

UKiAPMP

Association of Proposal Management Professionals

**Annual
Conference
2010**



**CLEAR
THINKING**

**REFRESHING
SOLUTIONS**



Making a Splash

As Chief Executive Officer for the UKAPMP, it gives me great pleasure to welcome you to our eighth annual conference in our tenth year of operation.

The daunting challenge of creating a 'bigger and better' conference was no mean feat, particularly when set against a backdrop of austerity measures, rationalisations and re-organisations! It is one however, that I believe the Conference team, led by Frances Campbell, has met very successfully.

Firstly, we needed to find a venue that was both affordable and reflected the evolving demographics of our membership. We visited numerous hotels before settling on the Nottingham Belfry. With a fantastic suite of conference rooms, good exhibition area, and affordable delegate accommodation, the decision became easy.

Secondly, the team were determined to ensure Conference addressed the current issues and challenges facing bid teams. Targeting senior executives from Central Government, provided our focus on how successful bid teams will have to respond to the rapidly changing face of public procurement. To support this theme, we have speakers such as Alastair Campbell, a man who is unrivalled in his knowledge of the inner workings of Central Government, Jack Paine who provides strategic direction to the Department of Transport's procurement teams, and Michael Hill from the OGC, again providing valuable insight into Government's Transparency Agenda and the impact of the much publicised autumn spending review.

This year's plenary sessions attracted a record number of applications in response to the Call for Papers back in June. We have strived to provide you with a wide range of specialisms delivered by best practise advocates. Many of these presenters travel the globe presenting and training, others are simply passionate about what they do.

Lastly, we are supported as always by our vendor community, who are exhibiting their services and wares. Conference timetable has been designed to be relaxed and allow you plenty of time to visit their stands - a great way to see the product range currently on the market. For the first time we are also running a bookstore, specialising in all things bid and presentation related.

All it remains for me to say is that I hope you have a very informative and enjoyable conference, and that what you learn makes a difference to how you bid, and how much you win.

Ken Erskine
CEO

UKAPMP
Association of Proposal Management Professionals



It has been an absolute honour to serve this Professional Body as CEO, and one for which I thank you, the membership and our vendor organisations for your fantastic support in everything we have tried to achieve. I would particularly commend the hard work and dedication of your volunteer UKAPMP Board, the efforts of whom cannot be overstated – quite simply without them the UKAPMP would not exist.

The year’s highlights in summary:

Communities of Interest and The Northern Region.

This initiative has been successful beyond any of my expectations. The Northern Region has held three events this year and is already attracting turn-outs that the Southern region took years to achieve. The COI’s have also really developed well and continue to gather momentum. My sincere thanks to all involved, but particularly Ken Newland who has championed, cajoled, encouraged, and reasoned with the various teams.

PR and Comms

Many members have commented how professional and efficient our communications and event booking has become this year. Chris Milburn, Frances Campbell and Graham Ablett have masterminded this. It has also involved financial investment into our IT systems. This team has big plans going forward – our web site is being transformed, relationships are being created with like-minded organisations and the Press are beginning to show interest in what we do and what opinions we have. This represents a massive step forward.

Events

Frances Campbell has once again ensured a fantastic and varied calendar of events in the South. Despite all the challenges of co-ordinating venues and speaker availability, a fantastic range of learning events were delivered throughout the year. The highlight for me was the summer barbeque and golf at Bracknell, which was a complete sell out with 125 in attendance in a relaxed social networking environment.

On an International level, the APMP this year held its conference in family friendly Disney, Florida. The conference was a great success, with its green theme being implemented by some International delegates, who reduced their carbon footprint by combining it with a family holiday! Special mention needs to be made to Richard Buijs, Bobbie O’Brien, Richard Jenkins, Joseph C. O’Neill, Colleen Jolly, Beth A. Wingate and George A. McCulley, PhD who all received the prestigious Fellows Award.

Membership

One of my key goals was to grow the membership this year. That initiative took a severe body blow in January when we lost our single largest Corporate member which accounted for around 8% of our membership. Our growth targets were subsequently reviewed and became ‘replenishment’ targets. Since then we have attracted 230 new members, but also lost some of our old faithful due to career changes, credit crunch etc. As a result, we end the year with an unchanged overall membership – more individual members, but fewer Corporate members.

