

# teaming for Success

10th ANNUAL  
CONFERENCE  
2012



APMP  UK

Association of Bid and Proposal Management Professionals



**Nicolas Adams**  
**Chief Executive**  
**Officer**  
**APMP UK Chapter**

### Teaming for Success

It gives me great pleasure to welcome you to our 10th Annual Conference during this memorable UK Olympic year.

This year's conference in Warwickshire promises to be one of the best yet, with an agenda packed with new and engaging topics, showcasing a cast of experienced speakers who are ready to share industry best practices and information that will motivate us in developing and shaping the future of the profession.

In line with our conference theme, key note speakers, 'Olympic Gold Medallist' Katherine Grainger and 'Performance Guru - Author' Robin Sieger will share their personal experiences and provide valuable guidance and tips on the dynamics of high performance teams and success through teamwork.

I am honoured to once again welcome APMP Executive Director, Rick Harris to our UK conference. I urge that you take the opportunity to speak with Rick, during the course of the conference, to share your views and ideas.

The APMP Accreditation programme is a cornerstone of our Association and key to the future development of the bid and proposal profession. At this year's conference we have gone the extra mile, providing a full day of pre-conference Accreditation training workshops, covering all three levels of the programme. My congratulations go to everyone who participated, for taking another step forward in their personal development and career advancement. Visit the APMP stand in the exhibitor hall and grasp the opportunity to discuss your personal accreditation training needs with APMP Accreditation Director, Charlie Divine or UK Chapter Education and Accreditation Director, Richard Bannon.

Finally, I extend my thanks to conference director Ken Erskine and his team of volunteers for their tireless effort in organising this fantastic event.

In closing, I am confident that this year's conference will deliver to you an enjoyable and professional learning experience that will further enhance your skills and success in winning new business.

'Embrace the opportunities on offer and network with your fellow Bid and Proposal Management Professionals'

My objectives for the year were to further develop a strong image across the profession and within the corporate marketplace, increase membership and build a sustainable organisation through a sound governance structure, fiscal policy and support systems.

To address these objectives the 2012 Board held a strategy workshop in January where we identified and captured a number of initiatives and activities on which to direct our focus. In summary these strategic initiatives can be categorised under four focus areas as follows:

**Strategic** - Development of our chapter strategy, localised marketing strategy, review of our chapter bylaws and commercial restructure.

**Marketing & PR** - Rebranding of the chapter to clearly reflect our status as part of a global organisation, redesign of our local website with improved access, tools and member area and implementation of a structured public relations plan.

**CRM** - Customer Relationship Management in this context refers to the intelligent use of information that we gather to further the aims and objectives of the Association and deliver benefits to our members. This area of strategic importance stretches across all activities and portfolios and is one of historic weakness in the Chapter.

**Membership** - Linked to CRM and marketing functions, initiatives under membership encompasses the development of a proactive extension and retention programme that will both increase numbers and deliver further value to our members.

Although many of our strategic initiatives are long-term, positive progress has been made on all fronts with a number of initiatives scheduled to be implemented over the coming months – keep your eyes and ears open!

#### Performance

Key performance indicators for our success both as a Chapter and Association can be measured through the level of participation in events, membership growth, media coverage and the number of accredited members.

I am extremely encouraged that we have experienced positive growth in all these areas during 2012.

#### Highlights in 2012

- Re-inclusion of Education and Accreditation board portfolio
- UK 2012 Salary Survey - managed by Bid Solutions
- APMP Accreditation Training Day
- Increased membership – 12%
- Increased participation in Chapter Speaker Events

#### 2012 UK Board

As our conference theme implies, 'success is gained through positive teamwork' and without the dedication and voluntary support of our board members, our achievements would be minimal. I take this opportunity to thank those who served on the 2012 UK Board of Directors, namely:

**COO & Col / Regions** – Ken Newland

**Membership** – Victoria Christmas / Martin Kaye

**Finance** – Martin Pickett

**Events** – Isabel Moritz / Steve Webster / Roisin Mallon

**Marketing** – Jon Darby

**Communications** – Chris Milburn

**Col/ Regions** – Graham Ablett

**Special Projects** – Mark Osbaldeston / Graham Ablett

**Education / Accreditation** – Richard Bannon

**Conference** – Ken Erskine

In summary, I have had a fantastic second year as your CEO and I wish incoming CEO, Ken Newland the best of success for 2013. I am confident that under Ken's leadership the Chapter will continue to grow and develop as the premier organisation for Bid and Proposal Management Professionals, which it is today.

## contents

keynote speakers 4

COI 7

about APMP 8

international update 10

exhibitors 11

awards 16

hotel layout 18

schedule of events 20

speakers day one 22

speakers day two 28

COO 34





### Katherine Grainger

Katherine is Britain's most successful female rower of all time and the first female British athlete in any sport to win medals in four consecutive Olympic Games. Having won silver at the Sydney, Athens and Beijing Games before her stunning triumph at London 2012, no-one is better qualified to talk about the value of persistence and determination in achieving one's ultimate goals.

In 2009 Katherine was named as Scottish Sportsperson of the Year and awarded the "Emirates Lonsdale Trophy" by Commonwealth Games Scotland, the first female to win this prestigious award. She was chosen as one of the five athlete ambassadors for promoting the key messages of Team GB in 2012.

Katherine was born in Glasgow and went to Edinburgh University to study law, subsequently achieving an MPhil in Medical Law and Medical Ethics from Glasgow University. She took up rowing in 1993 while at Edinburgh and was awarded the Eva Bailey Trophy as the university's most outstanding female athlete in 1996 and again in 1997. She is now studying homicide for a PhD at King's College, University of London.

She is the Honorary President of the Scottish Amateur Rowing Association and is a member of Edinburgh Rowing Club, St Andrew Boat Club and Marlow Rowing Club and honorary life member of Aberdeen Boat Club. Like most of the top GB rowers, Katherine is Lottery Funded through UK Sport and supported by the Scottish Institute of Sport and English Institute of Sport. As a member of the GB Rowing team, she is sponsored by Siemens.

# Tired of losing?



We believe that given the correct knowledge, support, tools and processes, every organisation can improve their ability to win.

+44 (0) 1935 434 333  
[shipleywins.co.uk](http://shipleywins.co.uk)





### Robin Sieger

Robin is a successful businessman, best selling author, and broadcaster with offices in London and Charlotte, USA. He is a leading success strategist and developed a reputation within media and circles as a peak performance guru. He has a world-class reputation as a conference speaker who humorously and passionately delivers high impact presentations that are informative, inspiring and entertaining. Robin will be using his extensive experience to tell us how we can team for success.

After studying science at university, Robin had a successful career as a television writer. The life changing experience of being diagnosed with cancer at 29 made him re-examine his notion of success. Robin was Head of Entertainment Development for BBC television, which he left to set up a his own training company with the sole aim of teaching people within organisations to develop themselves and reach their full potential.

Robin firmly believes that organisational culture is a reflection of what people believe about themselves and the company they work for. In addition to running his company, Sieger International, Robin has set up successful publishing and educational technology businesses. He also coaches PGA tour golfers and has studied the dynamics of high performing teams which are greater than the sum of the parts and who frequently succeed against the odds.

Robin is the author of five books including the international best seller Natural Born Winners (Random House), which was sold in over 80 countries, translated into over 20 languages and turned into a No 1 rated television series.

# Communities of Interest

## Communities of Interest

The APMP UK Chapter is keen to encourage special interest groups as a means for members working within the broad discipline of Bid & Proposal Management to share ideas and information and to develop their specialisation for the benefit of themselves and for the general Bid & Proposal Management profession. With this objective a number of COIs have been formed. What is needed now is to increase their memberships to provide a sufficient body of expertise to achieve their goals. If you wish to join an existing COI, please contact Ken Newland in the first instance. The existing COIs are Content of Bids, Risk in Bids, and Process and Guidance.

## Regional Communities

All professionals are motivated to discuss, share, and develop their expertise with fellow professionals – a need that is often made difficult by the physical challenge of getting to APMP evening events. To reduce travel time, and to ensure that all members are able to meet colleagues locally, the APMP 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. There is also a desire to arrange for speakers locally that can address the specific interests of the group. Regional groups currently exist in Scotland, The North of England, the Midlands, and the South East.

This development removes one of the main barriers to becoming a member of the APMP UK Chapter and 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.

**NXPowerLite™**  
by Neuxpower

## Shrink proposal files up to 95%

NXPowerLite's is the proposal professionals secret weapon, reducing proposal documents by up to 95%. Files stay in the same format, look the same and are easier to email.

Prices from under £29

The image shows the NXPowerLite software box and a 'Results' window. The box is dark blue with a gold seal and the text 'NXPowerLite DESKTOP EDITION'. The 'Results' window displays a table comparing original and optimized file sizes for three files: Adobe.pdf, PowerPoint.ppt, and Word.doc. A circular callout highlights the 'Original' and 'Optimized' columns.

