills that include:

- Increasing your natural persuasiveness, personal impact and effectiveness to have a more compelling communication style
- Discover the best tools used by TV news presenters, actors and respected politicians, to make them more persuasive
- How to make anything you say more desirable and memorable
- Interactive exercises that give you lots of practical techniques you can use everyday

Richard Newman
UK Body Talk Ltd.
richard.newman@ukbodytalk.com



keynote speaker

Authentic Success in the 21st Century

In this period of rapid change, the most successful people will be those who learn how to set goals, spot opportunities and turn the stumbling-blocks of change into stepping-stones of achievement

An inspirational speaker, author and teacher, Brian Mayne, creator of the world-leading achievement system Goal Mapping shares eternal truths on success in simple language and his own powerful life experience.

Brian empowers millions of people around the world with his unique systems for success. His acclaimed books, audios, videos and live presentations have won universal praise for their clarity and effectiveness, helping not only individuals to achieve their aims and goals, but also leading organisations such as Siemens, Microsoft, and British Telecom.

Brian is a UK National Training Award recipient, author of four books in eight languages, and creator of the Seven Magic Keys children's development programme.

Description

Throughout history the most successful men and women have been those who developed their natural ability to set and achieve goals into a powerful skill for success.

Goal setting is a natural function of the brain. Every decision is in effect a goal, which triggers a subconscious process that transforms the decision into an action and onto a result.

Mastery of this skill is the number one prerequisite for success in any project, target or career.

Goal Mapping is a powerful unique whole-brain approach to setting goals that enables people to achieve their desires. It Combines timeless success principles with modern scientific breakthroughs enabling the user to gain greater levels of conscious, concise clarity about their goals, motivations and actions.

Every area of life like any area of an organisation or group needs to be goal orientated for success. Goal Mapping is the leading system for individuals, teams and businesses wanting to achieve authentic success.

Brian Mayne
Lift International
brian@liftinternational.com



keynote speaker

Focus on Europe

How the APMP will support the creation of a stronger presence in Europe



Rick Harris is the Executive Director of APMP and leads, plans, sells, and implements APMP's mission worldwide. His responsibilities include speaking to and meeting with APMP chapters globally to learn what the association's members want and to deliver those services through APMP offerings like Bid & Proposal Con, the association's annual conference, its accreditation program and membership. Mr. Harris is the chief advocate for the association's more than 4,500 members. As a coalition builder, he has been an association executive for 23 years in Washington, DC, USA and is most comfortable listening and responding to member needs. Mr. Harris is active in most APMP committees and has an extensive marketing and branding background. He is an innovator, writer and a mentor to association professionals. Mr. Harris's talk will be on "APMP's Need to Focus on Europe" and he invites questions, comments and most important, ideas from the audience. He will also share his plans to create a stronger APMP presence in the United Kingdom and throughout Europe.

APMP's mission is to advance the arts, sciences, and technology of new business acquisition and to promote the professionalism of those engaged in those pursuits. Through association and education, APMP provides its members the access to tools, methods, processes, innovations, talent and specialized expertise that can directly improve the ability to acquire new business and to sustain growth and competitiveness in a dynamic and demanding marketplace.

"You never get a second chance to make a first impression"

Nowhere in business is this more true than with bids and proposals. Not even sparkling personalities can help you out here. The first thing a bid reviewer will do is have a skim through, read a few paragraphs and look at a few graphics. When they do this they will immediately form a subliminal feeling towards the document.

This indelible impression will affect how the reviewer feels about the document from that point forward and could be the difference between winning and losing.

"Let us help you make sure the first impression you give is a great one."

For more information

Checkpoint (EU) Ltd
Kerrigan Cottage
Woodmancote Lane
Woodmancote
Emsworth PO10 8RD

+44(0) 7795 471468
+44(0) 1243 374037
andrea@checkpoint-online.co.uk
www.checkpoint-online.co.uk

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Shipleys

Shipleys clients benefit from our unrivalled expertise in supporting them at every stage of the business winning cycle.

Our core support focuses around:

- Objective analysis of your business winning processes
- Objective analysis of staff performance
- A range of proven Workshops to address skills deficiencies
- Direct bid support

Shipleys continues to invest in understanding best practice and publishes the award winning Proposal Guide.

With 320 consultants worldwide and with a client win rate of over 82% Shipleys can support you in a local or worldwide capacity.

**For more information please contact:
Steve Sawyer +44 1935 434 333
steve.sawyer@shipleyswins.co.uk
www.shipleyswins.co.uk**

StrategicProposals

We are truly 'Passionate about Proposals'. Our goal is to help you to produce world-class, winning proposals that are consistently aligned to your customers' real needs, differentiating you from your competitors.

All of our team members, without exception, have held senior proposal roles within major organisations. Our UK Directors all hold Professional accreditation status and two are also Fellows of the APMP.

From offices in the USA, UK and Netherlands, we've worked with clients in over 25 countries worldwide in the past two years in a wide range of market sectors driving up win rates and sales proposal quality.

**Graham Ablett +44 7710 981 754
ga@strategicproposals.com**



Qvidian is a provider of proven software and expertise that improves sales effectiveness. We help companies who provide value-based solutions win more business by accelerating the production of persuasive proposals, RFP responses, presentations, and related documents.

Businesses choose Qvidian to improve productivity, increase sales, and develop accurate, consistent sales documents for their customers. On average, Qvidian customers increase their win rate by 38% and create proposals 45% faster. See a demo at www.qvidian.com.

exhibitors

Xait

XaitPorter is a collaborative writing software that enables multiple users to write on the same document at the same time.

XaitPorter is designed for teams who are looking for a way to make their bid & proposal process more efficient and produce professional looking documents. Stop juggling multiple Word files - If you have large, complex documents that word just cannot handle, XaitPorter is the application you need. XaitPorter streamlines the process, so you can work faster and more efficiently. No fussing with formatting and numbering, your expensive teams of writers only need to focus on writing.

With XaitPorter; you work on one document that your team can access via the Internet anywhere. With secure log on you can collaborate with colleagues, partners and customers wherever they are in the world.

Many of the largest companies in the world use XaitPorter for proposals, bids, reports, manuals, procedures, governing documents, annual reports, license round applications and much more. Proposal managers claim that they can produce their bids and proposals up to 70% faster with XaitPorter's functionality and collaboration features. Visit us at www.xaitport.com and see what we can do for you.

SP≡DAUTHOR

SpeedAuthor specialises in document authoring for the B2B market. Our SpeedAuthor Accelerator solutions enable users to create highly professional, visually appealing documents in a fraction of the time it would normally take. Its highly innovative features are particularly useful for bid and sales proposals, contracts, legal precedents, letters of advice and much more. Accelerator has been deployed in a number of sectors including ICT, Legal, Banking, Media and Energy.

Key Benefits

IMPROVED CUSTOMER EXPERIENCE - Faster turnaround, greater focus on specific customer requirements, consistent quality documents

DELIVERS CORPORATE REQUIREMENTS - Compelling business case (payback usually 3 - 6 months), protects corporate collateral, greater sales effectiveness, key performance reports, content expiry management and user feedback, can be customised for particular requirements

GREATER TEAM SATISFACTION, MORALE AND EMPOWERMENT - Simple to use with low training content that delivers employee empowerment and greater performance

bid
solutions

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Bid Solutions is the leading global recruiter of bid and proposal professionals.

We provide both permanent and contract staff and rapidly deploy experienced consultants to plug skill gaps within your bid campaign. We have the largest global network of bid and proposal specialists and offer a complete recruitment service - from candidate short-listing to induction support. Over 90% of the industry's top bid and proposal professionals are registered with us.

Our APMP accredited team will connect you with an 'exact fit' professional, making a genuine difference to your business. Once we find your candidate or consultant, they can be on-site next day helping you close the deal.

For more details please email: recruitment@bidsolutions.co.uk or call: **0208 6224435**.

Please register for the 2012 Salary Survey by emailing: survey@bidsolutions.co.uk

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DRDA Proposals specialise in getting you noticed. Our team bring together years of hands on experience in sales, account management, procurement and running bids for major blue chip organisations across many sectors.