Finance

The UKAPMP has, over the past few years, continuously improved its financial position from what was a very perilous state. Prudence and careful financial planning has ensured that your Association now has the necessary funds going into 2011 to plan its year’s activities with confidence and make some selective investment where tangible membership benefit is apparent. The body is run by volunteers, outside of their day jobs, with only exceptional expenses reimbursed.

In summary I have had a fantastic year at the helm of the UKAPMP. I am proud to hand over the leadership of this hugely successful organisation to Nic Adams who I know is as passionate about its aims and its professionalism as I am.

Ken Erskine
CEO

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Alastair Campbell

Keeping the team on message

Alastair Campbell is a writer, communicator and strategist best known for his role as former British Prime Minister Tony Blair's spokesman, press secretary and director of communications and strategy from 1994-2004. Still active in Labour politics, he now splits his time between writing, speaking, charitable fundraising, politics and campaigns.

Alastair Campbell played a key role helping to create New Labour and return the Party to power. After the 1997 election he became the Prime Minister's Chief Press Secretary and Official Spokesman, which entailed the co-ordination of Government communications and twice daily briefings of the press. He did this job for Labour's first term but after helping Mr Blair win a second landslide election victory, he became Director of Communications and Strategy. He did this until he resigned in September 2003.

In his time in Downing Street he was involved in all the major policy issues and international crises. He has said that in ten years in the media, and a decade in politics, he saw his respect for the media fall and his respect for politics rise.

In this interactive session, Alistair will look at strategies for success, and how to differentiate yourselves from the competition. He will look at the principles underpinning teamwork, how to properly sell a case and be strategic, in the short and long term.

Alistair will also look at how to build a team and the human issues of management and leadership, as team-players are often allocated rather than selected.





Steve Martin

'Science of Yes'

Whatever your role in the workplace, whether you are a manager, a marketer, a salesperson, a member of the human resources team, part of a product development team, an accountant or even the Chief Executive, the chances are that much of your success at work will lie in your ability to influence and persuade others.

Whether you are looking to gain more customers, work more collaboratively with your colleagues, bring new products and services to your consumers, or create initiatives and programmes that change people's behaviours you won't be surprised to learn that your success will very often depend on your ability to get others to say "Yes" to your requests.

But if the ability to get others to "Yes" is so central to our success, what do we know about how the influence process works? For over 50 years social scientists have been studying effective persuasion strategies and discovered a little known "science" behind how people are influenced and persuaded.

By understanding the 'Science of Yes' anyone's ability to persuade others can be vastly improved. Sometimes successful persuasion requires only small and relatively costless changes to the requests you make. No longer do you have to rely on your own intuition, guesses or instincts when it comes to attempting to persuade others. The 'Science of Yes' keynote talk will give you access to the science behind successful persuasion strategies.

In the 'Science of Yes' presentation you will learn about:

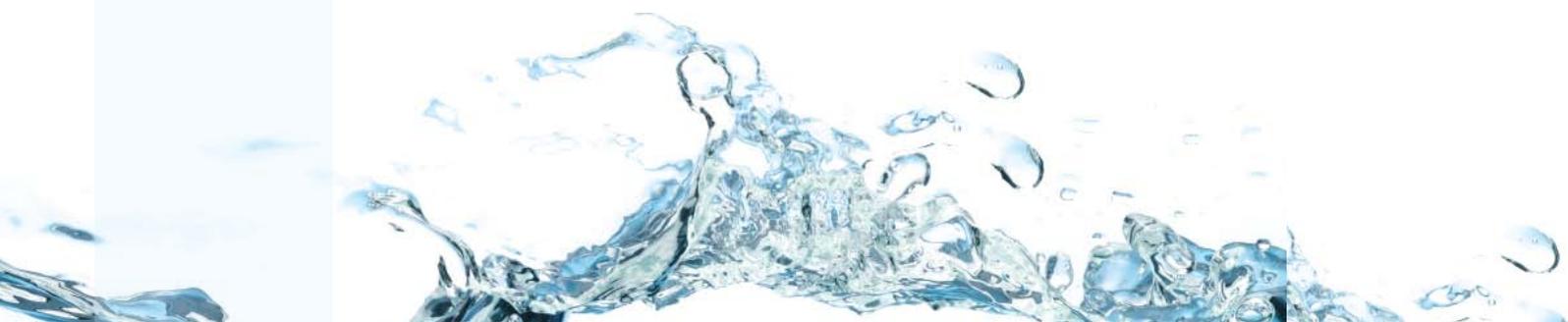
- The Six Universal Principles of Persuasion that will result in more people saying Yes to you more of the time
- Elusive "Moments of Power"[™] – when people are most likely to say Yes to your requests
- The ethical use of the influence process so that you build long-term, mutually rewarding relationships with colleagues and customers
- Becoming significantly more influential in your business and personal lives as a result