File	Original	Optimized
Adobe.pdf	4.6 MB	173 KB
PowerPoint.ppt	9.7 MB	583 KB
Word.doc	764 KB	173 KB

File: Word.doc  
Elapsed time: 00:04  
Time remaining: Less than 10 seconds

NXPowerLite shrinks PDFs, PowerPoint, Word, Excel and JPEG files.  
Visit [www.neuxpower.com](http://www.neuxpower.com) for a free 30 day trial.





Today, individuals and businesses need a competitive edge to survive, to grow, and to remain profitable. The Association of Bid and 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.

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](http://www.apmp.org).

*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.*



# Empower

**your sales staff to produce high quality sales winning proposals time and again**

Our ProposalGENie software gives your sales staff the ability to create highly personalised sales proposals, at the touch of a button. Our award winning expertise ensure that all your documents stand out from the competition, represent you in the most professional manner and win you more business.

To find out how ProposalGENie can reduce your bid preparation time by 70% please call Chris Milburn on 07810 536 842 to arrange a demo, either during or after the conference.

**DocumentGENie Ltd**

**T:** +44 (0)845 458 8548

**E:** sales@document-genie.com

**W:** www.document-genie.com



## We are a sales & leadership execution consultancy that generates exceptional performance for our clients.

We achieve this through consulting and coaching services that create alignment, develop capability and inspire mindset change.

**We're best known in the areas of:**

- Pitching Process
- Sales Performance
- Persuasive Communication
- Leadership
- Executive Strategy Framework

**Contact /**  
kate.cazenove@rogenSi.com  
0207 438 2924

www.rogenSi.com

**rogenSi**



## Rick Harris

As the Executive Director of Association of Proposal Management Professionals (APMP®) I get the unique opportunity to visit with APMP chapters all over the world. Without question, one of my favorite chapters is APMP UK because it is so closely aligned with APMP International's mission to provide the best education, training and networking opportunities to its members.

For those new to our association, APMP is the worldwide authority for professionals dedicated to the process of winning business through proposals, bids, tenders, and presentations. APMP promotes the professional growth of its members by advancing the arts, sciences, and technologies of winning business. We have over 4,500 members in 25 chapters all over the world and we are glad that you are a part of that.

I always look forward to attending the APMP UK conference so I may reconnect with friends made from the previous year, meet new colleagues and discuss new business opportunities with UK Nic Adams, your chapter CEO, to review common business goals and learn how we can work together to maximize membership opportunities for European APMP members.

As an association, we owe it to our members to lead. Leadership successes shared by APMP International and UK APMP include:

- Membership: UK APMP is the second largest of APMP's 25 chapters and has grown significantly over the last year.
- Accreditation: APMP has the industry standard with 62 percent of all APMP members having achieved some level of APMP Accreditation.
- New Communities: APMP is establishing new communities for its members so they can meet, connect and collaborate in a much more meaningful way. We've already established APMP Capture and APMP Commercial (B to B). Next year we will launch APMP Government (B to G), APMP Business Development and APMP Graphics.
- Education and Professional Development: Each new community at APMP will have its own distinct education that will include webinars, live events and companion education at APMP's Bid & Proposal Con 2013 in Atlanta, GA.

In the coming months, you will hear a lot about thought leadership and what our industry will look like in the next five to ten years. We are an association that clearly understands and has effectively communicated the industry's best practices to our members. We will always continue to do that. Now, we need to invest time thinking about our future by reviewing current trends that help all of us better understand what it will take to win.

Join me Wednesday afternoon for a 30 minute APMP briefing, a discussion on how we can better serve APMP members throughout Europe and at the same time you'll have a chance to win some great prizes. People who attend this session will have an opportunity to win free APMP education to further their own professional development. One of the prizes will be a free conference registration to APMP's Bid & Proposal 2013 in Atlanta, GA. Hope to see you there Wednesday afternoon!

## APMP

Visit our stand to find out about:

- APMP Membership Benefits
- Becoming an Accredited Proposal Professional
- Our Meetings and Events
- Hosting an Event
- Speaking at an Event
- Supporting the APMP UK

The APMP UK organisation is run entirely by volunteers and welcomes any additional help.



**Please visit our stand  
if you would like to  
learn more on how  
you can get involved.**

## Bid Alliance

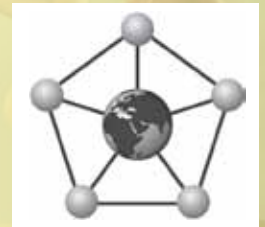
Bid Alliance is a network of business development consultants with a track record of helping clients find, bid for, win and then deliver profitable customer solutions.

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.

You'll find an Alliance member close to you in USA, UK, Europe, UAE, and India.

- 24Hour Company
- Bid to Win Ltd
- BidBOX GmbH
- Brogan Business Development Services
- CSK Management Ltd
- Maisacon
- Outperform
- Zenesys

Visit our stand to learn more.



[www.bid-alliance.com](http://www.bid-alliance.com)



Benchmarking • process improvement  
live bid support • pre-written content  
training • accreditation



Come and see us on our stand at this year's conference  
or contact us at [info@strategicproposals.com](mailto:info@strategicproposals.com)

# StrategicProposals



## Bid Solutions

Bid Solutions is the leading global recruiter of bid and proposal professionals. We provide both permanent and contract staff and can rapidly deploy experienced consultants to plug specific skill gaps within your bid campaign. Founded in 2002 and headquartered in London, we have the largest global network of bid and proposal specialists and offer a complete recruitment service. We are proud to offer the highest number of niche vacancies and the largest network of specialists; over 90% of the field's top bid and proposal professionals are registered with us.

We can service requirements across all geographies and industry sectors, but most importantly we understand which skills are transferable across industries.

Broadly speaking, our service offerings fall in to 4 categories:

**Fully Managed Service:** For busy clients that want a comprehensive recruitment solution. Simply outline your resource needs and trust us to do the rest.

**Database Search:** For those clients that have an in-house recruitment team and simply need introductions to the most relevant bid and proposal professionals.

**Direct Advertising:** You want to directly promote your company and brand on the most popular bid and proposal recruitment website.

**Banner Adverts:** Directly promote your company and brand, attracting the best jobseekers directly to your company website or job portal.

**Please contact the recruitment team for full details:**  
[recruitment@bidsolutions.co.uk](mailto:recruitment@bidsolutions.co.uk)



## BrightCarbon

BrightCarbon is a sales presentation agency. We create sales presentations, we run training for sales presenters, and we develop online video presentations to use as follow-up.

We create persuasive pitch presentations, and coach bid teams to deliver them effectively - making things easier for you, and increasing your chances of success. Our BrightPitch service incorporates a strategic messaging workshop to help you develop win themes and key sales messages; a slide content workshop to decide exactly what material you should present; visualisation and slide creation; question anticipation and preparation; extensive presenter coaching; and on-demand pitch follow-up. Different levels of BrightPitch service are available for different situations.

BrightCarbon's approach to sales presentations is highly visual – we don't use bullet-points. We create compelling slides with animations, pictures, charts, and graphs that ensure attention levels remain high.

Our approach to presenter coaching is highly practical. We focus on ensuring presenters deliver persuasive messages, with the right pacing, phrasing, and with strong benefit statements. Things like breathing, posture, and projection are secondary.

As well as more formal presentations, BrightCarbon also creates visual sales conversations, to run from iPad, in virtual meetings, and from laptops.

[www.brightcarbon.com](http://www.brightcarbon.com)  
+44 161 883 0225



## Concurrence

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 highlighting your key messages, win-themes and evidence.

Catalyst is used by all sizes of businesses by;

- sales teams to add impact to presentations,
- proposal teams to create persuasive and compelling submissions,
- delivery teams to ensure everyone is informed, and
- marketing teams to support exhibitions, web sites, email campaigns and more.

Come and visit us on our stand at any time during the conference and learn about the latest features & our bid services.

**Or if you would prefer to pre-book a session in advance, please email [debbie.clark@concurrence.com](mailto:debbie.clark@concurrence.com), or telephone 0118 930 4050. We look forward to seeing you.**



## Neuxpower Solutions Ltd

At Neuxpower Solutions Ltd we're passionate about making great software that removes the pain of dealing with large files, whether emailing or storing them. We focus on making sure our software is easy-to-use and provides a simple solution to complicated problems. Founded in 1997, we have been making software for over 10 years. Our NXPowerLite technology is the global leader in file optimization software.

Over 1.5 million people use NXPowerLite worldwide, customers of all sizes rely on our software to help them email and store large PowerPoint, PDF, Word, Excel and JPEG files. Big companies like Sony and Nike Inc. as well as small businesses, charity's and schools use our software. We are also really popular in the world of Defence with accreditation from customers like the US D.O.D.