Through creative proposal design we make sure you stand head and shoulders above the competition. Our approach works in parallel with your bid schedule. By allowing us to focus on the creative design and delivery of your proposal documents it means you and your team can focus on developing the win themes, message and overall proposition.

Services include: one-off proposal design, template design, Powerpoint presentations, concept development, meeting packs, proposal packaging, knowledge base refresh, graphic re-draws, internal communications, video and animation, re-RFP marketing campaigns, sales tools + much more

Sales Office: 01252 715122
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Web: www.drdaproposals.com



Bid Alliance

Bid Alliance is a network of business development consultants with a track record of helping clients find, bid for, win and then deliver profitable customer solutions.

Together we provide a full range of support services to help you through every part of the business development cycle: from affordable market research, to proposal services, graphics and training, to project delivery support.

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Colleen Jolly, PPF.APMP +44 (0) 207 903 5058
colleen@24hrco.co.uk
www.bid-alliance.com



Concurrence provides software and services that help you to position for and win new business. Our flagship tool, Catalyst ensures your true value and differentiation are presented with targeted impact. Fast and easy to use, Catalyst provides a high quality, brand supportive and intuitive experience supporting your key messages, win-themes and evidence.

Catalyst is used by all sizes of businesses, by proposal teams to create persuasive and compelling submissions, by delivery teams to ensure everyone is informed, by sales teams to add impact to presentations and by marketing teams to support exhibitions, web sites, email campaigns and more.

Take a fresh look at Catalyst this week; learn about new capabilities like presentations via tablets and creative services to further lift the impact you make. Come and visit us on our stand at any time during the conference, or if you would prefer to pre-book a session in advance, please email debbie.clark@concurrence.com. We look forward to seeing you.

Graeme Robson: 0118 930 4050
info@concurrence.com
www.concurrence.com



rogenSi is the global consultancy for exceptional performance, helping leaders and their teams deliver results in three of the hardest areas:

- Leading
- Inspiring Change
- Driving Sales Growth

We help businesses across a wide range of industries succeed by focusing on the performance required to turn their strategy into winning results.

Our work is built around this core principle: That Exceptional Performance ("EP") comes from a combination of superior business knowledge, in all its forms; high level skills; and effective, applicable processes - all leveraged, exponentially, by the creation of a mindset that gives you the will to succeed. (Knowledge + Skill + Process) x Mindset = EP The combination of the will, the skill and way to succeed makes possible the achievement of extraordinary outcomes.

Pete.morris@rogensi.com
www.rogensi.com

2011 CONFERENCE

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awards

Every year the UKAPMP recognises the organisations, teams and individuals that have shone over the last twelve months. This year we are again awarding six prizes to some people and organisations that are at the forefront of setting the standards within our community.

The level of entries has been impressively high, and as one judge commented "there is no-one I would be disappointed to see win"

The Winners have been selected, and their names sit in the golden envelopes, ready to be revealed at the Black Tie Awards Dinner on the 19th. Will it be you coming up to get an award this year?



THE INNOVATION AWARD

Sponsored by Ricoh

The Bids Team - Bombardier Transportation

A new methodology has been adopted within the bid process (based on the visualisation boards utilised on projects), whereby the Bombardier UK bids team have introduced what can be seen as an innovative solution within the bidding environment for the management and control of large, complex bids typically over a 3 month period.

This new innovation is the adoption of visualisation centres within the Bombardier bids organisation in Derby and is a unique feature of our approach to bidding. This approach is now viewed as 'best practice' within the organisation and has been successfully adopted by the core bid teams.

Joanne Gillen - Bid Management Services

Bid Management Services designed and implemented an innovative iPhone app and web portal to support cross-border tendering. Within the first few months of use, these resources have proven to be practical tools, contributing to

the tendering success of companies in Ireland and Northern Ireland.

DHL International Key Accounts Bid Management Team

The DHL International Express Bid Management team have this year excelled in their development. Thinking and working outside the box to produce a new standard in their responses which are second to none.

By working independently they have challenged the norm and broken through the reservations the business previously held to instil a new confidence and respect for the team. They have taken a road show out to all business units and launched the new look proposals and Bid responses throughout the business. These road shows have been used as an environment for all areas to challenge and discuss the development of the Bidding process and how it can be adapted to support all teams.



THE WRITING AWARD

Sponsored by Qvidian

Malcolm Tilbe - Siemens Enterprise Communications Ltd

Jennifer Syrkiewicz - Stylus Communications

Lee Haywood - Sisk



THE OUTSTANDING NEWCOMER AWARD

Sponsored by RogenSi

Elizabeth Booth - Carillon

Elizabeth was tasked with restructuring the proposals department to enable efficiency, through creation of bid libraries, APMP best practice, storyboarding processes, setting up preferred suppliers, and training.

She has also ensured that the APMP Foundation level has become a required standard in her team.

Since starting in 2010, Elizabeth has improved the PQQ submission success rate within her team from 76% to 100%. This has been achieved through the application of proposals processes, training, storyboarding and reviewing

Tasha McErlane - Siemens Enterprise Communications Ltd

Tasha has been instrumental in the development and implementation of Bid Production Plus (BP+), an initiative to add value to the bid production process and enhance win rates through the adoption of APMP best practice techniques..

Previously, sales executives took sole responsibility for all bids whose size, value, or strategic importance did not justify the utilisation of a full-time APMP-qualified bid manager. Analysis showed that these bids were achieving

an average win rate of just 16%. Tasha offers an enhanced bid production service to improve the quality of these bids. Specific duties include monitoring the bid timetable to ensure all deadlines are met, validation of figures and assumptions, liaison with third-party contributors, and making sure customer questions have been answered correctly.

Dean Knight - DHL International (UK) Ltd

Over the past 12 months he has worked with the team to implement APMP best practice through the bidding process resulting in a complete overhaul of the proposal and tender documents used. From July 2010 Dean worked with the Bid team to bring a new approach to the way in which tenders were responded, a template has been developed which has a standard look and feel for all responses. A best practice approach has been taken to the formatting of the response and this has bought about an increase in both the amount of Proposals and Bids completed by the team, and the teams win rate as a whole has increased by 200%. Dean was instrumental in challenging the status quo and introducing new ideas, including interactive electronic responses and a new personalised proposal document for the sales teams.



THE BID PEOPLE DEVELOPMENT AWARD

Sponsored by Bid Solutions

Logica

We are building a team culture that shares knowledge to spread success. And we have designed and delivered an incentive plan specifically for our bid professionals, to reward them when they win. It includes a weighting to reward the contribution back to the wider team and knowledge base, of collateral created and learning gained from the bid.

To prepare for the new team launch, we designed and delivered a formal Career Pathway, building on the APMP professional syllabus to set out a structured definition of roles and progression in bidding as a career. Over the last few months,

- 9 team members have gained APMP Foundation
- 2 have achieved their Practitioner status, and

several more are preparing

- 1 has gained Professional status, and another 2 are in the final stages of submission

Amey

In the last 12 months, 20 Amey employees (including a key stakeholder - the Group Director of Bidding) have gone through Foundation level accreditation. We have scheduled training for a further 15 people by the end of 2011.

Every Amey employee agrees a learning and development plan with their line manager as part of their annual appraisal. As well as formal training, Amey provides on-line resources to support self-study, which includes topics directly relevant to proposals. These include CRM, negotiation and commercial awareness



THE BID PROPOSAL MANAGEMENT EXCELLENT AWARD

Sponsored by Shipleys (use Exhibitor Logo)

Amanda Nuttall - Carillion

Amanda has pioneered proposal excellence across the Carillion Group. She leads a new Group Proposals Centre of Excellence and has gained support and commitment from the Chief Operating Officer and Managing Directors by presenting an outline proposal of improvement opportunities for their ratification. This presentation has raised the profile of proposals professionals, and the APMP, in the Carillion business and steering and working groups are now in place to develop action plans for improvement.