Profile

Steve Martin is the Managing Director of Influence At Work. His book *Yes! 50 Secrets from the Science of Persuasion* is an international bestseller and has been translated into 24 languages.

In 2008 *Yes!* was nominated for the Royal Society's annual prize for science writing and in 2009 Harvard Business School listed *Yes!* in their prestigious "Breakthrough Ideas" list.

Steve is a regular columnist; his popular 'Persuasion' column in British Airways' in flight magazine is read by $\frac{3}{4}$ million people every month and he speaks on the subject of influence and persuasion to a wide variety of commercial and government organisations around the world.





Jack Paine

Bidding into government

Jack began his career as a management trainee with a major retail organisation. The main focus of his training was on retail operations and logistics.

Following a period in a number of management disciplines Jack joined the British Airports Authority. After a period in operations he became a duty manager and subsequently a Commercial Manager at Heathrow Airport. Jack held a number of senior management roles in this period and was closely involved with the commercial and retail aspects of the privatisation programme at BAA.

Jack held a senior post in the corporate commercial division and subsequently transferred to the international projects area. After a period in the international development area he joined an aviation services company as Commercial Director. Following this he worked for an American company with responsibilities for business development across Europe.

Throughout this period Jack worked both in the UK and abroad in the private and public sectors and began to specialise in procurement including the submission of bids. After a period as a self-employed consultant Jack joined OPRAF and was responsible for one of the early franchise procurement projects.

With the formation of the SRA Jack became Head of Procurement for the SRA and joined the DfT in 2005.

He is currently Director – Procurement at the DfT and sits on a number of internal steering groups and boards. In addition Jack is Chair of the ITS0 Board.





Charlie Leadbeater

The importance of innovation in a tough climate

Charles will examine eight things you could do to keep alive and enthusiastic so you can not only perform, but also stand out. He will look at how to stay fresh, and how to put new ideas into action in this tough climate.

Charlie Leadbeater is a leading authority on innovation and strategy, and is one of the most influential creative people in the world. He has advised companies, cities and governments, and is former Prime Minister Tony Blair's favourite corporate thinker.

We-think, his latest book, charts the rise of mass, participative approaches to innovation. It is one of several acclaimed books; *Living on Thin Air*, a guide to living and working in the new economy; *Up the Down Escalator*, an attack on the culture of public pessimism accompanying globalisation and *In Search of Work* which was one of the first books to predict the rise of more flexible and networked forms of employment.

He has also written extensively and influentially on the case for more personalised, participative approaches to education, most recently a report entitled *What's Next? 21 Ideas for 21st Century Education*.

In 2002 he was listed by *GQ* magazine as one of the Most Powerful Men in the UK. The *New York Times* anointed Charlie's idea, The Pro-Am Revolution, as one of the biggest global ideas of 2004. In 2005 Charlie was ranked by Accenture, the global management consultancy, as one of the 30 top management thinkers in the world. In 2007 the *Financial Times* ranked him the outstanding innovation expert in the UK, and in 2008, the *Spectator* Magazine described him as "the wizard of the web".

He spent ten years working for the *Financial Times* where he was labour editor, covering industrial relations and training; industrial editor, and Tokyo bureau chief, before becoming features editor.



Every year, the UKAPMP recognises the organisations, teams and individuals that have shone in the last 12 months – the best newcomer, the most outstanding innovation, the organisation that has done most to develop its people, the vendor of the year – and of course, the bid excellence award for outstanding achievement. The awards will be presented at the black tie dinner on 13th October 2010

**THE BID/PROPOSAL
MANAGEMENT EXCELLENCE
AWARD**

SPONSORED BY:



Amanda Snee, Matchtech Group plc:

Amanda has transformed the way we manage our bids – in less than a year, she has increased our win rate from 53 to 85.7%. She has implemented APMP best practice processes, along with client-focused documentation.