NXPowerLite Desktop Edition is available as a free 30 day trial from our website and prices start at just £29.95.

**For more information head to [www.neuxpower.com](http://www.neuxpower.com) or call us on 0207 424 8700.**

**NXPowerLite™**  
by Neuxpower



## PleaseTech

PleaseTech specialises in collaborative document review and authoring software solutions designed to transform the key process of producing quality proposals and other documents. Our products enable documents to be created, co-authored and reviewed by multiple participants within a collaborative, controlled and secure environment, offering extensive functionality, owner control and comprehensive reporting.

PleaseTech has satisfied customers ranging from small consultancies to global organisations and across multiple industry sectors.

Our flagship product, PleaseReview™, is a proven collaborative review and co-authoring solution for Microsoft® Word® and other document types. PleaseReview facilitates simultaneous, secure collaboration on the review of a document across the organisation and externally with third parties. In addition to its unique collaborative review environment, it offers full management and control over the document, comment and change reconciliation, comprehensive reporting and is available integrated with leading document and content management systems.

We will be also be demonstrating our new product, PleaseAuthor™ which provides a structured authoring experience to facilitate the creation of Microsoft Word documents. Using component-based authoring, content reuse and following DITA principles, it offers an easy to use, simple to learn method to create Word documents, without the need for complicated XML-based authoring tools.

For more information:  
[www.pleasetech.com](http://www.pleasetech.com)



## Pursuit Communications

We are PURSUIT, created for one purpose: to help businesses win business. We give our clients an honest, independent assessment of what they need to win the business they're bidding for. Then we ensure that every tender, every proposal, every presentation is the best it can be.

All successful companies have a formula that delivers vastly superior win rates.

They all:

- Create 'A teams' with clear roles and unambiguous responsibilities
- Are meticulous in their approach to assessing the competition and developing strategic plans for winning
- Unite the sales campaign and bid management functions
- Recognise that a professionally-managed campaign and bid response will achieve no more than parity with other bidders
- Differentiate through the creation of compelling value propositions
- Use bid-specific branding methods that add emotional and political weight to the logical proposition
- Sell their value effectively

We offer support across the full spectrum; through the provision of expert resources, complementary bid-specific marketing services, the option to completely outsource sales opportunities on a risk/reward basis, or anything in-between.

"PURSUIT were able to quickly and effectively distil the customer's needs into a coherent and compelling value proposition. They were instrumental in shaping our entire customer response, which led to one of our biggest wins to date."

Managing Director UK&I, Orange  
Business Services  
Tel: 0207 935 2440  
Website: [www.pursuitcomms.com](http://www.pursuitcomms.com)

**PURSUIT COMMUNICATIONS**  
HELPING BUSINESSES WIN BUSINESS

## Qorus Software *Proposal Automation & Collaboration*

Qorus Software offers a proposal automation and collaboration solution for Bid Managers, Proposal Managers and Sales teams to greatly reduce the time and effort required to generate proposals and to manage the RFP process.

Use Qorus Breeze Proposals to Automate and quickly generate boilerplate proposals (no more "find and replace"!); Build more elaborate proposals by dragging and dropping re-usable and approved content (no more "copy / pasting"!); and Collaborate on complex RFP response documents by allocating sections to colleagues and tracking completion rates (so you never miss a deadline again!). It's as easy as A-B-C! Plus, innovative Knowledge Management features help ensure your proposals get better with every proposal you generate.

Reduce proposal generation time from an average of 20 hours down to 2 minutes! Build winning proposals...faster!

Visit [www.qorusdocs.com](http://www.qorusdocs.com) to request a demo! Qorus Breeze Proposals is available as an on-premise or hosted solution. Ask us about our monthly pricing!

Contact: Paul Rollason, UK  
Country Manager  
Tel: +44 7779 080853



## Qvidian

Qvidian is a provider of proven software and expertise that improves sales effectiveness. We help companies 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.

Web: [www.qvidian.com](http://www.qvidian.com)



## rogenSi

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.

**kate.cazenove@rogenSi.com**  
**www.rogenSi.com**



## Service Point

Through Print, Media and Professional services - Service Point rationalises and simplifies how organisations interact with the production and flow of their documentation, information and graphics. Presentational and Creative solutions delivered via a national & international print network that gives exceptional quality, efficiencies and advantage to those we support.

Our holistic approach to Bid Services, embracing strategic partnerships, helps those we serve to be more effective in developing and winning business with presentational services specifically created for the bid / tendering process that include:

- Creative Bid Design – including desk top publishing, formatting, copy writing & proofing
- Interactive CD's
- 3D Visualisation
- Specialist Photography
- 3D Print/Models
- Bespoke Presentation Packaging - including: paper over board/acrylic/ metallic folders, slip cases, boxes with foam inserts, printed tab dividers, LCD/iPad screens and CD/DVD cases to give submissions the unique visual impact / competitive edge the content demands.
- Bid Teams across the UK - a dedicated bid team skilled in every aspect of file formats / packaging and bid production available 24/7.
- Bid Suites across the UK - meeting rooms offering secure use by Bid Teams in the final stages of consolidating all the submission components. Ensures latest file versions and bespoke packaging produced to exact requirement. Acts as key resource in meeting deadlines.

**www.servicepointuk.com**

**Service Point**



## Shipley

Shipley 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

Shipley 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% Shipley can support you in a local or worldwide capacity.

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



## The Soluis Group

The Soluis Group have supported client bid and proposal delivery since the year 2000. Our unique digital bid delivery platform, vBid™ (used by 8 out of 10 of the UK's Top100 construction companies), combined with industry leading 3D visuals and exceptional "always deliver on time" service, gives our clients the edge in today's highly competitive marketplace.

Built collaboratively online, and delivered via USB sticks, CD, on a secure website or even on iPad, vBid™ is as easy to build by the tendering bid team as it is enjoyable and easy to use for the recipient. vBid™ allows proposals to be viewed, searched and printed by the viewer with no requirement for training. vBid™ can contain media of almost any kind – from written documents to drawings, movies, and the kind of advanced interactive functionality that puts your bid streets ahead. Communicate more; and communicate more easily. Allow your bid recipient to browse your submission and drill down quickly to the information that matters to them most.

Our mature, 4th generation platform is secure, robust, and trusted by some of the UK's leading companies to make their bids and tenders stand out from the crowd and to create a lasting impression.

**www.soluis.com**

**soluis**

## SpeedAuthor

At SpeedAuthor we specialise in solutions that address the common problems experienced when creating sales proposals and related documentation. Our solutions are used to generate pro-active sales proposals, responses to RFI / RFP / Tenders, commercial contracts, letters of advice and much more. Our customers come from many sectors including ICT, Legal, Energy and media.

We help organisations increase win rates, improve customer experience, and raise productivity by accelerating the creation and turnaround of highly professional, visually appealing, bespoke documents, faster. Users can focus on the specific needs of individual customers rather than on layout, formatting, styles and numbering, out-of-date content etc.

Our Accelerator solutions can integrate with most databases and many CRM solutions including Oracle, SQL Server, MySQL, SharePoint and Salesforce.com. We work with hosted and Cloud based content and document repositories e.g. Windows Azure and Salesforce.com. Users can work off-line and home users can use Accelerator remotely. It has many out-of-the-box pre written reports.

Our services include accredited and bespoke proposal planning training, proposal process consultancy including benchmarking and content management.

From a corporate perspective, we can provide a standalone or integrated solution, a compelling return on investment, a system to control content expiry and the use and delivery of marketing and brand messaging, document appearance and the implementation of corporate governance and compliance requirements.

Website: [www.speedauthor.com/](http://www.speedauthor.com/)  
Tel: +353 1 6694714

**SPEEDAUTHOR**

## Strategic Proposals

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](mailto:ga@strategicproposals.com)

**StrategicProposals**

## XaitPorter

XaitPorter is a collaborative writing solution which enables several people to work on the same document at the same time.

Save Time & Win More Business: 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 focus on the content. With XaitPorter, you work on one document that your team can access online 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.xait.com](http://www.xait.com) and see what we can do for you.

**Xait**

## YOUR ASSOCIATION NEEDS YOU!

The **APMP UK** is run by a small group of willing volunteers, and as the organisation grows, we need more help to cope with supporting the membership.

If you could find some time to help, be it sending out emails, helping to arrange events, starting your own regional events, then please visit our stand or speak to a committee member.

**APMP UK**

Association of Bid and Proposal Management Professionals

teaming  
for success



Every year the APMP UK recognises those organisations, teams and individuals that have excelled over the last twelve months. This year we are awarding six prizes to people and organisations that are at the forefront of setting high standards within our professional community.