Kristin Thorslund - Bombardier Transportation

Kristin has made an outstanding contribution to Bombardier, through her commitment and belief in developing the Bids Department to add real value to the

business. She has progressed from Bids Procurement Co-ordination Manager to Executive Bids Director, and now manages a team of people delivering bids of up to £1.5 billion.

She has transformed the bids team into a professionally recognised group who are fully integrated into the business.

This has been achieved by focusing on:

- Improving Bid quality and presentation
- Introducing Capture planning as a discipline
- Integrating the department into the rest of the business
- Representing the department on the divisional Executive team.



THE VENDOR AWARD FOR EXCELLENCE

Sponsored by DHL

Bid Management Services

Since becoming a client of Bid Management Services, ABC (name withheld) Healthcare's proposal development process has undergone remarkable changes, yielding great improvements to the organisation in both quantitative and qualitative outputs in their proposals. The process through which ABC Healthcare now deploys its proposals has undergone a qualitative improvement. Planning now plays a much greater role in ABC Healthcare's proposals, and Bid Management Services supports their continued success with consistent, innovative assistance at every step of the proposal management process

Strategic Proposals

Strategic Proposals has helped our clients to implement best practice using a wide range of tools and models, since our UK business was established in 2001. The use and promotion of APMP accreditation (and hence the associated framework) is core to our approach wherever possible with our clients. In the past twelve months,

our UK team has delivered courses at Foundation and Practitioner Levels for over 20 clients in 11 countries,

Onto the Page Ltd

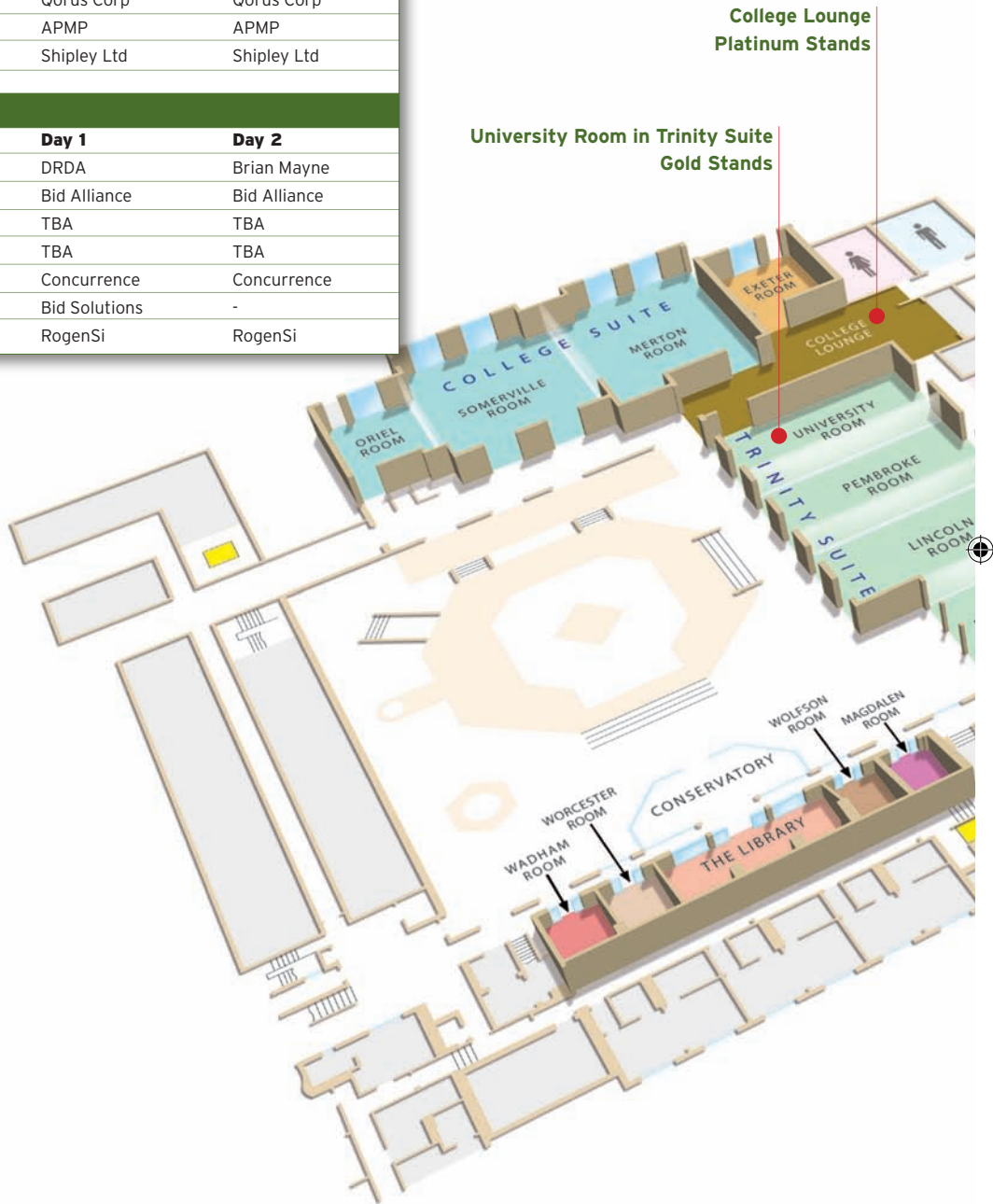
They have helped us to win some really fantastic contracts. Quite simply, we couldn't have done it without them.

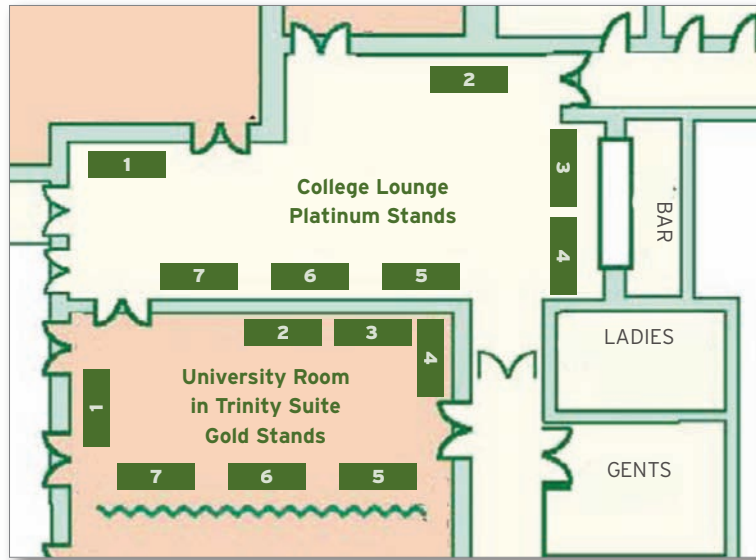
The service they give is completely tailored to us, and they help us every step of the way. This means that they look through all the public sector registers for us; they help us to qualify opportunities, using a neat little three-step process that ensures we make sound, logical decisions about which to pursue; they help us to prepare our bids using tools and disciplines that ensure we always capture all the vital issues and messages and work them into our submissions - and that our bids are always on time. When we're asked to make the final presentation to the client, they coach us through the messages we need to get across - sometimes even participating in the pitch.

hotel layout

Platinum		
Stands	Day 1	Day 2
1	Qvidian	Qvidian
2	Strategic Proposals	Strategic Proposals
3	Speed Author	Speed Author
4	XaitPorter	XaitPorter
5	Qorus Corp	Qorus Corp
6	APMP	APMP
7	Shipley Ltd	Shipley Ltd