UK Bid Management Team, Siemens Enterprise Communications Ltd:

The UK Bid Management Team for Siemens Enterprise has totally transformed their bid management practices and reporting techniques. They have implemented good bid practice to measure their performance. For instance in 2008/2009, their win rate by volume was at 38.5%, and their win rate by value was at 40% - a significant increase from the previous year.

Canon UK Bid Team, Canon UK:

The quality of the Team's output continues to rise, exemplified by a 100% winning score on the quality and presentation criteria for their tender submission to the Northern Ireland Civil Service. The evaluation panel agreed unanimously that the Canon proposal was the clearest and easiest to understand and to evaluate.

**THE INNOVATION
AWARD**

SPONSORED BY:



Joanne Gillen, Bid Management Services:

The Bid Management Services Team designed and delivered an innovative training initiative - the Go2Tender programme – which was rolled out to 85 participants, and implemented good bid management practice, encouraging companies to take a different approach to bidding.

Matthew Wragg, Matchtech Group plc:

Matthew created the Links initiative to focus on the Group's internal communications, helping to grow existing client relationships and enhance the Group strategy.

Sally Buttery, Siemens Enterprise Communications Ltd:

Sally has changed the way the UK Bid Management Team work - she has implemented many successful continuous improvements, and continues to create further ideas to support the company's growth expectations.

**THE OUTSTANDING
NEWCOMER AWARD**

SPONSORED BY:



Andy Lyons:

Over the last year, Andy has continually raised the bar when producing client-focused, tailored Transactional Banking proposals. He has shown a great deal of self-motivation and imagination when ensuring they are more compelling to our clients.

Kate Long

Kate has helped to transform Onto Page's clients' attitudes to bidding, and has been fundamental in the continued development and growing reputation of Onto Page since she joined.

Rebecca Eyre:

Rebecca joined Matchtech Group plc last year, straight from university, with no Bids or work experience. She has been instrumental in creating and implementing a new proposal process, and has completed 43 capability statements, 22 sales proposals, 8 RFI responses and 4 RFP responses.





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THE PEOPLE DEVELOPMENT AWARD

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Colt Technology Services:

Colt is focused on the development of people, and the Bid Management development structure has been in place for over 2 years. Colt is committed to bid excellence and has funded, supported and driven activity to help further Bid/Proposal Management across Europe for over 2 years.

Matchtech Group plc:

Matchtech Group plc has totally embraced the APMP training and membership. Amanda Snee has created a 12-month Training Plan based on the APMP syllabus. This was integrated with our standard learning and training suite for all new bid employees. The bid writing and bid management techniques will become part of the standard overview for all new employees, along with an introduction to our Bid Management Process.

UK Bid Management Team, Siemens Enterprise Communications Ltd:

APMP Accreditation has formed part of people development in the last 12 months for the UK Bid Management Team. It has been the strategy of the Team to embrace the principles and best practice of proposal management. APMP accreditation and participation has formed a cornerstone of the Teams' development plan.

THE WRITING AWARD

SPONSORED BY:



Deborah Bates:

Deborah has shown a natural flare for writing. She has adopted the APMP best practice within her writing styles and techniques. She has rolled out internal Storyboard training very successfully, and she is continuing with her writing studies - even writing a review for an APMP event!

Lee Haywood:

Lee used industry best practice to align our bid with the client's business vision, and ensured our offer was greater than that of our competitors. The Executive Summary built upon our existing sales process and strategy.

Emma Jaques:

Emma has a fantastic writing style. She always manages to tease out the core themes, value statement and differentiators, and embody the culture of whichever client she is writing for... even when the client appears to have little grasp of what they are!

THE VENDOR AWARD

SPONSORED BY:



DocumentGenie:

Since winning the award last year, they have consistently helped their customers to achieve success and excellence with their proposals. 80% time savings are common place, and significant improvements to win ratios are also achieved. With regards to best practice, they follow a hybrid of Shipley, APMP and Huthwaite methodologies to ensure that customers are presenting themselves and their proposition effectively.

