



TRACK CHANGES

ISSUE 07
DECEMBER 2023

**A ROUND UP OF
BIDx[®] THE BIG ONE
2023**

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APMP UK CEO FOREWORD

Welcome to the latest edition of Track Changes, where we take a look back at BIDx® TBO, The Big One.

Every year we take on feedback from you the members and learn from it for the following year. And this time was no different. As a Board, we are always asking what we can do better for the members. This year, we changed a lot; new branding not only for TBO, but for all our events, which all now come under the BIDx portfolio. A new venue in a new location; moving to Birmingham worked well, with it's accessible travel links and a more central location for our members, with a venue more suited to conferences rather than a hotel with conference rooms. We also added a drinks reception on the Monday night for those staying over before TBO, which provided good networking opportunities. We reduced the keynote speakers from four to two and then added some industry speakers. And of course we had our community speakers, the conference wouldn't be the same without our members presenting on key topics in our profession.

Our Awards dinner returned to a formal seating arrangement which was welcomed, and members got to see a bit more of the shortlisted award nominees through the videos that were played on the night. A big thank you to the judges, and to all nominees, and of course the award winners. It was great to see some new company names amongst the nominees and shortlists and we hope that continues next year. In this edition of Track Changes, you can see various tips from the award judges that provide some great key fundamentals to remember when you submit your nominations for the 2024 APMP UK Awards.

All in all, BIDx® TBO, The Big One has been a success, and one that the UK Chapter Board are rightly proud of. We start working on BIDx® TBO, The Big One 2024 from January, and there is an immense amount of work that goes into it.

I will leave you now to read Track Changes. This is going to be our last edition, as we have some new initiatives launching shortly, so look out for those. Thank you all for supporting BIDx® TBO, The Big One, and we look forward to seeing you again in person next year!

Kindest regards
Mairi Morrison CEO, APMP UK



Mairi Morrison CPP CAP.APMP
CEO, APMP UK
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APMP UK BOARD UPDATE

MEET THE APMP UK BOARD



Mairi Morrison,
Chief Executive Officer



Mel Bunston,
Deputy CEO



Steven Coles,
Past CEO & Chief
Membership Officer



Eve Upton,
Interim Chief Financial
Officer



Lucy Davis,
Chief Marketing
Officer



Suzanne Shields,
Chief Professional
Progression Officer



Rebecca Myatt,
Chief Mentoring Officer



Ollie Jones,
Chief Events Officer

MEET OUR NEW BOARD MEMBERS

Rebecca Myatt CP.APMP,
Chief Mentoring Officer
rebecca.myatt@apmpuk.co.uk



We are delighted to welcome Rebecca Myatt to the APMP UK Chapter Board as Chief Mentoring Officer. Rebecca will carry on the excellent work that Ellaine Gillam carried out previously.

Rebecca is an example of the succession planning introduced to the APMP UK Chapter Board. She stepped up from being a mentoring volunteer into the lead role temporarily for six months. Once the board position became available on a more permanent basis, Rebecca, now with the experience and expertise, took over the transition easily.

Rebecca, a trained Rapport Mentor and currently studying for Capture Practitioner, is keen to improve the mentoring programme, taking on feedback from our Summer Member Survey, and driving this forward. She is also working to raise the profile and presence of the programme through engaging and informative marketing and communications.

We welcome Rebecca to the Board and look forward to seeing the Rapport Mentoring Programme continue to flourish under her leadership.

Ollie Jones CP.APMP,
Chief Events Officer
oliver.jones@apmpuk.co.uk



We are also delighted to welcome Ollie Jones to the APMP UK Chapter Board as Chief Events Officer. Ollie takes over from Mel Bunston, and will carry on the excellent work that Mel has delivered.

Ollie started as an events volunteer, became Lead Events Volunteer, and now steps onto the Board as Chief Events Officer.

Ollie is another example of good succession planning in the volunteer community. He is certified to APMP Practitioner level with a keen interest in the support and guidance and the bidding community offers.

As a problem solver and collaborator, Ollie is always looking for unique ways to create useful and engaging experiences, which makes him the perfect Events person! In his day job, Ollie has organised a teaching scheme for disadvantaged children, set up a countryside management CSR event, and led a fundraising initiative for a partner charity.