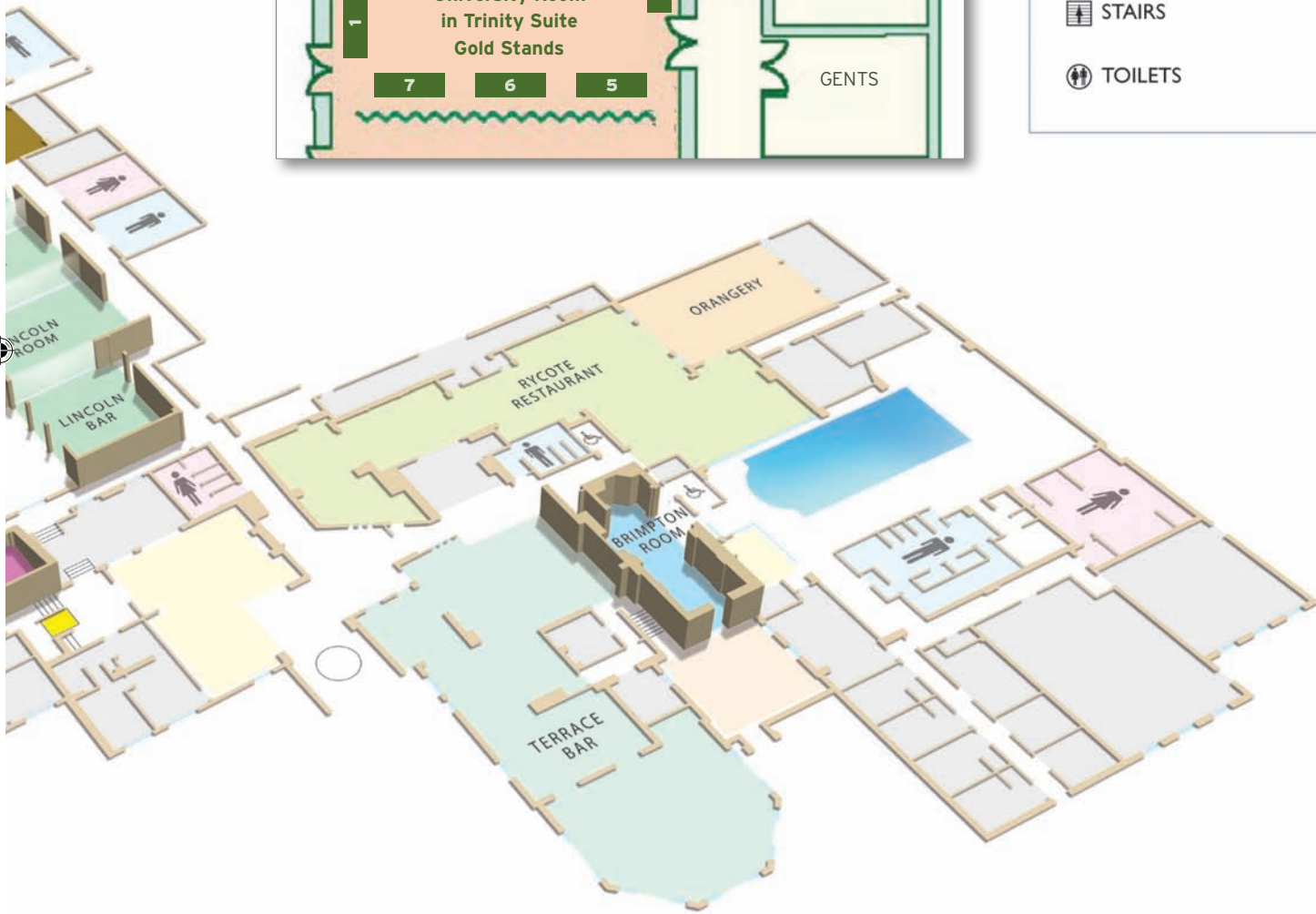
Gold		
Stands	Day 1	Day 2
1	DRDA	Brian Mayne
2	Bid Alliance	Bid Alliance
3	TBA	TBA
4	TBA	TBA
5	Concurrence	Concurrence
6	Bid Solutions	-
7	RogenSi	RogenSi





KEY

- BACK OF HOUSE
- PUBLIC ACCESS
- LIFTS
- WINDOWS
- STAIRS
- TOILETS



2011 CONFERENCE



schedule of events

Schedule - Day One

Time	College Suite (Main Hall)	Lincoln Room	Pembroke Room	Keble Room
09:00-09:15		First Timer's Welcome and Introduction Chris Milburn		
09:15-09:30	Intro & Welcome Nic Adams CEO UK APMP			
09:30-10:15	Richard Newman Increasing your Impact and Influence			
10:15-11:30	David Magliano A Tale of Two Bids			
11:30-12:00	MORNING BREAK AND REFRESHMENTS			
12:00-13:00	Andy Bounds Streetwise presenting tips on how to secure instant engagement and tailor USPs to clients' needs	Stephen Danelutti Social media is profoundly affecting companies internally and externally - is proposal management ready?	Charles Lewington Winning stakeholder hearts and minds can mean all the difference to the outcome of a bid	Mark Tench You wouldn't meet a client looking a mess: the same should apply to your proposal documents
13:00-14:00	LUNCH			
14:00-15:00	Tim Cummins Advice on managing expectations and commitments in your proposals, based on 30 years' commercial experience and research	Paul Davis Effective relationship management and collaboration from the outset are vital to success in Competitive Dialogue processes	Tony Birch Regain a reasonable work-life balance through efficient proposal management processes	David Warley Seasoned performers learn to adapt their methods: create proposal strategies that are fine-tuned to the needs of your audience
15:00-15:30	AFTERNOON BREAK AND REFRESHMENTS			
15:30-16:30	John de Forte In proposal documents the same stylistic weaknesses recur - so banish the seven deadly sins	Sandy Pullinger African Bid Safari - why hunting customers is different in the Dark Continent	Liz Brooks-Allen Quantifying and measuring social value in public sector bids	Colin Borland How to access public sector contracts in Ireland - a market opportunity worth €21bn
16:45-17:15	Rick Harris APMP Executive Director			
19:30 - 24:00	Black Tie Awards Dinner			

Schedule - Day Two

Time	College Suite (Main Hall)	Lincoln Room	Pembroke Room	Keble Room
09:15-09:30		First Timer's Welcome and Introduction Chris Milburn		
09:30-09:45	Intro & Welcome			
09:45-10:30	Jon & BJ 'The Proposal Guys'			
10:30-11:30	Brian Mayne Authentic Success in the 21st Century			
11:30-12:00	MORNING BREAK AND REFRESHMENTS			
12:00-13:00	Paul Dalton The perfect pitch - tools to help plan the presentation, analyse the audience and create key messages	Steven Barker Joining the dots - the key to winning public sector contracts in the age of austerity	Mark Whitley The power of high motivation in winning a major bid - a case study	Colleen Jolly Assessing and implementing a major bid through the perspective of visual communication: a case study
13:00-14:00	LUNCH			
14:00-15:00	Brian Mayne Helping you to connect your conscious goals with the power of the unconscious mind	Graham Ablett A brainstorm on the most pressing bidding challenges, and how to fix them	Simon Wellstead Apply to your proposals the techniques that supermarkets use to compel us to buy	John Seaman A bid development simulation game enabling you to share and evaluate your expertise
15:00-15:30	AFTERNOON BREAK AND REFRESHMENTS			
15:30-17:00	Ruby Wax Get Ready.....			

Conference Wrap-up

speakers day 1

Andy Bounds Win more by saying less



Andy's talk will help you present your case more persuasively, more impactfully and more successfully than ever before.

Talk description

On a scale of 1-10:

how highly would you grade your organisation's presentations?
what grade would you give your competitors?
Unless your score is higher than theirs, you will lose business you should win. Learn the secrets of impactful presentations, including how to:

- Build content that persuades more powerfully than your competition
- Enhance your pitch teams' ability, desire and confidence to present well
- Create congruent visuals, that enhance your message, not dilute it

Andy will also share streetwise presenting tips - how to secure instant engagement, make snappy links between topics/speakers, learn quick

ways to tailor your USPs to clients' needs...

To ensure he covers the most important areas to you, Andy will start by asking where you want more help, and then tailor his talk to that.

And, to ensure your learnings stick, Andy will record a podcast about presentation best-practices, so you have a permanent record to refer to.

Bio

This is Andy's seventh presentation at APMP conferences. We keep inviting him back because his techniques work! Our members frequently say his advice has transformed their presentations ... and sales.

