

## Bid and Proposal Management Workshop

<b>Description</b>	This 2-day workshop presents the essentials of a proven bid management process which will help participants engage confidently with colleagues and stakeholders, and practice the tasks and techniques required to qualify, prepare for and submit compliant, customer focused proposals.
<b>Key learning points</b>	<ul style="list-style-type: none"><li>• Selective bidding leads to improved resource utilisation and profits.</li><li>• Using a recognised process to improve consistency and efficiency</li><li>• Techniques to help qualify, plan, create content and manage risk.</li><li>• How to build quality into your proposals.</li><li>• How to effectively engage with contributors and stakeholder.</li></ul>
<b>Audience</b>	Those new to bid and proposal management including those involved in business development, client engagement, proposal coordination, content authoring, project management and production.
<b>Topics covered</b>	<ul style="list-style-type: none"><li>• What drives us to Bid? Securing continued or new business?</li><li>• Qualifying a Bid: Is this opportunity worth it?</li><li>• Communicating your Bid: Who needs to know what?</li><li>• Proposal Planning: Who writes what and when and who checks it?</li><li>• Managing Content Authoring: Ensuring timely progress.</li><li>• Managing production: Putting it all together on time.</li><li>• Red Team Review: Is it really ready yet?</li><li>• Final Business Review: Are we sure we want to do this?</li><li>• Submitting your Bid: According to the rules.</li><li>• The Beauty Parade: An opportunity to shine or bomb.</li><li>• Negotiating: Know your objectives and your limits.</li><li>• Contract Award Day: The long-awaited milestone.</li><li>• Win-Lose Analysis: What happened and why?</li><li>• Executing the Contract: Living up to the promises.</li></ul>
<b>Workshop format</b>	This facilitated 2-day event comprises lectures, individual and group practical exercises and participant presentations. The workshop focuses on the use practical techniques at each step of the bidding process and participants will take away worked examples that will help them with their current and future bids and proposals.
<b>Instructor/Facilitator</b>	John Humphries has international experience in delivering training, executive briefings, audits and assessments, and facilitating board level and senior management decision-making workshops. He is accredited as an instructor in Bid, Project, Risk, Change and Portfolio Management.
<b>Cost</b>	£399 + VAT (per person) to include refreshments and lunch.