Ollie comes to the Board position with a wealth of new and innovative ideas for events, and we all look forward to seeing these ideas become reality.

APMP UK ANNUAL AWARDS 2023

APMP UK ANNUAL AWARDS WINNERS WALL

Design Excellence
Award Winner



Victoria McAleese,
Scottish Widows

Best Newcomer
Award Winner



Toby Heath,
DHL Supply Chain

Outstanding Leadership
Award Winner



Leisa Ward,
Stantec UK

Contribution to the
Profession
Award Winner



Graham Ablett,
Strategic Proposals

Collaborative Teamwork
Award Winner



BAE Systems (Digital
Intelligence)

Industry Innovation
Award Winner



Savills UK

Bid Excellence
Award Winner



Parysa Pascoe,
QinetiQ

Here's what some of our winners had to say...

What an absolute thrill to win this award!

My focus has always been on nurturing and developing my team. Helping them to feel confident, believe in their strengths and take pride in their profession. We've come a long way in the three years I've been building the Stantec Central Bid Team and I'm immensely proud of what we've achieved.

Collecting the 'Outstanding Leadership Award' in front of a room full of APMP peers really was the icing on the cake.

Leisa Ward, Stantec UK



I feel so honoured to receive the Best Newcomer Award!
It feels incredible to be recognised for my work and progress over the past two years and I am so grateful for the support of my amazing team, whose guidance and mentorship have made this all possible.

Thank you APMP for organising such an incredible and insightful event, and for highlighting how exciting the future of bidding is going to be.
See you all next year!

Toby Heath



I'm humbled and honoured to be this year's APMP Bid Excellence award winner amongst a high calibre of capture and bidding professionals. To be recognised for my contribution in the industry is a huge personal milestone; whilst raising my children and meeting the needs of my demanding home life. I'm passionate about bidding, winning new business and working with multi-disciplined teams to facilitate high performing teams. I hope my experience encourages bid professionals to put themselves forward for future nomination.

Parysa Pascoe, QinetiQ



This award was a fantastic win and celebration for our Team, especially coming from the APMP, who really understand the challenges! We've received masses of support internally and via LinkedIn. Articles on the Team's success were shared in company-wide briefings, BAE Systems Group forums and social media. All fantastic publicity for our growing Team.

"Our Bid Service are often the unsung heroes of many of our strategic wins, as well as our core framework activities." - Adrian Colbrook, Strategic Growth Director

BAE Systems Digital Intelligence

Winning advice from our judges...



Robin Davis, APMP Fellow, says,

Be specific about key accomplishments and/or characteristics that the person displays that supports why you are nominating them.

Use your skills of persuasion. Write it like you'd write a value proposition – benefit, feature, proof. Start with the “why.”

Think about the evaluators—make the good stuff easy to find, write it simply and succinctly, and deliver it with passion.

Chris Colquitt, CPP APMP, says,

Be specific in your example – make sure the judge understands who, what, where, when and most importantly WHY!

Make sure your example shows how you made a difference. The awards showcase innovation and advancement within the community – if your submission only covers your day-to-day then it won't make the grade.



Ginny Carson, CPP APMP, says,

If you are thinking about nominating for an award, consider this: Every entry I reviewed was compliant! The areas where you can truly differentiate yourself or your candidate are likely in the areas of required evidence to support your claims. Make sure you present clear and compelling evidence. Other people's input, especially if you have multiple data points, tells a strong story.



Una Tomnay, CPP APMP, says,

Respond to the criteria and back it up with LOTS of evidence! Tell a great story, make it compelling.

Almost sounds like a bid!!

Some more advice...



Lorraine Baird, CPP CAP.APMP, says,

- Read the criteria!...and then do an answer plan....storyboard it! Then perhaps ask someone to review that you meet the requirements
- Make it visual - judges like to see visual evidence to back up your written entry and you can upload up to '3' graphics so I'd recommend this is used
- ATFQ! (answer the full question!) – the easiest way to lose marks. Some questions start with “Evidence when.....” – the clue in in the question! Add evidence in terms of stats/results, testimonials, attachments to prove what you've achieved
- Be concise – some entries are a large block of text – sometimes it's better to break this down to shorter sentences to be really clear on each point



Zeb Farooq, CPP APMP, says,

Awards have the power to energise, engage and activate. They can inspire people to reach greater heights and unlock more potential.