The level of entries has been impressive, and as one judge commented “The quality of entries this year has, to my memory, far exceeded those of previous years”. The Winners have been selected, and their names are hidden in the golden envelopes, ready to be revealed at the Black Tie Awards Dinner on the 24th. Will it be you coming up to get an award this year?



## **The Outstanding Newcomer Award** *sponsored by DHL*

### **Lucy Monteiro, of Ricoh UK Ltd**

Lucy was employed from sales to assist with implementing best practice through the utilisation of the Qvidian automation tool, which is used by both the sales people and the bid team. Lucy has implemented best practice within this new role, adding value to both the sales force and the bid team. She has helped support the production of nearly 1,500 proposals in a year (a 5-fold increase), achieving a win ratio of 59% and a revenue of £2m pa. Lucy now supports a national sales force of over 200 and the bid team with all content management and has enhanced her original role to include proposal development and database architecture.

### **Stacey Moore, of Computacenter Ltd**

As Bid Co-ordinator in the Bid Management team Stacy has applied Computacenter bid processes and best practices on a number of bids. Working within the bid team she has embraced the principals of the company's new bid management strategy 'Our Journey to success'. She has helped apply processes and best practices consistently within all bids and helped create, administer and deliver the 'Winning in Bids' course, training over 220 members of the sales force. Stacey works in a timely and efficient manner, dictating timelines and expectations, and always delivers on her part. She chases the account managers and virtual team. Stacey is an effective communicator to both internal and external parties in a professional and effective manner.



## **The Innovation Award** *sponsored by Qvidian*

### **Bidding Team, of Cofely**

The Cofely Bid Improvement Project identified a number of areas including people, process, communications, reporting, technology and training, to help achieve the plan to create a Bidding Team and raise the standard of COFELY's proposals. The company invested in new IT: Salesforce, iSell, Easy PQQ, InDesign and Photoshop, demonstrating a willingness to use new technologies and IT systems to improve bid management practices and proposal presentation standards.

The team have experimented with bespoke client focused videos to complement proposals and reinforce win themes in line with client stated objectives. This has proved immensely successful with good feedback from Customers and internal stakeholders. Continuous improvement is driven through monthly team meetings where innovations and ideas are discussed and demonstrated.

### **Bid Team, of Shoosmiths**

To formalise the approach to opportunity qualification for the Firm's 100+ partners, the Bid Team drew up a Bid Filters (or qualification criteria) document. This was based on 'client listening' carried out from successful and unsuccessful bid debriefs on the real 'deal breaker' aspects of bids critical to clients. The emerged 13 filters are individually assessed as either 'stop / go' and the total of 'stop' vs 'go' gives an indication of the attractiveness of an opportunity.

Introduction of Bid Filters has resulted in an increased win rate of up to 44%, and has all but eliminated the pursuit of speculative Bids with low possibility of success. The value of the time saved in 2011-12 through evaluating and declining to bid is estimated at £270,000.

### **Rob Pickering, of Siemens Enterprise Communications Limited**

Rob's innovation was the Proposal DIY Centre - a shared intranet resource dedicated to improving the efficiency, quality, and creativity of the proposal process. In particular, he recognised the need for a system that could do more than just supply content, so his design is holistic approach not accommodated by the standard knowledge management solutions. It includes a Proposals Toolkit, a Content Library, Case Study database, and a step-by-step guide Bid Process.

He used 'Wiki' web development techniques to ensure the site was easy to use and maintain and accessible to anyone in the organisation. The site has contributed to an immediate improvement in bid quality and compliance, evidenced by a 16% reduction in incidents of non-conformity, thanks to its standard PQQ response generator and the site has accelerated the bid production process by an estimated 20%.



## **The APMP Fiona Flower Knowledge Management Award** *sponsored by Strategic Proposals*

### **Emma Jaques and the Onto the Page team, of Onto the Page Ltd.**

Knowledge management (KM) as a fundamental part of the company toolkit, and is used to ensure that the best possible bids are written in the shortest time. A number of tools have been used when working with clients on their in-house procedures. These include Sharepoint, wiki-based tools, Lotus notes databases, shared network drives and 'cloud' storage sites. Often, the client will dictate their own preferred solution on how to store and share the information, although we will guide and advise accordingly. They look to Onto The Page Ltd to ensure that their knowledge base (KB) is populated with the right content that is valuable and

accessible to anyone contributing to bid processes.

### **Global Bid Management, of Siemens Enterprise Networks**

The previous knowledge management system was based on proprietary technology that was cumbersome to operate and maintain, and very difficult to access remotely. To avoid these limitations, the new Proposal DIY Centre runs on a secure private wiki server. In addition, being web-based, the solution is accessible via the company intranet - a vital step forward given the diverse composition and geographical spread of bid teams.



The four core subject areas, are a Content Library (proposal-ready PQQ material), Proposals Toolkit (pre-written sections on products, services, hot topics, best practice examples, and a graphics library), a searchable Case Study database, and a step-by-step Bid Process with standard agendas and templates.

This has had an immediate beneficial impact on win rates by volume rising from 42% to 53% an increase of 11% and by value rising from 38% to 43% an increase of 5%.



## The People Development Award sponsored by Bid Solutions

### Amey (organisation), of Amey

The learning and development programme (winner of the CIPD People Management Award 2011) has been significantly extended. As part of the winning work strategy for 2012, a major 12 to 18 month change programme 'Project Platinum' has been implemented to:

- Improve integration between business development and bidding functions
- Increase 'opportunity development maturity' capability, and
- Drive up the bid strike rate.

One of the four workstreams centres on people development reflecting Amey's continuing commitment to develop its people involved in business development and bidding. In the last 12 months, over 100 pieces of work have been won, adding more than £1.5bn to the future order book.

### Global Bid Management, of Siemens Enterprise Networks

From the initial programme of development and accreditation of UK team members where all Bid Managers have achieved Practitioner status, all the Global Bid Managers have achieved the APMP Foundation level accreditation and some have also gained the Practitioner level accreditation. All Bid Managers belong to their local APMP chapter or are trying to set up a chapter locally. Also, the wider team of Solution Architects, Contract Managers and Financial Deal Architects follow the principles and in some cases are members of their local chapter.

As a result GBM actively promotes people development in terms of role progression, organisational development and career progression whether this is internal to our department or within our wider business. This is supported by the team having established specialist career development pathways, Personal Development Plans, and Coaches and mentors for new starters.

GBM is now looking to consolidate its 'Defined' position within the Business Development Capability Management Model (BD-CMM).

### Guy Tucker, of Cofely

All staff are due to become accredited to APMP standards through the Bidding Improvement Project.

This is to ensure all Bid Managers are working to the same recognised standards. Key development areas are:

- Working to a standard methodology
- Designing and improving the visual impact of proposals
- Improving standards and ensuring consistency

The training plan includes new technologies and systems (eg Easy PQQ, InDesign). The new processes and procedures has contributing over £6.5M during the last six months. Five major new accounts have been secured and two existing contracts retained by utilising the newly acquired skills and best practice standards.



## The Writing Award

sponsored by Majlis Consultancy

### Hayley Delieu, of John Sisk & Son

### Malcolm Tilbe, Siemens Enterprise Communications

### Ruth Taylor, of John Sisk & Son



## The Bid/Proposal Management Excellence Award

sponsored by Shipley

### Computacenter Bid management Team, of Computacenter (UK) Ltd

As part of our strategy we have used the 'Get to Great Bid Capability Benchmarking Process' to engage key business stakeholders in the strategic direction of the bid team. We ran this process in 2006 when the team was first formed as it gave us a clear understanding of our strengths / weaknesses and the priorities that we had to focus on in our development. In May 2012 we ran the process with the entire bid management team as well as a senior management team including key stakeholders in the bid process. This included our Head of Sales Operations, Commercial Director, Director of Contractual Services and seven senior sales representatives that use the bid team service. Given that 50% is deemed an 'acceptable' score for all categories of the Get to Great™ Bid Capability model, our progress from an average of 54% to 81% is outstanding, bordering on what is viewed as 'world class', as demonstrated by recent 'major bid' successes.

### Global Bid Management Team, of Siemens Enterprise Communications Limited

All the GBM team have APMP Foundation level Accreditation and all Bid Managers have all achieved Practitioner level Accreditation. Two team members are Certified Proposal Coaches. As a result of this investment the business has seen a dramatic improvement

in the quality of its bid responses; this is demonstrated by independent reviews of our submissions by the two Proposal Coaches in the team; every Bid Manager is tasked with providing at least one proposal a year to them, for them to check for consistency, accuracy and veracity. Any learning is then rolled out to the whole team at the monthly Bid Management meetings to share the Lessons Learned. GBM utilises a balanced scorecard to measure its performance on a monthly basis. The scorecard measures performance from a Customer, Financial, People and Process perspective. The scorecard is used as a basis for monitoring and managing the team's performance.