Credited by his clients with helping them win £billions, Andy's successes include him being awarded the title Britain's Sales Trainer of the Year authoring the international best-

seller The Jelly Effect and speaking in over 20 countries, to hundreds of thousands of people, to help them improve their ability to persuade

Andy's clients most frequently ask Andy to...

- consult on must-win pitches
- ensure stakeholder buy-in and engagement for major global organisational change
- transform the effectiveness of sales teams and managers

To receive Andy's weekly (and free) emails showing how to master communication best-practices, visit www.andybounds.com/tips

Stephen Danelutti Social Media and Proposal Management



Social Media is having a profound effect on business, externally between companies and customers but also internally in facilitating collaboration amongst staff. Is Proposal Management ready?

Talk description

I was recently commissioned by a client (the UK part of a global Financial Services firm - staff in UK 4.5k) to act as a broker for the selection of a social idea management solution. A large enterprise wide technology solution that would be deployed amongst all of its UK staff at a cost in the £000 000's. I essentially ran a bid using social media. I have recounted the experience thus far (it is still in progress) in 2 blog posts: <http://goo.gl/5ly1y> and <http://goo.gl/ABO7i>

I'm not suggesting this can be applied in all cases but in this particular case I (and the client) believe it has worked very well. I'm suggesting that I recount in the form of a case study or

workshop, the steps I carried out and the way that social media has helped me to manage this bid.

Once having covered the above, I could also go into broader detail, as I have done for many large organisations and at similar events, of the ways in which social media is impacting on organisations, internally and externally.

Bio

I've implemented technology innovations and/or new business practices in global organisations over many years. I now focus on helping organisations to adapt to the realities of a rapidly changing world, supported by technology (the social web) and centred on innovation. I run

Socialwrks which helps organisations with selection, implementation and adoption of social technologies and best practice. We facilitate development of collaboration systems for engaging with customers, employees and partners. Improvements in innovation, change, marketing, and productivity efforts are focused on.

Specialties:

Enterprise social software, social business design, innovation, change, marketing, customer relationship management, branding and identity

stephen@socialwrks.com

Charles Lewington Winning stakeholder hearts and minds



The opinions of both direct and indirect stakeholders can mean the difference between winning and losing a contract.

Talk description

A benign attitude to your company among opinion formers may have a greater influence on the buyer than you think. The talk will explore:

- key stakeholder identification;
- stakeholder win plans (who to engage, who not to engage and who is best to engage with whom);
- the relationship between national and local politicians and bureaucracies;
- working with the grain of policy development; and
- the role of the media.

The talk will include three case studies from the defence, NHS and education sectors.

Bio

Charles Lewington is Group Managing Director of Hanover Communications one of Europe's leading independent corporate reputation and advocacy consultancies. Hanover has successfully advised clients on public sector bids in the healthcare, defence, information technology and energy sectors, most notably Serco, BMI Hospitals, Lockheed Martin, Microsoft, Hewlett Packard, SITA, Pearson, Edison Learning and many of the world's leading pharmaceutical companies. The consultancy is also closely involved in

advising clients as to how to respond to government's public service reform agenda and future models and roles of mutual and social business providers.

Charles is a former political journalist and Press Secretary to former Conservative Prime Minister John Major. He established Hanover 12 years ago and it now employs 50 consultants in London and in Brussels. He is an occasional broadcaster and contributor to debates around public policy development and reputation management. Hanover was named EMEA Public Affairs Consultancy of the Year in 2011.

clewington@hanovercomms.com

Mark Tench 'Quick & dirty' proposal graphics to win



As professionals we wouldn't attend a client meeting in an unwashed, messy or thrown together state. But is this what your proposal documents resemble? Find out how to spot and to change this.

Talk description

So you know your client, you've done your research, your price is unbeatable, you've even got a creative, bespoke design to make your presentation stand out... so why didn't you get the work?

Despite all pretences, we often DO judge a book by its cover - or in your clients case, the look of your documentation. If the client doesn't like how it looks, they won't be inclined to examine it in any detail - and if they don't do that, how can they know exactly what you're offering?

Short deadlines and limited resources means that making your work look good often takes second place to actually being good. What if in the same time you could do both?

Mark's session will help you:

- Understand how to make the best use of the time available
- Discover 10 quick wins to improve your onscreen & printed presentations
- Create three synergistic presentations (printed, scripted, visual) instead of one
- Cost effective strategies to make use of the technology available now and what's just around the corner

Bio

Presenter Biography - Limited to 800 Characters [812]Mark Tench from Project Team Support Limited is a talented presenter and proposal graphics professional. He has spent the last decade working in the City of London on proposal and presentation graphics on some of the biggest corporate transactions in recent history. Mark has experience working for

major advisors and corporates such as KPMG, JP Morgan, Goldman Sachs and other FTSE 100 companies. Mark has built and managed graphics teams within Europe and India and has an experienced eye for document presentation and improvement.

He is also a qualified teacher and former Naval Officer. Whilst in the Royal Navy he developed and delivered training on the operation of the Navy's fleet of nuclear submarines.

Mark knows how to engage with an audience to deliver a message to maximise understanding and enjoyment.

mark@projectteamsupportltd.uk

Tim Cummings Managing Expectations and Commitments



The pitfalls of creating expectations and commitments in bids and proposals - advice based on 30 years' commercial experience and IACCM's research findings.

Talk description

Based on experience of compiling and reviewing many proposal documents, and negotiating many complex, high value projects in the high technology industries, this talk will focus on the pitfalls of setting expectations and commitments inappropriately in bids and proposals.

Commitments and expectations have legal and contractual implications. The recent BskyB/HP (EDS) court case highlighted some of the dangers. What can be done to avoid these dangers? How can Red Team reviews contribute to sound proposals? Do moral commitments matter, if they are not legally binding? What is legally binding, and what is not? Is 'sales language' safe, or fraught with danger? The talk

will offer sound advice and practical guidance on steering a safe course through a difficult and hazardous landscape - and on submitting bids which lead to sustainable and profitable business relationships.

Bio

Tim Cummins started his career in corporate finance in the banking and automotive industries before taking up a series of senior roles in commercial management. He led negotiation teams for sales up to \$1.5bn in the aerospace and technology sectors. He was at IBM for 12 years, overseeing projects on business terms improvement and then joining the Chairman's staff in New York, exploring the impact of globalisation on corporate structure and organisation. He led the re-

engineering of the worldwide contracts and pricing process before leaving to become co-founder and CFO of a successful venture-funded software company.

Tim is founder and CEO of the not-for-profit International Association for Contract & Commercial Management, which helps organisations achieve better results from their trading relationships has grown to more than 22,000 members. In this role he advises many major international corporations and government agencies. He has lived and worked outside the UK for 20 years and is involved daily in both mature and emerging markets.

tcummins@iaccm.com

Paul Davis Winning in Competitive Dialogue



Using an effective relationship management approach to maintain a coherent and winning pitch and overcome the challenges facing bid teams, through the many phases of Competitive Dialogue.

Talk description

The OGC Competitive Dialogue (CD) process was developed for complex projects where the requirements and solution need to be developed in dialogue, but within a competitive structure. The number of different types of document submissions, solution demonstrations and dialogue phases imposes significant challenges to both the customer and supplier teams. Adopting an effective relationship management and collaborative working strategy from the outset is critical to delivering a coherent and winning bid story through the CD journey. The presentation will firstly outline the challenges facing bid teams through

the CD phases, it then shows that by adapting the optimum relationship management approach, how the bid team can adapt to the different requirements and challenges of the CD process and enable a winning pitch to be successfully delivered.

Bio

Paul is Managing Director of Sigma and is one of the original founding partners. He works to promote best practice partnering, collaborative working & relationship management services across UK global organisations and government departments in the aerospace, defence, security, nuclear, IT and rail industries. Paul has worked as a principal consultant on change

programmes including the aerospace & defence initiative Supply Chain Relationships in Action (SCRIA). Having worked across many projects to train people in best practice relationship management,

The success of the SCRIA programmed has led to its adoption by both the rail and nuclear sectors. The value Improvement programme (VIP) for rail is the recognised standard for all major new contracts, and is mandated by Network Rail and endorsed by the Railway Industry Association. SCRIA for the Nuclear industry was adopted in 2004.

paul.davis@sigmamdl.co.uk



speakers day 1

Tony Birch I'm on my own and expected to do it all!