You should approach the nominations like a bid and you should put to service all your skills and knowledge that you have gained as a Bid and Proposal Professional. Make sure you answer the full question and ensure the response is compliant and compelling. It needs to be well written, provide quantifiable evidence and showcase bid excellence. All this should result in a nomination which stands out and clearly demonstrates why it should win.

And finally...

Paul Harding, CPP APMP, says, RTFQ - UTFQ - ATFQ - ETFQ

Read

- Ensure you look at the whole question, including sub-questions and potential hidden sub-questions to make sure you have all the aspects of the question ready to answer. That way you don't lose marks for missing part of the question out.

Understand

- Ensure you understand the intent of the question and can target a response toward that intent. That way, when you have to make word-count cull decisions, you can work out what's most relevant to include and retain that.
- Examples of mis-steps I've seen include 'Team related' successes in an 'individual' award response, a response requires qualitative **and** quantitative evidence and only one is provided, and a response requires internal **and** external testimonial and only one is provided.

Answer

- Answer all parts, sub-parts and hidden sub-parts of the question.
- Lay it out cleanly; the responses are word-constrained not page size constrained. Bulleted lists and sentence fragments are your friend; wordy prose is not.
- Leave nothing to be open to interpretation or requiring benefit of the doubt.
- Use clear language and then have your answer proofed to ensure you have answered all parts of the question. That way you have ensured that any questions about the response, any parts that are unclear or any parts that are 'clear to you but may be open to interpretation by an evaluator' are dealt with.

Evidence

- If the question requires evidence ... provide it
- If you make a claim that requires evidence ... provide it
- If the question asks for evidence of a **and** b ... provide both
- That way, there is no doubt about the veracity of your claims.



BIDx[®] THE BIG ONE 2023



AutogenAI

AutogenAI, TBO headline sponsor, championing AI in bidding and proposals.

Why Bid Writers will survive – and thrive – in the new era of AI

When the audience gathered at this year's BIDx The Big One to hear from AutogenAI's Chief Commercial Officer, Tricia Blatherwick, there was a feeling of scepticism surrounding the role of AI in bid writing.

This scepticism is not uncommon within the industry, and it often arises due to a number of reasons: suspicion that AI will replace jobs; confusion over how AI works in practice, and fear that professional writers will struggle to get to grips with this new technology. There is also a widespread misconception that the use of AI in bid writing will lead to a lack of differentiation in proposals, causing them all to "sound the same," or "lose their personal touch." Finally, a very genuine fear that the use of AI is somehow 'cheating' - and that commissioners will exclude bidders who use AI in the generation of content.

During her speech, Tricia addressed these points head-on. By the time she finished, the initial scepticism had faded. Instead, there was a noticeable shift in the room's atmosphere, replaced by a sense of calm, interest and even excitement for the potential opportunities that this technology holds for our industry.

'Before Tricia's talk I was terrified about AI taking my job – now I see it as something which will help me. I'm far less scared – and looking forward to using it'.

IRREPLACEABLE

AI = Augmented Intelligence

A key theme throughout this year's TBO was that generative AI should be viewed as a technology that augments bid writers, rather than one that replaces them. In much the same way that Excel is a productivity tool for cost modellers and finance leads, AI is a tool for writers. It simply helps them do their job better.

Generative AI can be used to automate those mundane, repetitive aspects of the bid writing process that bid professionals dread. It can assist in researching, evidence gathering, grammar checks, statistics, case studies, compliance reviews and more. With AutogenAI, writers can also write in a specific tone of voice, translate their content into over 100 different languages, weave in win themes and specify word or character counts.

By automating those repetitive tasks, generative AI frees up bid writers to focus on the more strategic aspects of their work. Generative AI gifts back time. And time is vitally important in the world of bid writing. Time pressures are one of the most stressful parts of the job – who amongst us hasn't requested an extension to the bid timelines?! Wishing we had just a few more days to really polish the bid copy.