### Roisin Mallon, of Attenda Ltd.

Due to with the establishment and implementation of a formal bid process, the quality of Attenda's proposals and the means of their creation have increased substantially – clients have repeatedly fed back on how well we understand their business and their requirements, how well our proposals serve their needs, and the overall quality and professionalism of our submissions. At Roisin's request, a team of internal SMEs has recently been established – available to provide input, advice and guidance where appropriate throughout the bid process, from qualification through to client presentation, and includes members up to Director level. Roisin is also responsible for training and mentoring additional bid team members, and setting them on a path to APMP accreditation.

Ground Floor





## Hotel Floor Plan

Indicative floor layout showing relative positions of stands.

### Presentation Rooms

Kenilworth 1&2	Main Hall
Kenilworth 3	Break out
Othello	Break out
Hamlet	Break out

### Exhibitors/Food/Refreshment Area

The Grange

## Exhibitor Positions

### Hall 1

Stand	Day One	Day Two
1	Strategic Proposals	Strategic Proposals
2	PleaseTech Ltd	PleaseTech Ltd
3	Neuxpower Solutions	Neuxpower Solutions
4	BrightCarbon	BrightCarbon
5	Shipley	Shipley
6	Bid Solutions	Bid Solutions
7	Speed Author Software Ltd	Speed Author Software Ltd
8	Qorus Software	Qorus Software
9	Qvidian	Qvidian
10	Pursuit Communications	-
11	Xait	Xait
12	APMP Reception	APMP Reception

### Hall 2

13	Soluis Group	Soluis Group
14	rogenSi	rogenSi
15	Bid Alliance	Bid Alliance
16	Servicepoint	Servicepoint
17	Concurrence	Concurrence
18	APMP	APMP





# schedule of events

## Day One

Time	Main Room (Kenilworth 1&2)	Hamlet	Othello	Kenilworth 3
09:00-09:15				<b>Chris Milburn</b> <i>APMP UK</i> First Timer's Welcome and Introduction
09:15-09:30	<b>Nic Adams</b> <i>CEO</i> <i>APMP UK</i> Introduction & Welcome			
09:30-10:00	<b>Nick Fewings</b> <i>The Colour Works</i> What Are You Like?			
10:00-11:30	<b>Katherine Grainger</b> <i>2012 Olympian</i> Keynote Speaker			
11:30-12:00	MORNING BREAK AND REFRESHMENTS			
12:00-13:00	<b>Tony Birch</b> <i>Shipley</i> Leading and managing virtual team bids	<b>Malcolm Wicks</b> <i>Three Steps Consulting</i> What customers really care about	<b>John de Forte</b> <i>de Forte Associates</i> Test and improve your writing skills	<b>Colleen Jolly</b> <i>The 24 Hr Company</i> The rise of the "infographic"
13:00-14:00	LUNCH			
14:00-15:00	<b>Sally Collier</b> <i>Deputy Chief Procurement Officer, Efficiency Reform Group, Cabinet Office</i>	<b>Richard Bannon</b> <i>APMP</i> Moving on from foundation to accreditation	<b>Sarah Wiseman</b> <i>Shipley</i> Winning business in the Middle East	<b>Susan Moran</b> <i>Aviva</i> From outsider to frontrunner to also ran
15:00-15:30	AFTERNOON BREAK AND REFRESHMENTS			
15:30-16:30	<b>Ian Hirst</b> <i>Greenbank Partnership</i> Ensuring your sales proposals influence as well as communicate	<b>Dee Clayton</b> <i>Simply Amazing Training Ltd</i> Overcoming your fear of presenting	<b>Maurice Downing</b> <i>Corfocus</i> Build a tender machine that works	<b>Nick Fewings</b> <i>The Colour Works</i> Really understanding your clients
16:45-17:15	<b>Rick Harris</b> <i>Executive Director</i> <i>APMP</i> International update			
19:00 – 19:30	Pre dinner drinks in the Kenilworth Bar			
19:30 – 24:00	Black Tie Awards Dinner in Kenilworth			



## Day Two

Time	Main Room (Kenilworth 1&2)	Hamlet	Othello	Kenilworth 3
09:15-09:30				<b>Chris Milburn</b> <i>APMP UK</i> First Timer's Welcome and Introduction
09:30-09:45	<b>Ken Newland</b> <b>COO</b> <i>APMP UK</i> Introduction & Welcome			
09:45-11:00	<b>Robin Sieger</b> <b>Keynote Speaker</b> Teaming for success			
11:00-11:30	<b>MORNING BREAK AND REFRESHMENTS</b>			
11:30-12:30	<b>John Williams, Richard Jenkins, Graham Ablett</b> <i>Strategic Proposals</i> A gold medal winning team	<b>Stephen Ball, CEO</b> <i>Lockhead Martin</i> Winning business in the UK	<b>David Warley, Jennifer Stapleton</b> <i>Bid to Win</i> Drop the dead donkey	<b>Richard Goring</b> <i>BrightCarbon</i> Preparing your team for a winning pitch
12:30-13:30	<b>LUNCH</b>			
13:30-14:30	<b>Ron Reid, Peter Andrews</b> <i>Shoosmiths</i> Bribery and competition law	<b>Wolfram Seyring, Huseyin Ozkan</b> <i>Nokia Siemens Networks</i> Proposal centralisation	<b>Helen Blake, Keith McMain</b> <i>Futurecurve</i> Selling value through teamwork	<b>Alex MacPhail</b> <i>rogenSi</i> Mental toughness
14:30-15:00	<b>AFTERNOON BREAK AND REFRESHMENTS</b>			
15:00-16:00	<b>Martin Smith</b> <i>Bid Solutions</i> Salary survey results	<b>John Chennells</b> <i>Logica</i> How do you get 'techies' to write proper	<b>Karen Althen, Mark Whelan</b> <i>Phoenix IT</i> The mobile war room	
16:00-16:15	<b>Nic Adams</b> <b>CEO</b> <i>APMP UK</i> Conference wrap-up			



## Leading virtual bid teams

### **Tony Birch (Shipley)**

Leadership and team work in today's virtual environment.

This interactive session will help participants understand how to 'lead' as opposed to 'manage' bid and proposal teams, particularly in today's virtual environment. It will cover the appropriate use of techniques and tools to help ensure a productive team. The session will be particularly appropriate for those considering accreditation by the APMP, as it will be applicable to those with one year's or many years' experience.

Tony Birch is the founder and Managing Director of Shipley Limited in the UK. Elected a Fellow in 2006, Tony served on the main board of the APMP for four 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 sales in the defence & IT sectors. Since founding Shipley, Tony has trained sales and bid professionals around the world. Tony works with companies across sectors as diverse as automotive, construction, defence, finance, information management, insurance, IT services and telecoms, in countries around the world.



## What customers really care about

### **Malcolm Wicks (Three Step Consulting)**

We love the product and services that we sell. Unfortunately customers do not love our products and services in the same way. This presentation is about capitalising on that difference.

This presentation provides examples of why they think differently, based on research and real projects that Malcolm has carried out with a range of different clients. The talk addresses key questions such as "why did we lose that sale?" The sales team provides very different answers from the customer. The overall objective is to provide some new ideas and fresh thinking that you can take away and apply.

Malcolm Wicks is a marketing professional who has spent the last 20 years helping businesses understand more about their customers. He has managed EMEA marketing teams for CRM, business intelligence, data warehousing and many marketing programmes. He has presented papers at many national and international meetings. For the last 10 years Malcolm has been a successful independent consultant. He has worked with clients ranging from Tesco and HP to the Zambian ministry of health and Dennis, the fire engine maker.

# Test and improve your writing skills

## John de Forte (de Forte Associates)

Understanding the common errors which diminish the impact of the submission. Applying a simple framework that enables you to identify your own strengths and weaknesses.

In proposals the written word has never been more important: drafting and revising submissions absorb vast resources. Yet in many cases, the team doesn't get its points across as clearly or vividly as it could. Building on his well attended presentation at last year's conference, John will reprise his framework for identifying and eliminating the most common weaknesses in writing style. The main part of the session, however, will be devoted to a practical exercise in which you'll be invited to analyse some sample text. This will enable you to assess your own strengths and weaknesses and where you can improve. It will equip you with tools which can help to raise the standard of written English throughout your organisation.

John de Forte has worked with a wide range of organisations and consortia in winning 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 proposals for over 20 years, and MD of Proposal Training Ltd.



# The rise of the “infographic”

## Colleen Jolly (The 24-Hour Company)

A workshop for those sharing concepts quickly; the effective representation and selling (on a bid-relevant timeline!) of your solution to a specific audience in any media (print, online, etc.).

Harness the trend of infographics: visuals (or animations/videos) that combine several bits of quantitative information into easy-to-understand, audience-appealing designs, ultimately used to sway them to an opinion, a course of action or a purchase. Explore trends and underlying psychology from around the world, then apply those techniques on your next bid.