Attending this talk will allow individual proposal managers to improve their effectiveness by using tools proven to have been effective in reducing the effort needed to prepare professional proposals.

Talk description

Doing the impossible for the "ungrateful" is the motto that most individual proposal managers, in SMEs, and divisions of large organisations, have to live by. Often, they are a sole resource, working on multiple concurrent bids, with little support from others. This talk will explain how a reasonable work-life balance can be regained through the deployment of efficient proposal management processes, effective tools and appropriate reviews. After this talk, individuals will be confident that they can apply professionally accepted

standards and practices on proposals of all sizes and complexities. The talk will cover applying these techniques to both formal and informal proposals including Q&A formats, such as RFIs.

Bio

Tony Birch is the founder and Managing Director of Shipley Limited, in the UK. Elected a Fellow of AMP in 2006, Tony served on the main board of the APMP for 4 years. He currently serves on the board of the BDII (Business Development Institute, International). A fully accredited Proposal Professional, under the APMP Accreditation

Programme, Tony's background is in Business Development in the Defence & IT Sectors. Since founding Shipley, Tony has trained sales and bid professionals around the world, working on opportunities of all sizes and complexities. Tony works with companies across sectors as diverse as Automotive, Construction, Defence, Finance, Information Management, Insurance, IT Services and Telecoms.

tony.birch@shipleywins.co.uk

David Warley Fine tune your next proposal



Best Practice makes perfect. Use the approaches that professionals use to tailor their proposal performance to the audience and the occasion.

Talk description

Get ready for your next proposal performance! Scales are not just for the practice room (or beginners). Seasoned performers adapt their method to the work in hand and their performance to their audience and auditorium. In this practical, hands-on workshop the presenter will show how proposal methods can be scaled to support small cases and large; from solo performance to orchestral mega bid. Then, in a series of practical exercises, you will apply a simple step-by-step approach to create proposal strategies and win themes tuned to the needs of your audience. You will create structures that develop your themes

and form the basis of a 'score' that you can use to direct the proposal team and control the creation of your next proposal.

So, whether you plan a simple 'a capella' unaccompanied production or a Wagnerian epic you will take away something that will help you plan and deliver your next proposal.

*Buskers not admitted.

Bio

David Warley (PPM.APMP) is a business development professional and owner of Bid to Win Ltd. David is a frequent presenter at APMP conferences and an accredited Professional of the APMP. A certified PRINCE2 Practitioner; he

has introduced and applied formal methods in a wide range of business environments.

David is widely in demand as a speaker and trainer and has delivered bid management and APMP accreditation classes in Europe, India, China, Asia and Africa, and North and South America. Educated at Newcastle University he joined British Telecommunications in 1970 and has had a long and successful career in international business development. Publications include: The Hitch Hiker's Guide to Bid Management and Managing Successful Proposals with PRINCE2.

david@bid-to-win.eu



speakers day 1

John de Forte Seven deadly sins of proposal writing



Identify and eradicate the most common weaknesses in your team's writing style - and transform the impact of your proposals.

Talk description

Bidders spend a vast amount of time drafting and revising their submissions. Yet in many cases, the team doesn't get its points across as clearly or vividly as it could.

Fortunately, weaknesses in proposal writing conform to a pattern. By identifying the factors which most commonly diminish the impact of the proposal - and which tend to confuse or irritate evaluators - the team can take a major step towards improving their documents.

This skills development session will include worked examples of the Seven Deadly Sins of proposal writing. Participants will be invited to suggest alternatives and improvements.

Bio

John de Forte has helped a wide range of organisations and consortia to win flagship contracts in the public and private sector. This has included acting as editor in chief on major proposals involving multiple author teams in the UK and abroad.

His work also includes coaching presentation teams, carrying out strategic reviews of the bid function and conducting workshops to improve tenders performance.

John is principal of de Forte Associates, a consultancy which has advised on bid management for over 20 years, and MD of Proposal Training Ltd.

jdf@deforte.com

Sandy Pullinger African Bid Safari



Here be lions. Izane and Sandy will take you on safari into the wild of the African bid jungle. They will inspire you with fresh ideas and a touch of laughter.

Talk description

Visiting from Sunny South Africa, Izane and Sandy will share with you some war stories from their experience hunting customers, fighting the odds and overcoming obstacles. They will explore the parallels and differences between the African art of bidding relative to the rest of the world, and share the secrets of winning the African way. You will be amazed at how much an African can do with very little. Their talk will include case studies showing challenges, processes, critical success factors and lessons learned.

The presentation style will be relaxed and full of fun. Sandy Pullinger has been writing proposals since 1992 and consulting in the field since 2001. Izane Cloete-Hamilton has 16 years business development experience in the IT industry of which the last 4 years include focused proposal writing and bid management. Sandy's presentation at the 2009 US conference was popular. One delegate said, "Great content and great delivery."

Bio

In 2009 Sandy Pullinger was elected the first chairperson of the local chapter of APMP. She attained practitioner status in 2011. As MD of proposal consultancy nFold since 2001, Sandy delivers proposal consulting, training and software to nFold's customers. She has trained more than 250 people on how to improve proposals since 2008.

sandy@nfold.com



speakers day 1

Liz Brooks-Allen Social value as a differentiator in bids



Companies can achieve competitive advantage by building social capital with customers.

Talk description

Corporate social responsibility is becoming an increasingly critical issue in bidding for business as the Social Value Bill makes its way through the House of Commons, is designed to ensure public authorities take into account economic, social or environmental wellbeing when procuring services from suppliers.

One of the critical issues for bid managers will be how their companies measure and express their contribution to social value. The presentation will survey some of the current methods,

including social accounting, social return on investment and 'local multiplier 3'. Bid teams will need to become familiar with these methods and understand the difference between, for example, social outputs, outcomes and impacts.

Bio

Liz Brooks-Allen has an extensive track record of creating and developing social enterprises. She has worked with enterprises to deliver public services, grow community assets and contribute to the sustainable economic regeneration of marginalised

communities. Liz is known for transforming creative ideas into realistic deliverable solutions that grow company value and contribute to social changes.

Liz is a partner in The Connectives - social entrepreneurs who invest time, money and intellectual capital to develop partnerships and projects that deliver breakthrough sustainable solutions with social, commercial and environmental impact.

lizbrooks-allen@theconnectives.com

Colin Boreland An exciting new €21 Billion Opportunity!



The Irish market represents a significant opportunity for companies wishing to tender for Public Sector contracts - the market this year is worth €21 Billion! But how do you access this opportunity?

Talk description

We will present on the significant Public Sector opportunities that exist on the island of Ireland, how to access these opportunities, legislation relating to bidding, and where to go for help and advice. We will provide detailed insights into the organisations responsible for running Public Sector tender competitions in both jurisdictions, along with a 'how-to' session and details on the potential pitfalls. We will discuss pre-requisite requirements for UK-based companies wishing to bid for opportunities in Ireland, thus ensuring

that when an opportunity is published, the organisation is in prime position to submit a winning response. Additionally we will discuss Joint Venturing with Irish companies as a market entry strategy.

Bio

Colin Boreland has been involved in Bid and Proposal writing for 10 years and has worked with some leading companies in Northern Ireland, Ireland and Great Britain to help them win cross-jurisdictional business opportunities. He has been

successful in helping Northern Ireland companies win business in Ireland and GB, along with helping Irish companies to bid for and win business in GB and Northern Ireland. Colin has a particular interest and focus on Public Sector Procurement and is well placed to advise companies wishing to bid for business in NI/Ireland on the best way to approach the market. He is the Northern Ireland Director of Bid Management Services and is a Foundation Member of the APMP.

colin@bidmanagement.ie



speakers day 2

John and BJ THE PROPOSAL WAKE-UP CALL



The morning after approach to the proposal profession!