The synergy between human expertise and AI capabilities is where the magic happens. Bid writers can leverage the power of AI to improve productivity and create more compelling, persuasive and high scoring proposals. With AI handling the tedious tasks, bid writers can apply their human-level understanding of nuance, creativity, and expertise to upgrade the first draft of content to its final version – and ultimately increase both productivity and win probability.

Tackling bid burnout

Bid burnout among proposal professionals is a widespread issue and a major concern, often resulting from heavy workloads, demanding deadlines and a binary, winner-takes-all outcome.

A 2018 survey of APMP UK members found that 88% of bid and tender professionals felt under stress or had mental health struggles, compared to 59% in the general workplace.

This stress and anxiety is often exacerbated when these deadlines coincide with traditional holiday periods, such as Christmas, leaving bid writers with little or no time to unwind and spend time with their families. With generative AI taking on the heavy lifting, it is hoped that bid writers will finally achieve a much healthier work-life balance.

One of our existing users has already noticed a change, *'We get our drafts out for review much earlier, we have more time to collate and integrate feedback – we are not nearly so stressed about deadlines. As a result, I get to spend more time with my family.'*



(left to right) Founder and CEO of AutogenAI, Sean Williams, Chief Commercial Office, Tricia Blatherwick, Chief Technology Officer Daniel Whitson, and Chief Operations Officer, Raj Khaira.

AI makes bidding enjoyable

By automating repetitive tasks, providing content, and detecting errors and getting answers within word count, AI empowers bid writers to reduce their working hours, enjoy more balance in their personal lives, and allocate more time to the aspects of bidding that they actually enjoy. With AI handling the time-consuming tasks, bid writers can dedicate more attention to editing, polishing and refining their content – ensuring that it ‘sings’. This combined effort between AI and the writer’s professional skills not only improves the quality of bids, but also allows for increased job satisfaction. As one of our users put it, *“AutogenAI makes bid writing enjoyable.”*

Humans at the centre

At AutogenAI, we believe in the utter irreplaceability of bid writers. Bid writers are a special breed –creative, eloquent and articulate. AI in the hands of these professionals is an incredibly powerful tool. Bid writers won’t be replaced by AI. Bid writers who don’t use AI will be replaced by those who do.

To learn more about how AutogenAI can improve your productivity, drive competitive advantage and improve win rates, [contact us today](#). Before your competitors do.

AutogenAI



Customisation vs Efficiency

How to juggle both in the proposal process

What an event! Big thanks to APMP UK for facilitating. As always, the networking was energising and the presentations were inspiring. The only thing we would change is having more time to speak with you!

For the bid managers out there, you likely face a similar dilemma during your proposal process. You want to spend time with each client, crafting hyper-personalised materials tailored to their specific needs.

Yet time is of the essence. You can't afford to spend countless hours on one bid, while the rest of your pipeline sits waiting. This balancing act of quality versus quantity, and customisation versus efficiency, is a continuous struggle.

The most inefficient stage of the proposal process is tailoring CVs to the bid. While this can be incredibly tedious and time-consuming, it's crucial to your success.

How to best highlight your team's fit

- Update your team's CVs with their latest achievements
- Craft custom bios for each employee so they relate to the pitch
- Toggle on/off past experiences to include relevant projects
- Rework achievement sections to perfectly cater to the proposal
- Reorder content to place the most pertinent roles first
- Present CVs in templates that match your branding, or the bid requirements

If just reading that list is giving you flashbacks of frantically copying, pasting, and reformatting data, then you're certainly not alone!

But what if you didn't have to compromise between customisation and efficiency?

CV Partner automates this process by providing a central hub for your employee data. With all your CVs in one place, bid managers can easily source your A team, and then cherry-pick the most relevant experiences for the proposal. They can then export to a custom template, guaranteeing consistency every time. The icing on the cake? It's all done in a matter of minutes – giving you the time back to focus on more strategic elements of the pitch.

With the right proposal automation tools, you can easily juggle customisation and efficiency, ensuring you put your best foot forward every time.



Learn more or
request a demo at

cvpartner.com

LET'S HEAR FROM OUR COMMUNITY SPEAKERS

Nervous was not something I'd expected to feel when I stood up to start my presentation at TBO 2023. Having delivered many of these sessions to some sizeable household name clients over the years, I was comfortable and confident with what I had to offer. However this was my first TBO appearance, and the butterflies were certainly apparent! Perhaps it was the realisation that, with standing room only, there were many people there on the other side of my teams Procurement work... who knows!