We will review several static and animated infographics from major organisations (non-profits, governments, newspapers), identifying the tools they use to communicate information to promote a course of action - discussing what works, and what fails the test. We will dissect each into its three component parts (aesthetics/style, quantitative information, and messaging: conscious/subconscious), then build a bid-specific infographic, discussing the challenges and solutions for creating quality materials on a bid-relevant schedule and budget, while recognising what type of information is most pertinent to share using the infographic method.

Colleen Jolly PPF.APMP is a 13-year proposal veteran and manages a global visual communications firm with offices in US and UK. Her roles in the APMP include Layout Editor, the Journal; Secretary, International APMP; and Secretary, NCA chapter. She is an APMP Fellow. She is a frequent worldwide speaker and trainer and holds a BA from Georgetown University. Colleen is an award-winning artist and business professional, who featured in Northern Virginia magazine's Top 10 Entrepreneurs Under 30 and as a finalist in the Stevie Awards Creative Professional of the Year (2009). Her company won entry into Inc. 5000's Fast Growing Companies in 2007 and 2011. She was published five times in a women's entrepreneurial calendar and most recently (2012) won the APMP's Insight Award for her article on international business.





### Government procurement reform and successful bidding

**Sally Collier (Deputy Chief Procurement Officer, UK Government)**

An update on government procurement

Sally will describe the reforms which continue to take place in government procurement practice. What makes a successful government bid? How can suppliers prepare themselves to bid successfully into the public sector?

Sally Collier is the UK Government's Deputy Chief Procurement Officer and Executive Director of Government Procurement Policy and Capability in the Cabinet Office. Her responsibilities include developing and implementing government procurement initiatives on growth; negotiating a radical rethink of the public procurement directives; streamlining the procurement process; ensuring that more SMEs participate in the government marketplace; and developing innovative ways to improve procurement capabilities.

Sally began working in government in 1992, having started her career in the private sector. She has a postgraduate diploma in management and is a qualified and experienced programme manager.



### Moving on from foundation

**Richard Bannon (APMP UK Board)**

Completion of the practitioner PPAQ can seem a daunting task. Richard presents some of the APMP tools, tips and support available in setting out to achieve the next level of accreditation.

This presentation will provide you with a clear plan towards completion of your PPAQ and achieving practitioner accreditation. It will show the essential steps required and methods of achieving the next level. The session will cover:

Overview of APMP accreditation, including current and future plans of APMP; why do Practitioner? The business case; the practitioner process (PPAQ, costs & timing); support - APMP website; APMP on-line tutorial; quick start & completion workshops at conference; mentors; ATO offerings, tools & tips; preparing for the PPAQ - taking the first steps; doing a self assessment; filling the gaps (where more experience is needed); reaching out for support - UK mentors.

As the education and accreditation member of the APMP UK board, Richard Bannon continually seeks new ways to add value to membership of the Association in these areas. He gained professional accreditation in 2009, having achieved practitioner-level a year earlier and foundation-level in 2005. He is now a mentor to members working towards practitioner level. Having been a proposal manager for several decades, Richard now works earlier in the capture cycle supporting Lockheed Martin bid teams preparing for proposals. His mission as part of capture operations is to increase the probability of wins by ensuring that proper preparation prevents poor proposal performance.



# Winning business in the Middle East

## Sarah Wiseman (Shipley)

An appreciation of the opportunities and challenges of bidding in the Middle East, based on six and a half years' experience of winning in the Gulf in diverse industries.

This Intelligence Briefing is for anyone who:

- is currently bidding or wants to bid into the Middle East;
- wants to take advantage of a relatively buoyant market;
- wants to apply best practice to a dynamic and challenging location; or
- has been burnt before and needs some survival tips.

Bidding in the Middle East is different from bidding in the West. The usual rules don't apply, or don't exist. Cultural differences can enhance and complicate the situation and there is little understanding of best practice. The presentation will address: gathering information and understanding buying environment; taking an informed bid/no bid decision; price vs value to buyers raised in the souq; common misconceptions, opportunities and challenges faced by Western organisations. Using case studies and real examples to highlight key points, Sarah will leave with a clearer idea of how Middle East customers negotiate and buy, pitfalls to avoid and opportunities to grab.

Sarah Wiseman is an APMP accredited professional and senior consultant at Shipley Limited. She has spent the last six and a half years living and working in the Middle East, providing training and consulting services to companies trying to improve their win rate. Her clients include organisations in the insurance, defence, security, logistics, engineering, construction, transport and consultancy sectors. She has worked across the UAE, Qatar, Bahrain, Oman and India. She has helped to set up the APMP Middle East chapter, due to launch in September this year. Prior to Shipley, Sarah was the EMEA Business Operations Director for a global security company based in Dubai.



## From outsider, to frontrunner, to also ran

### Lorraine Baird and Susan Moran (Aviva)

An epic tale of heroism, bidding excellence, dedication and unwelcome branded mugs. Find out how the Aviva team tackled a must-win bid and got it right - and wrong, in some interesting ways.

It's 2011 and Aviva is invited - almost out of the blue - to bid to a major UK retailer. This causes great excitement throughout the business and the internal message is that everything must be 'world class'. It triggers a gargantuan work effort: the retailer wants submissions on six separate products in extremely short timescales. The schedule of activity is unorthodox as well as intense, adding to the pressure, but the team pulls out all the stops (and then some). As time goes on, the win probability increases: the partner displays strong buying signals as the field narrows to three contenders.

Join Lorraine and Susan as they take you on the (ultimately unsuccessful) race to win - a marathon with hurdles such as a six-volume response document, five due diligence site visits, numerous additional response documents, a testing management presentation and a competitive contractual stage. Prepare to encounter new insights as well as some universal truths about bidding.

Lorraine Baird leads the twelve-strong Aviva General Insurance (GI) bid team. She does so with warmth, vision, unwavering commitment to best practice and a great sense of humour. Susan Moran leads the nine-strong Aviva GI proposal team, comprising proposal managers, designers, writers and a production and knowledge manager. Her obsessions include quality, continuous improvement and hyphens.





### Ensuring your sales proposals *influence* as well as communicate

#### **Ian Hirst (Greenbank Partnership)**

A team tool to identify the unique value that you bring to each bid and ensure this comes out in your proposals

Many of our bids are professionally produced - but are they really influencing? The Greenbank Value Map is an interactive way for bid teams to nail a compelling value proposition to then use during sales conversations, proposals and pitches. At its heart is a series of questions that every bid team should ask itself about the client's world, the tangible business/financial benefits from the solution they are looking to implement and how your proposal will allow them to realise these benefits.

The tool can be used to clarify exactly what information is still needed before a bid is finalized, as well as providing a great influencing structure for the bid document or presentation. Working in small groups, you will have the opportunity to try out the tools on live bids - and take away templates that you can use immediately for your own bids.

Ian Hirst has 20 years' experience in a variety of front-line sales and director roles with blue chip companies. His most recent position was head of global sales operations with Reuters, where he rolled out bid best practice to 1500 salespeople in 20 different countries.

Since 2002 Ian has run Greenbank's Driving Sales Growth practice, working with wide variety of blue chip organisations to improve their bid approach and sales capability, via consultancy, coaching, live bid support and Greenbank's own sales training curriculum. He has a humorous, lively style and runs engaging, highly interactive workshops.



### Overcoming your fear of presenting

#### **Dee Clayton (Simply Amazing Training Ltd)**

You know how even experienced presenters can suffer from public speaking fear? This session will show you how to overcome those discouraging voices in your head.

If you need to deliver convincing presentations (or otherwise speak well in public), this interactive, fun and insightful workshop will help. Suitable for all types of presenters - or for those responsible for rehearsing or coaching nervous team members - Dee will show you what causes doubt, worry and nerves about presenting (otherwise known as the "Public Speaking Monkeys®"). By outlining three steps to taming the monkeys, she will make your speaking nerves and fear become a thing of the past.

Dee Clayton's fun yet effective monkeys approach has already helped thousands to overcome their fear of speaking. As author of Taming Your Public Speaking Monkeys® she has trained UK-based and multinational organisations, including Toyota Motor Europe. Dee has won multiple awards for her unique approach including Business Champions - Overall Winner East of England.

A former marketer, for over 20 years Dee managed a wide range of brands from Jacob's Creek to Jammie Dodgers. Latterly she worked for Sodexo where she was involved in several successful bids. Dee is marketing director and a trainer member of the Association for NLP CIC. She has also been known to do the odd stand-up comedy gig!

# Build a tender machine that wins

## Maurice Downing (Corfocus)

Build a tendering machine that calms frazzled, last minute nerves, lodges more and better proposals and wins business consistently.

Too many late nights, unprepared clients and deadlines led to cries of “there must be a better way!” There is. Under the mantra of Preparation Pays Off you will learn the three phases of building a tender machine that wins business consistently.