Talk description

It's not uncommon for delegates to be a little under-the-weather early on the second morning of a conference! In their inimitable style, The Proposal Guys - Jon Williams and BJ Lownie - guarantee to get the group wide awake before the day's proceedings.

Combining highly interactive exercises to connect conference participants with each other with a provocative perspectives on the proposal profession, ten years on from the founding of UKAPMP, this morning keynote promises to be a must-see session.

Bios

Jon Williams

As Managing Director of Strategic Proposals in the UK, Jon has helped sales organisations in nearly thirty countries to improve proposal quality and win rates. An award-winning author and blogger, Jon is a Fellow of APMP and served as the first Chief Executive of its UK chapter in 2001-2. He has presented to great acclaim at over twenty APMP conferences around the world. He was previously head of Compaq's Strategic Bid Centre, and a board director of PMMS (the leading purchasing consultancy).

jw@strategicproposals.com

BJ Lownie

BJ Lownie is a recognised thought leader on proposals, and manages Strategic Proposals' business in North America. He has more than 25+ years' experience working on winning proposals and his work has taken him to five continents. He is a founding member of the Association of Proposal Management Professionals (APMP), an accredited APMP Professional and an elected Fellow. He is a the co-author, along with Jon Williams, of the popular blog "The Proposal Guys" and more than 5000 participants have attended workshops and presentations which he has delivered.

bj@strategicproposals.com

Paul Dalton The Perfect Pitch



What makes a truly perfect pitch? We believe that it starts with a blend of planning and delivery skills.

Talk description

Then add information and persuasion, plus confidence, control and flexibility. Then you have the opportunity to inform, influence and convince any potential buyer.

Our workshop session will focus on providing pragmatic tools to augment current skills in planning presentations, analyzing the audience, creating key messages, whether presenting to large or small groups. We will also offer tips on tailoring structure, content and delivery of presentations in the most persuasive manner. Finally, we will spend time on the value of rehearsal,

including techniques on how to prepare for any high stakes pitch.

Bio

Paul is a rogenSi Senior Consultant in the UK and joined the firm in 2010. He has many years' experience as a corporate trainer within the investment bank industry, specialising in professional skills and leadership effectiveness. He has also worked with clients from a variety of different cultures and has delivered training and coaching in North America, Europe and Asia.

Paul is passionate about developing others in the areas of peak

performance and leadership behaviour. He is a certified Neuro-Linguistic Programming practitioner, qualified hypnotist, and has been successful as a personal development coach, speaker and workshop facilitator. Paul has delivered professional training in a variety of sectors including banking, architecture, insurance, retail, manufacturing, recruitment, technology, media and education.

paul.dalton@rogenSi.com



speakers day 2

Stephen Barker *Joining the dots' - changes in the public sector*



The talk will identify key changes to the public sector procurement landscape and how this should influence bids and proposals.

Talk description

This talk is based on organisational changes in the government procurement landscape and the attendant 'Age of Austerity'. This will be put into context and highlight some significant changes to approach.

- Cabinet Office, ERG, CCRs, MPA, Government Procurement Officer
- A new appetite for Outsourcing and New Models of Service Delivery

Turning now to what APMP members should factor into their thinking:

- BS 11000 -Collaborative Relationships
- Contracting for Innovation - different commercial models

- Diagnosing the health of a current contract
- Contracting for Weetabix or a 'Wolsey Breakfast'?
- Bidding for new work vs 'fixing broken contracts'

An open discussion will follow

Bio

Steve Barker has worked in both the public sector (HMSO and Home Office) and private sector (Stora) and recently with Siemens IT and its successor company, Atos International.

Steve began his career in the paper industry in roles ranging from production and logistics through

product, sales and marketing management and ultimately in global procurement.

In the public sector, Steve was head of paper procurement at HMSO and the a Director pre and post Privatisation. In the Home Office, he worked as a Transition Manager in the Border Agency and was part of the team that created Home Office IT Shared Services.

Barker472@btinternet.com

Mark Whitley *A volunteer is worth twenty pressed men*



It is easy to teach the Tools of Bid Management, but nothing beats having a motivated team with a shared vision of the objective, open to learn and willing to take constructive criticism on the chin.

Talk description

JFMG is a wholly owned subsidiary of telecoms company Arqiva which is responsible for managing Programme Making and Special Events (PMSE) licenses for Ofcom. When their contract was nearing its conclusion late in 2010 a formal procurement was initiated. With fewer than 15 employees JFMG does not have dedicated Bid personnel so drew on Arqiva to support them through the process. Having plenty of prior notice ensured that many of the tools of Bid and Proposal Management were introduced far in advance and

firmly grasped by those from JFMG. What made a real difference was that the team was highly motivated with a shared vision of the objective and were willing to suspend their egos in the interest of doing the best job possible. This talk explores the experience of the team in winning this business together and the wider lessons learned by Arqiva in supporting JFMG's bid.

Bio

Mark has been involved in the pursuit of business for the majority of his career, whether for laser and optics

manufacturers, logistics firms, software houses or most recently in the world of converging communications services. At Arqiva Mark and his team are responsible for crafting compelling propositions for the various vertical markets in which Arqiva operates including Government, Mobile, Enterprise, Broadcasting and Media. A fan of lifelong learning, Mark is a chartered marketer, chartered engineer and AM.APMP and can be contacted at **mark.whitley@arqiva.com**



Colleen Jolly Visual Communications Case Study



Developing a Beautiful (and Communicative) Bid on a (Time and Cost) Budget. How one company challenged their team's and their customer's visual communication status quo

Talk description

Case Study of a global telecommunications bid from the perspective of visual communications including the budget, timelines, logistics, trade-offs and actual designs developed, specifically: theme graphics, cover designs, use of iconography, page layout and physical production/ packaging; on a multinational bid between two large companies. We will discuss initial expectations/ assumptions and challenges for schedule, logistics and visual style as well as how those evolved throughout the truncated bid cycle. We will also review the outcomes of the bid and how the learning, time and financial

investment in one bid further influenced how all-future bids were produced. We will also discuss how the entire team from writer to bid manager to sales executive changed their perspective on developing bids to include a, new learned emphasis on easily updating the visual impact of their materials to enhance content.

Bio

Colleen Jolly, PPF.APMP, a 12-year proposal veteran, manages a global professional proposal graphic company - 24 Hour Company - with offices in the US and UK. Colleen is very active in the APMP including acting as Secretary for the International APMP

as well as of the NCA chapter. She was named an APMP Fellow in 2010 and additionally is Layout Editor for the APMP Journal; regularly contributing articles. She is a frequent worldwide speaker on creative and general business topics, and has spoken at most APMP events worldwide. She holds a BA from Georgetown University and is an award-winning artist and businesswoman, most recently featured in Northern Virginia magazine's 'Top 10 Entrepreneurs Under 30' in 2010 and as a finalist for the Stevie Awards Creative Professional of the Year, 2009.

colleen@24hrco.co.uk

Graham Ablett Meeting common bid & proposal challenges



Bid and proposal managers face a plethora of challenges along the road to winning business. This workshop will give participants the opportunity to share experiences and learn from others.

Talk description

Despite attendees of the conference working across different industry sectors with varying bid and proposal roles and responsibilities, experience shows that many of the challenges that we all face are common:

- getting the right people to work on the proposal
- making sure we are chasing the right opportunities
- getting the best out of contributors
- ever-shortening timelines
- the limitations that e-portals provide
- and so on...

This workshop will open with participants brainstorming the most pressing bidding challenges that they are facing today. The group will then split in to teams and armed with a flipchart, they will be tasked with

developing tactics to resolve that challenge.

The collective ideas generated will then be fed back to the group. Strategic Proposals will facilitate the session and add any additional suggestions in to the mix.

The overall findings will be published to the attendees following the event.

Bio

Graham Ablett is a Consulting Director at Strategic Proposals, holds the highest level of accreditation in the proposal industry, 'APMP Professional' and is an APMP Approved Trainer.