It went well and feedback has been constructive and positive, so I'm grateful for the opportunity. The organisation of the event was exceptional. From the welcome and on hand buddies to guide me, my excellent session coordinator, venue staff, exhibitors and event sponsors. So a massive thank you again to all these lovely people. The only challenge would be that I had so many people asking questions afterwards that by the time I got to lunch it was pretty much all gone! Luckily I had emergency rations.

The company I founded in 2014 specialises in helping businesses become Buyable in the public sector. We have a tool that can help assess your market Buyability™ which can be found here <https://advice-cloud.scoreapp.com/> and has been used over 400 times now.

Hope you had as fab a conference as I did and hope to see you again!

Chris Farthing
Chief Executive at Advice Cloud



It's always meaningful presenting at APMP UK events. It was especially so at this TBO as I shared my insights, as technical author, on the first ever standard in bidding, PAS 360:2023. There was a great interest in the room as I covered some of the fundamental elements from the PAS. This included the 5 pillars of bid and proposal management, the bid and proposal maturity model, and how combining these will help companies deliver business change across their bidding functions to be more effective and efficient in the way they bid.

Speaking with attendees throughout the conference, it was clear to see that those looking to enhance the way they bid, could understand the benefit that PAS 360 brings to achieve this.

Since TBO, the British Standards Institute (BSI) has published PAS 360. It is FREE for everyone to download, and you can get your copy here: <https://knowledge.bsigroup.com/products/bid-and-proposal-management-code-of-practice?version=standard>

If you have any questions on PAS 360 and how you can use it, please feel free to contact me at gareth.earle@bidcraft.co.uk Or if you want some support implementing PAS 360, head over to BidCraft's website to find out more about our BidCode® service: <https://www.bidcraft.com/bidcode/>

Gareth Earle
Senior Consultant at Bidcraft



LET'S HEAR FROM OUR COMMUNITY SPEAKERS

My session at BIDx asked whether there is a science to winning that is transferable to bid writing, drawing comparisons with elite sport, where data analytics routinely shape win strategy.

The discussion in the room zeroed in on win rates, triggering a collective sharp intake of breath. A traditional perspective of win rates (bids won as a percentage of bids submitted) had fallen out of favour. Why? Well, perhaps this measure is a little too crude. Footballers have their performances forensically measured: touches of the ball, pass completions, and so on; driving their improvement. The measurement of bid writers is not nearly as sophisticated.

So how do we really know if we are really any good? There were helpful insights from my audience. One contributor said that her organisation had distinguished between overall win rates and technical scores in their measures. Another had focused on a wider basket of cultural and value-based measures. These perspectives suggest that the practitioners are looking for a new approach.

If you measure bid performance in other ways, or have weaponised winning in some other format, then I'd love to hear more.

What a step change this year's conference has been. We're coming together with purpose and professionalising our industry.

Great conversations on mental health and wellbeing. A takeaway for me - 'Can we lobby the government to put an end to Monday morning deadlines and the weekend working that creates'. Wow, I can't remember us ever being so bold in our thinking!

AI and the impact it will have on the bidding world was the big topic. Personally, I am excited by this. This is just the tool we need to make us more efficient; improve working hours and bring more job satisfaction by focussing on the parts of the process we enjoy most and add the greatest value.

I hope everyone enjoyed my presentation on 'Creating moments of bidding surprise' as much as I did presenting it. Great audience participation so thanks to everyone that attended and got involved.

If you are interested in exploring the subject of creative processes and broader strategic thinking in more detail, do search the web for Convergent and Divergent thinking. There are also great books on the subject, A Technique for Producing Ideas by William Bernbach and Good Strategy, Bad Strategy by Richard Rumelt.

Jim Carley
Founder and MD of Carley Consult Ltd



Chris Haynes
Director of Bids at ISG Ltd



LET'S HEAR FROM OUR COMMUNITY SPEAKERS

We focused on AI's potential impact on the crafts of bid writing and design – I'm a bid writer and my colleague, Marian Paton, is a designer.

