

# Communities of Interest

Conference 2009

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# Stated Purpose

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“To provide a means whereby specialists working within the broad discipline of Proposal Management can form Communities of Interest for their own specialisation. These CoIs are to provide a means for the sharing, coordination and development of that specialisation for the general benefit of the Proposal Management profession”

# Function of Communities of Interest



## Community Of Interest

Discussions  
Sharing information  
Sharing experiences  
Briefings  
Presentations  
etc

- A 'self-help' peer group
- With an elected 'leader' from within the group
- Using an agreed list of topics of interest
- With some means for sharing and disseminating information



# Some thoughts on COI Development

- Do we have 'communities' that wish to join?
- Would Communities be around job families?
- Is there sufficient 'substance' within a COI to sustain them for the long term?
- Do we have enough members to make them viable?
- Will active members need to belong to several COIs?
- How will we harness the energies of COIs?

# What do other organisations do?

## Association of Project Management

### SIGs – Specific Interest Groups

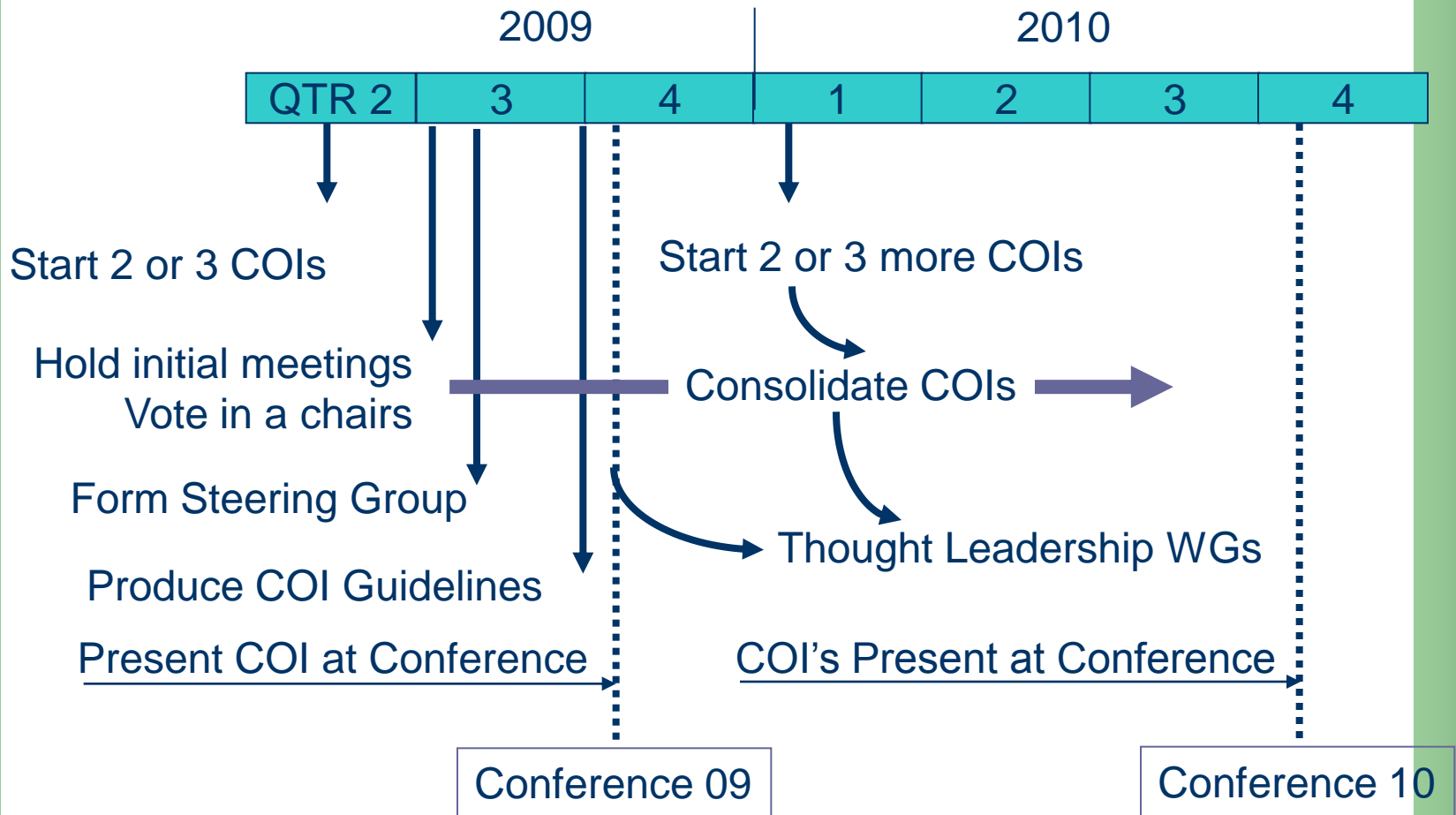
- Benefits Management
- Contracts and Procurement
- Earned Value Management
- Governance
- People
- Planning
- Programme Management
- Project & Programme Assurance
- Risk Management
- Value Management
- Women in Project Management

# What *might* be an APMP COI?

## Ideas:

- Proposal Centres
- Major / Complex Bids (including PFI/PPP, Competitive Dialogue)
- Writing and presenting
- Collateral and Content
- The art and use of graphics
- CRM
- Supply Chain relationships in the bid cycle
- Transition from Bid to Contract
- Risk Management in contract winning
- Client Interaction
- Capture Management
- Business Winning Metrics
- Document Management & Formatting

# COI Introduction Timeline



# Current Communities Of Interest

## Current Proposed COI

- **Collateral and Content**

Kathryn Potter *The Creative Fact Limited*

- **Risk Management in the Bid Environment**

Allan Mitchell *Thales Consulting and Engineering*



# What next?

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- Consolidate the current COIs
- Start sharing experiences within a COI
- Identify any new COIs that are required
- Share logistics between COIs

# Evolution of Communities of Interest



# How Might This Affect The List?

## Previous Ideas:

- Proposal Centres
  - Major / Complex Bids
  - Writing and presenting
  - Collateral and Content
  - The art and use of graphics
  - Capture Management and CRM
- Communities Of Interest?
- Supply Chain relationships in the bid cycle
  - Transition from Bid to Contract
  - Risk Management in contract winning
  - Client Interaction
  - Business Winning Metrics
  - Document Management & Formatting
- Thought Leadership Topics?

# Benefits to Members and APMP



Practices

Guides

Techniques

Tools

- A tangible output from the COIs
- A worthwhile focus for a group's intellect
- Furtherance of the Body of Knowledge
- Personal growth of the members
- Product available only through the APMP

# Objectives of this afternoon

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- To provide a forum for the current COIs
- To facilitate the list of topics of mutual interest
- To get to know the peer group
- To identify any new COIs that could be formed
- To establish their terms of reference