1. Tender Readiness Audit: An onsite audit to rapidly assess your client's current status and identify their shortcomings.
2. Building the Machine: This is about getting you and your clients 70% ready for future projects. Learn which projects to bid for, what information you need and how to develop it ahead of time so you reduce stress, lodge more proposals and wins business consistently.
3. Embedding and Winning: Nobody drives a Ferrari fast the first time. It takes practice to get the best out of this finely tuned machine. So it is with the Tender Machine. In this phase you learn how to work with clients to embed the Tender Machine and win more business. You might even be hired as the expert driver.

Corfocus is a speciality consulting firm that helps clients win government contracts. The pathway to Maurice Downing setting up the company includes being a third generation sugar cane farmer in Cairns, and bush pilot load controller; marketing and MBA studies; government trade delegations; and tender evaluation panels. He has helped clients win business in sectors including senior executive leadership, road maintenance, legal services, pathology testing, employment services and graphic design.

In 2011 Maurice wrote *Winning Government Tenders*, Australia's first commercially published book on Australia's biggest market – government. He is published in Australia's premier newspapers and magazines: Sydney Morning Herald, Australian Financial Review, Melbourne Age, Business Review Weekly, My Business, Manufacturing Monthly and Dynamic Business.



# Tuning into the customer

## Nick Fewings (The Colour Works)

Get the edge over your competitors by gaining insights into your potential client's behaviour, communication style and decision making process.

This entertaining, thought-provoking, interactive presentation provides the opportunity to learn tools and techniques to beat the competition. You need the appropriate technical skills and training to structure and write bids and proposals effectively. But the opportunity for success increases dramatically when this is combined with understanding the most effective manner of approaching and dealing with key individuals and teams,

Nick Fewings is co-founder of The Colour Works. Nick's sensitivity to the needs of others, combined with his fun and engaging approach to learning, makes him a hit with clients across the public, private and charity sectors. His ability to deliver stimulating learning programmes for clients helps them get the best from their most valuable asset – their people. With a background in the finance sector, Nick has held senior operational and project management roles and provided change management consultancy to global financial players. Nick has been invited to speak at this year's conference following his highly successful presentation at one of our recent events.

The Colour Works operates across the UK, Europe, Middle & Far East and the USA delivering personal and team development solutions in leadership, team-working, communications, personal and team effectiveness, customer service and sales. In 2012 the company won a prestigious UK award for the learning and development work it delivers to clients – for the fifth time in the last six years.







### A gold medal winning bid team?

#### **Jon Williams, Richard Jenkins and Graham Ablett (Strategic Proposals)**

In this Olympic year, the importance of a concerted team effort behind every gold medal will be well-evidenced. Creating that winning team is just as important in bidding for new business.

Using the combined proposal and purchasing experience of the Strategic Proposals team, this session will highlight the key characteristics of winning bid teams and enable you to benchmark whether your team has what it takes to win gold. Attendees will be provided with a booklet to self-assess your team's ability to win today, which you will be able to take away as your pathway to future gold. The session will culminate in the anonymous capture and presentation of the results from the self-assessments. This instant assessment will show you how your bid team measures up against both peer organisations in the room and our database of over 500 organisations benchmarked to date.

With over 50 years' experience in the proposal industry and a track record of delivering some of the best received and insightful sessions at APMP conferences around the world, this session will be another winner. Jon, Richard and Graham of Strategic Proposals look forward to seeing you on the start line.

Jon Williams is the Managing Director of Strategic Proposals Limited, which he established in 2001. Jon is recognised for his passion for proposals, championing proposal management best practice to help bidders capture 'must win' deals and bring about radical increases in win rates.

Richard Jenkins is a highly experienced and respected proposal management professional. He has led and worked with sales and proposal teams across the world, helping them significantly improve win rates and develop more efficient processes.

Graham Ablett is an APMP approved trainer and has 18 years' bid experience. He has worked across a host of different market sectors. Graham helps clients win specific opportunities, as well as advising organisations on how to win more bids - and win them more easily.



### A Chief Executive's perspective on winning good new business through teaming

#### **Stephen Ball (Lockheed Martin UK)**

With over 30 years' experience working in both industry and government, Stephen presents his views on how you can improve your winning potential through teaming with other UK businesses.

The presentation covers the initial gap analysis, the market assessment and forming the team to meet your strategy and thereby improve the probability of winning. Using illustrations from his experience, Stephen will describe the makeup of the "dream team" and how to avoid teaming for the wrong reasons.

Stephen is Chief Executive of Lockheed Martin UK, a leader in systems integration working on major programmes spanning the aerospace, defence and civil sectors. During his career, Stephen played a major role in the establishment of HM Government Communications Centre as a government agency and led it as CEO before leaving to take a post in industry.

# Drop the dead donkey

## Jennifer Stapleton and David Warley (Bid to Win)

Sometimes what you leave out is more important than what you put in. Learn the agile techniques that newspapers use to meet deadline after deadline without contributor burn-out or sacrificing quality.

Publishing is a specialised world, but the techniques that editorial teams use are well understood in the world of Agile Project Management. As proposal managers, we too make an absolute commitment to deadlines without compromising on quality. The techniques that Agile project managers use can help us. In this interactive workshop, the presenters will show how iterative development maintains visibility of the win strategy and proposal end product. You will learn how Agile techniques like time-boxing enable commitment to a 'no slip' schedule. The presenters will demonstrate how rigorous prioritisation of features (MoSCoW) keeps the scope manageable and focused on high value content. And finally they will look at some of the tools that Agile managers use - user stories, backlogs and burn down charts - to communicate status visually and keep the team focused. You will take away not only some thought provoking ideas but also useful techniques that will help you deliver your next bid.

Jennifer Stapleton FBCS CITP provides consultancy at all levels, including to senior executives, on the design and improvement of project and programme management (PPM) processes. For the past 15 years, Jennifer's focus has been on agility. She was cited in the PMI's Network magazine as one of the 25 most influential women in the world for her work on Agile PPM.

David Warley PPF.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 and Fellow of the APMP. David is widely in demand as a speaker and trainer and has delivered bid management and APMP accreditation classes in Europe, India, China, Africa and North and South America.



## Preparing your team for a winning pitch

### Richard Goring (BrightCarbon)

How to plan, write, prepare for and deliver a winning pitch presentation. Practical tools that will help participants improve the way their teams deliver pitches.

The pitch presentation is the lens through which an entire bid is evaluated. Yet all too often, the final pitch doesn't get the attention it deserves. Lack of preparation, leaving things to the last minute, or the absence of presentation expertise can undermine the entire bid process.

This session will give proposal professionals: a timetable for preparing for a pitch presentation; a process for agreeing a persuasive value proposition; a clear structure for writing an effective presentation - and an alternative approach when responding to set questions; a quick guide to easily creating compelling presentation graphics; a way to select presenters and the wider pitch team; a scorecard to help presenters model and perfect winning presentation skills; a model for Q&A that helps support the selling process.

Richard Goring is co-founder of BrightCarbon, the specialist sales presentation agency. He is one of the country's leading authorities on sales presentations, and has recently pioneered the use of iPad for visual sales conversations. He has helped to write and create thousands of sales presentations, and coached hundreds of bid teams to success in fields as diverse as construction, medical diagnostics, insurance, financial services, IT and FM. He has helped his clients to win billions of pounds worth of new business. Richard is passionate about improving the way companies present - and believes that anyone can run a successful pitch if they put their mind to it. Richard has a degree in physiology from Oxford University. He says he couldn't do his job without a Microsoft 8000 Presenter Mouse.





### How to comply with the Bribery Act and competition law

**Ron Reid and Peter Andrews (Shoosmiths)**

Focusing on compliance with two key areas of regulatory risk, which must be kept on an organisations' radar at all times.

The consequences for businesses that breach their regulatory obligations in the fields of competition law and bribery act compliance can be severe. Some of the largest financial penalties ever imposed fall into these two categories. Infringement can lead to third-party claims as well as sanctions for individual members of staff. Reputational damage can be severe.

Ron Reid and Peter Andrews are experts in their respective fields with extensive hands-on experience working with businesses to minimise the risk of infringement and to help manage crises when they happen. They will share with you their thoughts on managing this potential minefield in a manner that protects the business from legal risk, but without impeding its ability to carry on its operations.



### Proposal centralisation

**Wolfram Seyring (BidBox GmbH), Huseyin Ozkan (Nokia Siemens Networks)**

Evaluating the case for proposal centralisation or decentralisation. A centralisation case study.

This topic is concerned with the design of proposal organisations. The presentation will provide a framework for deciding how to select the best model. The second part will focus on a case study of Nokia Siemens Networks and the implementation of its global proposal centre – in terms of scale and geographical reach, a unique venture in the telecommunications industry.