We made a short promotional video for an imagined bidding agency. First, we used two AI tools to create a short script and turn it into a video with minimal prompting and no revisions. The result was weak and bland but not disastrous and took just minutes to produce. Then we put our skills to work. I had an idea for the text and prompted the AI until it produced something close to my vision. Marian tweaked the video within the AI tool's platform. The final output was much better but still not amazing, though it had only taken a couple of hours (mostly for the video).

Key takeaways:

1. Expert writers and designers are essential if you want to create really compelling content.
2. AI working with minimal input creates generic output.
3. AI with expert input creates quite good content very quickly - human experts alone could do better, but more slowly.
4. The value of AI may lie in research and storyboarding rather than producing final content, especially for high-value bids.

Tim Syme

Proposal Writer at Strategic Proposals Ltd



It was a very thought-provoking day.

The Effective Bid Teams session provided excellent insight including:

- The most effective bid teams bid more.
- Post bid, few teams track bid team satisfaction.
- Few teams complete pre-mortems.
- Measuring shortlist rates gives new insight to client relationships.

My highlight of the day was delivering my presentation to a packed room, I was proud to have put myself forward for the opportunity and want to encourage others to do similar.

Also, it was great to see and hear how the APMP has grown and how proud we should be of obtaining our professional accreditations.

Samantha Delaney

Work Winning Lead at Arup



LET'S HEAR FROM OUR COMMUNITY SPEAKERS

Graham's presentation highlighted the industry challenges related to filling vacancies, retaining staff, and keeping people in the field, with a focus on the need for clear career paths. Professional development is vital, and to help, he introduced MyProposalCoach™, an online assessment tool used by 400+ bid and proposal professionals to rate their skills, and offers insights into their strengths and weaknesses. The report reveals observations on competencies in different roles, and notes areas of strength and weakness.

- Capture managers excel in opportunity identification but typically lack in-depth capture planning expertise.
- Proposal designers are strong in content development but need improved expertise in visual design.
- Heads of proposal teams have high executive summary development skills but struggle with international and cultural awareness.
- Proposal managers are competent in virtual team management but have weak skills in proposal presentations.
- Writers and editors exhibit strengths in content development and time management, yet lack in pure proposal writing and content design. The script suggests that writers may not favour using proposal tools and should improve their understanding of proposal management best practices.

Graham Ablett
Director at Strategic Proposals Ltd



My annual learn-and-share ritual.

When I went freelance back in 2012, I was resolute that I wanted to share my decades of learning and experience with others through volunteering as well as work. I also wanted to continue learning, but I soon realised that when you're a freelancer, no one except you will nudge you into personal development activities. So, I've always used the APMP UK conference and symposia to give me at least one major annual learn-and-share activity. This year was my tenth event. Every year, when the call for speakers comes out, I look at the theme and conjure up a new topic or an unusual take on an old favourite. I invest a good amount of time reading, thinking and planning to develop an interesting and interactive session to share my findings and ideas.

Like most years, this year was a bit off-piste with my take on how to use the frameworks and principles of 'Stories in Miniature' in our proposals – Stories in Miniature being a course from Enchanting Marketing by the talented Henneke Duistermaat.

As always, my aim was not to teach, but simply to share and inspire. I got lovely feedback, which is all it takes to feel the days and hours of input were worthwhile.

Sarah Hinchliffe
Director at i4 Consultancy and Design Ltd



LET'S HEAR FROM OUR COMMUNITY SPEAKERS

#TBO A perfect partnership - The diary of a fledgling conference presenter

Ever wondered exactly how much work goes into a community speaker's session? Read on.

It's 5pm on a sunny day in June and perfect weather for getting out in the garden with the watering can and a cold drink. As it's the middle Wednesday of the month, it means the APMP Social Value Working Group are meeting, so the watering must wait – for just an hour. On the agenda is TBO 2023. The starting point is a **blank sheet of paper**. We don't have to run a session, but it feels like it's the right thing to do, and it needs to be something different to 2022.

Importantly, as group leader Sarah Hinchliffe points out, the straw man needs to be submitted to the conference team by the end of June!

Bouncing a concept around with Sarah over the next two weeks, we shaped our straw man; an interactive session based on a real-life experience and submitted it to the events team over the last weekend in June – the roses were looking thirsty.