With 16 years of bid and proposal management experience, Graham has worked across a host of different market sectors. His broad range of

skills enable him to provide a range of services: from interim head of to managing individual 'must win' proposals; training large groups of people to coaching 1:1; from assessing proposal output quality, to benchmarking organisations' proposal operations and implementing improvements.

Graham's passion is helping his clients to win business through the creation of compelling proposals. He has worked as a Consulting Director for Strategic Proposals for over five years.

ga@strategicproposals.com

Simon Wellstead GOTCHA...Supermarket Tricks, Traps and Techniques



My budget was £50, I spent £100, Nobody was selling to me Either I was incredibly gullible or they were really clever. It turns out that it's both. Learn how to apply the tricks of the trade to your proposals to stand out from the competition.

Talk description

It was Friday evening; I went to buy a DVD. Film selected, I picked up some popcorn on special offer. As I made my way to the till I noticed a 2 for 1 on a nice bottle of wine. I was further tempted by a 'new product' that I thought I must try.

So what started out as a £10.99 DVD ended up a £100 trip to the supermarket.

How on earth did that happen? No one was selling to me; I went in with the sole purpose of buying a DVD. I like to think of myself as a fairly intelligent man yet something happened that made me spend without even realising it. Fascinated, I spent time looking at the techniques that supermarkets use to persuade you to purchase - some

are obvious, some are hidden some are quite disturbing.

By understanding these tricks of the trade how can we use them to our advantage in our proposals?

This workshop is aimed at highlighting these tricks, taking delegates through a journey through a supermarket and establishing which of these techniques we can use within a proposal to communicate key messages, and convince the reader to pick our products over and above the competition.

Bio

Simon is the Director of DRDA Proposals, specialists in proposal design and experts in making sure their clients stand out from the competition.

During a long career in the creative industry for major Advertising Agencies and business development for Blue Chip organisations, he has amassed the skills and rare ability to mix the creative world with true business experience.

Simon brings a refreshing approach to the proposal world constantly striving to raise the bar on every project, finding new ways to communicate win themes and USP's through impactful graphics and design. DRDA Proposals have supported successful projects for Vodafone, SITA, Hitachi, Jones Lang Lasalle, G4S and Lloyds TSB to name a few.

simon@doneroaming.com

John Seaman A bid development simulation game



A skills development workshop to build an outline version of a simulation game where practitioners share and evaluate their bid development expertise, thus supporting initial training as well as CPD.

Talk description

In this session, we will start developing a bids and proposals simulation game along the lines of an in-tray exercise. People work through more or less realistic bid development scenarios and events (often not covered in the basic text books) happen at random. Participants propose appropriate responses to the situations, perhaps drawing on their real-life experience. Other players critique the responses and score them according to their likely success. The game is thus a way for experience and expertise to be

shared and evaluated by peers, so it will support both initial training and Continuing Professional Development. Workshop participants will be making a start on working out details like: what scenarios to set up, what random events to introduce and how, what the rules should be for critiquing and scoring, and many other details. Further details and initial reading available at http://homepage.ntlworld.com/jseaman/APMP/Sim_Game_Notes.doc

Bio

John Seaman is just a wandering tech author/editor, but with his roving remit within SELEX Galileo, he gets to see all sorts of bid and proposal development professionals doing all sorts of good things. A lot of it he only half understands, but he wishes there were a way they could pool all that expertise. This workshop aims to make a start in that direction.

jseaman@ntlworld.com

Communities of Interest (COI)

The UKAPMP is encouraging special interest groups to provide a means for members working within the broad discipline of Bid & Proposal Management to share ideas and information and to develop that specialisation for the benefit of themselves and for the general Bid & Proposal Management profession. A number of COIs have been set up and are active but there is always room for more and those that do exist are always interested in new members. If you wish to start a COI, or join an existing COI, contact Ken Newland

Risk in Bids

This community is addressing the critical need to understand, identify and handle risks during the short and intense bid cycle so as to improve the outcome of contracts that are won. A successful contract is much more than just 'winning' - it also requires a clear understanding of what might go wrong and how to avoid those pitfalls. The community is addressing the combined implications of risks and uncertain estimating and is looking at describing efficient methods for achieving good outcomes given the real challenges on time and resources during the bid activity.

Content for Bids

All bids need to answer the prospect's questions clearly, concisely and completely within tight timeframes. Yet finding and creating the content to answer the questions without it looking as if the proposal has been written by half a dozen people remains a challenge. This community is taking a wide-ranging look at the 'content' of bids with a view to establishing best practice in subjects such as: the use of boilerplate; managing content for different requirements; use of style; managing and translating content; adoption of writing techniques and skills; use of tools; definitions of roles, and much more.

Guidance and Processes

This community offers a place for practitioners to share their problems and experience in order to capture what works, to identify what doesn't, and to work out how to make things better the next time around. Its aim is to draw on practical experience and to be informed by current methodologies.

Regional Communities

Professionals have a strong desire to discuss, share, and develop their expertise - a need that is often tempered by the physical challenge of getting to events. To reduce travel time, and to ensure that all UKAPMP members are able to meet colleagues, the UKAPMP has been encouraging local groups to organise events accessible to the members in their 'local' community. An aim is to 'share' speakers across all groups as far as possible so that everyone has the opportunity to hear the same messages. But there is also a desire to arrange for speakers locally that can address the specific interests of the group.

The UKAPMP Northern Events Group was the first to be set up to give members in the North of England a chance to engage with other members within a reasonable travel time. It gives everyone an opportunity to share ideas and increase knowledge whilst also being very social and interesting. This is proving to be a popular group that has grown fast and now offers regular events in the Leeds - Manchester area.

This was rapidly followed by the **UKAPMP Scottish Events Group** covers mostly the Glasgow-Edinburgh area which has held a number of events and is also now growing well.

The most recent to be formed is the **UKAPMP Midlands Events Group** covering mainly the Birmingham-Coventry area and it is anticipated that with the support of local members it too will grow to meet the local needs.

One of the main barriers to becoming a member of the UKAPMP has now been removed and UKAPMP members all across the country now have the opportunity to meet other practitioners and to hear what other people are doing to further professionalism in bids and proposal work.

With the support that is being given by the UKAPMP Board it is also easy to start a new group in other parts of the country. So if you still have to travel too far for events why not set up a new events group for your locality?

About the APMP

Today, individuals and businesses need a competitive edge to survive, to grow, and to remain profitable. The Association of Proposal Management Professionals (APMP) provides opportunities through membership to gain valuable knowledge about business development and industry best practices to help you and your enterprise achieve high growth goals.

Through association and education, we provide our members with access to:

- monthly and annual events
- innovative tools and techniques
- methods and processes
- thought leaders and specialist expertise.

Who can benefit from an association with APMP?

- Business managers who are leading proposal quality initiatives in their organisation
- Proposal managers looking for the latest tools, tips, techniques, and other career enhancements
- Business development and marketing professionals who prepare proposals to win new contracts
- Corporations and agencies who are responsible for the development, production and evaluation of proposals
- Anyone who wants access to the best state-of-the-art proposal knowledge available in the world and to meet the individuals who are developing it.

APMP allows you to get a head start on your competition by learning the latest trends and issues in the world of proposal development and building skills that can lead your organisation to conquer new frontiers in proposal development.

Our mission is to advance the arts, sciences, and technology of new business acquisition and to promote the professionalism of those engaged in those pursuits.

APMP is a learning environment for both novice and seasoned proposal professionals run on a local chapter basis throughout the world. The worldwide conference is held each year in the USA, and various local chapters hold their own conferences.

Professional accreditation

APMP members enjoy valuable opportunities for professional performance growth. We provide the only accredited certification programme for proposal management professionals. The APMP certification distinguishes members as certified proposal professionals when applying for more responsible positions, or when looking for proposal and business development growth opportunities.

Members

Our membership is growing rapidly into an internationally recognised association with membership and corporate sponsors from a diverse range of disciplines and industries.

How to join

Membership of APMP is \$125.00 (USD) per year, renewable on the anniversary date of joining the Association via www.apmp.org.

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