Wolfram Seyring is founder of BidBox GmbH. He gained proposal management experience at companies including Bosch, Ericsson, Nokia and Nokia Siemens Networks (NSN). From 2008 to 2011 he lived in India where he established the global bid centre for NSN. Since 2011 he has been Head of Operational Efficiency, with a leading role in restructuring NSN. He has been an APMP member since 2002 and was co-founder of APMP DACH.

Huseyin Ozkan is Head of Global Bid Management at NSN and co-founder of BidBox GmbH. After project management and sales roles at AEG/Nortel and Siemens, he led bid management operations for NSN between 2005 to 2007. Until 2010 he headed competence development at the bid centre for NSN. He has been a member of APMP since 2007 and is an active member of the APMP's DACH chapter.





## Selling Value through teamwork

**Helen Blake (Futurecurve),**  
**Keith McMain (Sales Transformation)**

Winning teams integrate their customer-facing activities and strategic plans with the bid management function and sell value, rather than simply respond to an RFP.

All too often bid managers are left with the unenviable task of producing responses and meeting deadlines for opportunities in the absence of any clear direction or strategy from the sales lead and wider sales team. In winning teams, the bid team works in close collaboration with their sales colleagues to deliver a well-articulated, differentiating and compelling value proposition. This session looks at how those teams organise themselves, how the proposal managers contribute to creating a winning sales plan and how the value proposition is created. Case study examples will illustrate how teamwork and a combination of rigour, creativity and a well-considered value proposition can deliver exceptional results.

Helen Blake is Chief Executive of Futurecurve, the leading consulting firm focused solely on value creation, and is the bestselling co-author of *Creating and Delivering your Value Proposition* (Kogan Page). She has worked with numerous global organisations to develop their value propositions, having previously held senior executive positions around the world for Accenture, Capgemini and KPMG.

Keith McMain began his sales career with Fisons plc before moving on to CSC, Capgemini, HP, Keane and iTnet. Keith founded Sales Transformation in 2010, having sold over £1.5bn of new business for his various employers. With an impressive win-rate of more than two out of three, Keith has experience across multiple sectors and has particular expertise in large value, complex opportunities.



## Developing mental toughness

**Alex Macphail (rogenSi)**

To improve and change a result you have to change your behaviour. In order to change your behaviour you must first change your mindset.

Developing mental toughness is all about moving each individual to create and sustain an immensely powerful inner drive and motivation. Where material and financial incentives fail to keep people striving to achieve, the most effective approach is for individuals to motivate themselves. This presentation will equip participants with techniques for creating their own levels of motivation. Delegates will be driven to succeed and focus more on achieving results. The greatest challenge for individuals is not the actual doing – it's making the decision to do.

Alex Macphail, UK Partner of rogenSi, has a reputation as a phenomenal presenter with a charismatic and interactive style that is humorous, dynamic and engaging.

RogenSi is the global consultancy for exceptional performance, helping leaders and their teams deliver results in three of the hardest areas: leading, inspiring change and 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: exceptional performance 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. With offices in Europe, North America, the Middle East and Asia Pacific, we are continually developing global best practice for multi-country, regional and local solutions.





### UK salary survey results and analysis

#### **Martin Smith (Bid Solutions)**

The results of the 2012 salary survey, together with discussion of market trends and analysis.

The 2012 Bid Solutions/APMP UK salary survey represents the most comprehensive review of salaries and benefits ever undertaken across the UK bid and proposal market. In this session, we will share the detailed results, market trends and variations across all major industries, geographies, demographics and roles. Understanding your current market value is crucial for achieving longer term salary aspirations.

Martin Smith is Managing Director of Bid Solutions Ltd, the leading global recruitment specialist. Prior to joining Bid Solutions he spent 10 years at global IT organisations. He has held positions including Head of Professional Services, Head of Opportunity Management and Head of Proposal Management. Martin previously served on the APMP UK Board.



### How do you get techies to write proper?

#### **John Chennells (Logica)**

Does the standard of proposal writing in your organisation drive you to despair? If so, let's talk about how we tackled the problem in Logica, and share some ideas.

In Logica we have any number of brilliant technical people – whose proposal writing skills can charitably be described as extremely variable. This session will start with a case study of an exercise which started in 2010, to improve the standard of our proposal writing. It will explain the various activities that were initiated, what worked – and what didn't - and what we are doing now. In the second part of the session, we will open out into a workshop discussion. The aim will be for delegates to share ideas and experience from their own organisations, and come away with some new concepts to try out when they get back to base.

Many conference presentations are given by external consultants. This session will offer a slightly different perspective, namely that of the issues and challenges presented by working within a large organisation, rather than from the outside. As such it should offer many delegates an opportunity to discuss issues with which they are only too familiar!

Working in IT was originally going to be a break from John Chennells' chosen career in teaching. In the event, it's been a break that's lasted for over 30 years. Along the way he has worked on many and varied bids and estimates that he has helped to win over £200m of business. Since 2007 he has been working as a consultant in Logica's proposal centre and last year achieved APMP professional status. Over the years he has been invited to speak at conferences in Europe, Asia and South America; the UKAPMP conference is a new challenge.

## The mobile war room

### Karen Althen and Mark Whelan (Phoenix IT Group)

An opportunity for those who work as part of a virtual team to develop their skills and understanding.

The session is based on a bid which required input from geographically dispersed contributors. It covers: how planning the approach in advance significantly reduced production time, and how this approach can be scaled to suit the context; the importance of resisting the compulsion to begin writing; keeping the approach simple, using communication and collaboration methods and tools effectively.

The presenters will also discuss adjusting activities during the bid to maintain efficiency and effectiveness; the use of IT for collaboration; the preparation required of team members and expected outcomes; how different groups required different communications methods. Attenders of this session will learn how effective preparation and organisation, using a repeatable and scalable approach, can significantly reduce the discussion and production time required in a bid.

An APMP practitioner, Karen Althen has been involved in bid production and management for the last seven years. During a period of change and growth in the company, she has helped it to achieve success by introducing and embedding best practices. This has particularly been the case in public sector frameworks. Karen is also a founding member of the UK APMP's Scottish group and is a regular attendee at events across the country.

Mark Whelan is Head of Service Integration at Phoenix IT. Mark is an APMP practitioner and has been involved in technical and commercial proposal management for the past 20 years. Mark has contributed to IT best practice (ITIL) publications as well as BSI committee on service management standards.



## MAKING THE RULES WORK FOR YOU

As a major UK national law firm, we provide a range of legal services to businesses and individuals.

### We offer advice on:

- EU procurement rules
- Bid rigging
- Competition
- Regulatory compliance
- Bribery Act compliance
- E learning courses



Shoosmiths is a member of the World Services Group – a global association of leading legal and service professionals





## Ken Newland

I worked on my first bid in 1974 and since then I have been involved in many bids, in many countries, with many companies, from bids of a low value to some over £1Bn.

As a consultant I have guided organisations on bid practices and contributed to the development of best practice. In recent years I have applied myself to training others all over the world into the arts and science of this fascinating profession of ours. I have been a member of the APMP since early 2005 and on the UK Chapter Board since 2009.

I have learned many things during these experiences. In particular, that a sad reality is that in some companies the bid professional is not given the degree of support, guidance or investment as do the best companies. This leads practitioners to need to share experiences with their peers: sometimes to commiserate, sometimes to confirm their own beliefs. I am absolutely certain that the APMP, with its qualifications, Awards for excellence, annual Conference, and regional Events, addresses that need.

Next year, as CEO, it is my aim to do all that I can to help companies to recognise the importance of our profession and for them to provide the encouragement, investment, and support you all deserve.

design | websites | illustrations | publications | books | logos | leaflets  
adverts | posters | business identities | branding | one-off designs

designing APMPUK  
10th annual conference 2012


karen  
holloway **DESIGN**  
GRAPHIC & WEB DESIGNER

01489 692553 | **07515 947982**

karen@karenholloway.co.uk | **www.karenholloway.co.uk**

Business Winning is booming here at  
Harmonic

We are working with market leaders  
in Defence, Rail, Energy, Waste and  
Outsourcing



Harmonic is looking to recruit permanent and  
freelance Business Winning experts. If you have  
Business Winning experience in capture, bid  
or proposal management and are looking for a  
vibrant, varied and growing environment, we want  
to talk to you.

# Transformation is the freedom to think big

Just as the Northern Lights transform our  
skylines at night, Ricoh transforms business  
processes to maximise productivity and  
efficiency with tangible results.

[ricoh.co.uk](http://ricoh.co.uk)

Ricoh promotes the APMP methodology and follows the professional approach, evidenced with our sponsorship of the UK APMP Conference. For Ricoh career opportunities or product solution questions, please contact **Laurence Greenhow** on [laurence.greenhow@ricoh.co.uk](mailto:laurence.greenhow@ricoh.co.uk)