It's mid-July, and sweaty palms time whilst we wait for APMP UK members to vote and choose the sessions they want to see; 'That's great' I thought, 'Bigun Housing Trust is number one on the voting list - that means we'll get seen before our readers start to drop off'; after all, our members have gardens to tend to as well!

We get the green light that we have a slot in late August – so we need to go from straw man to full storyboard with takeaways and book the run through with our assigned APMP board member Steven Coles. So, I work with Sarah, a seasoned trainer, to conclude the storyboard and we get our thumbs up from Steven.

It's now mid-September and luckily, it's been a wet summer, so the roses have survived.

The branded decks are due back by 10th October, and we hold two dry runs that week with volunteers and revise the session based on their vital feedback. The roses need some TLC.

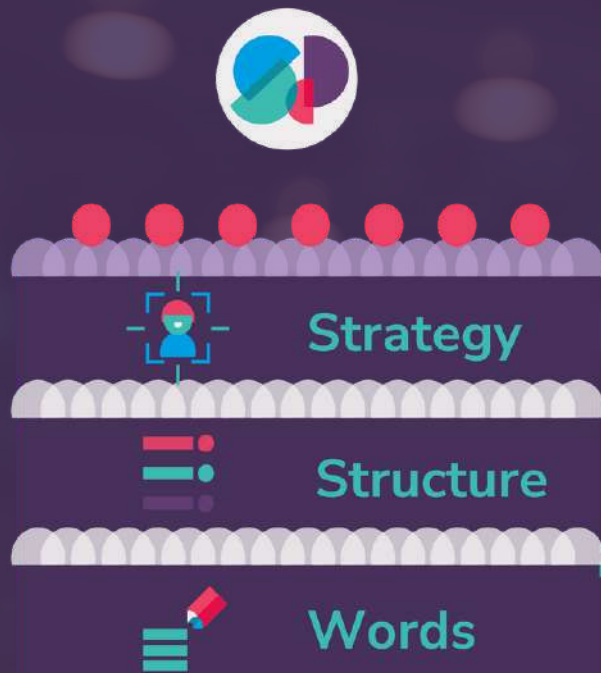
It's 1.30pm 17th October, we're all set up in the room; Sarah and I know our script and handoffs. I'm lucky to fledge with such an experienced presenter. I watch as members take seats in the room and am thankful that we have a good turnout. Steven introduces us and we're off...there's lots of activity and it's over quickly. Now I can enjoy the rest of TBO and we'll await our feedback.

The next day the conference wraps up and I get back home in the rain. And at the weekend, I finally get to roll my sleeves up in the garden.

Carole Davey
Senior Bid Manager at Lex Autolease



LET'S HEAR FROM OUR COMMUNITY SPEAKERS



Lorraine and Kat gave an interactive and entertaining session on the key ingredients of a customer-focused proposal. The theme revolved around the idea of winning a bid to create a cake, complete with aprons for the winners – “The Great SP Bake-off” style!

This well-attended and memorable session provided valuable take-aways, emphasising the importance of three key ingredients in crafting a customer-focused proposal: Strategy, Structure and Words.

On Strategy, Strategic Proposals have created the “3C’s” model. Building a winning strategy involves gaining a comprehensive understanding of the customer, competition, and your organisation’s capability. A structure was shared that places the customer at the heart of your proposal and make them feel it was tailored to their needs rather than being focused on your organisation. Finally, some tips on crafting key messages that resonate with the customer and leave a lasting impression.

If you need help to create more customer-focused proposals, you can find lots of free resources on the SP webpages – do get in touch for additional support at www.strategicproposals.com.

We loved presenting this high-energy session, it was great to see the enthusiastic participation of all the teams and showed how competitive we all are! Thanks to everyone for their involvement.



Proven
processes
and tools



Passionate
about winning

Kat Wyon & Lorraine Baird
Strategic Proposals



CHAPTER RESOURCE DIRECTORY

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Thank you for reading this 7th and final edition of Track Changes

**Thank you to all the contributors over the last two
years.**

Look out for some exciting new initiatives in 2024.



GET IN TOUCH

Email us at comms@apmpuk.co.uk with your
feedback and ideas.

#ProudToBeAPMP

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COMPANY REGISTRATION NUMBER. 11800662
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