Bid Solutions Ltd:

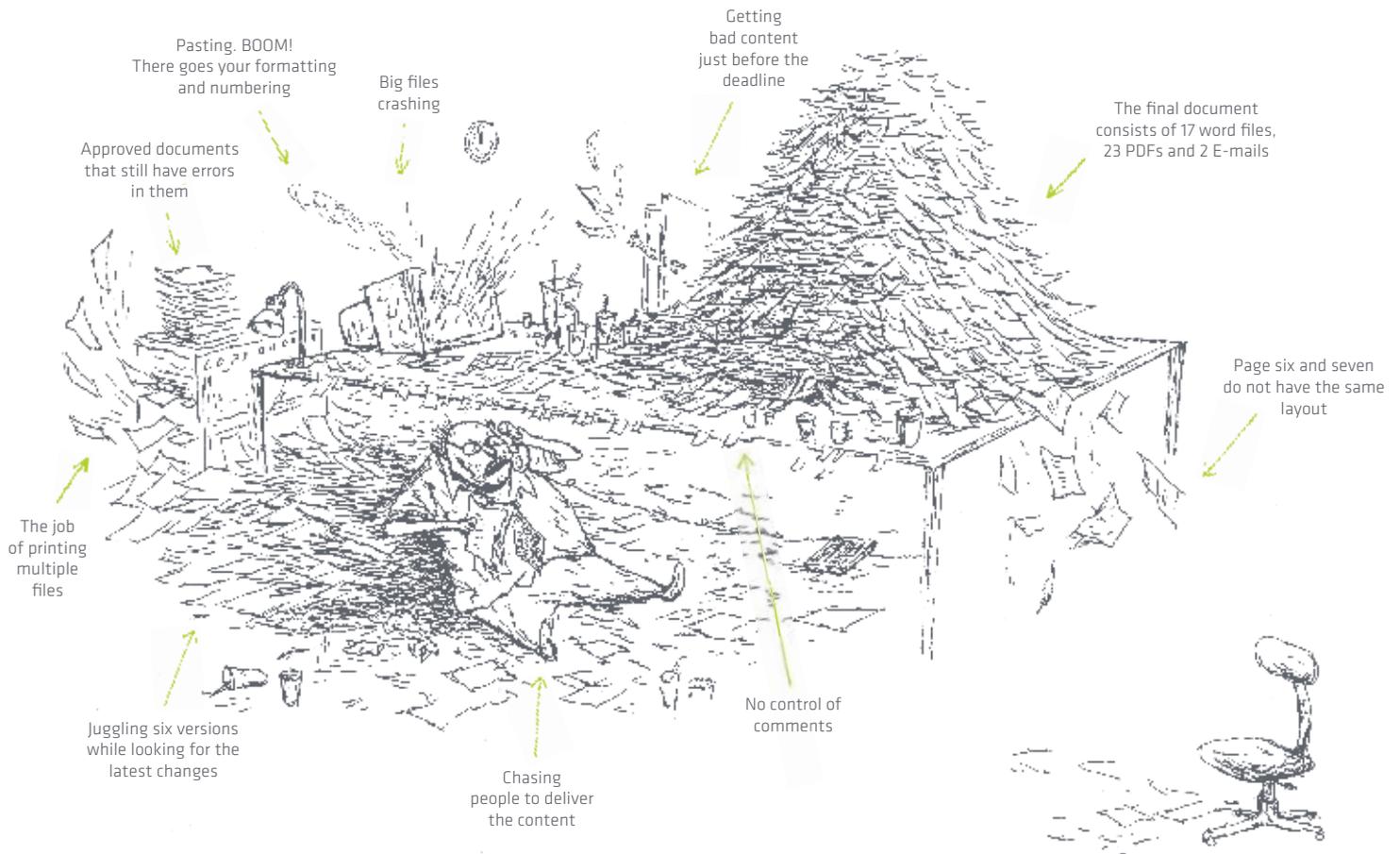
Bid Solutions has strong values of promoting best practice and continuous development within the APMP, and their REC Member status instils confidence and reassurance. Most importantly, Bid Solutions understands Bid and Proposal Management as a profession. This sets them apart from any other recruiter and therefore they are able to source skilled, professional candidates nationally and globally.

Bid Management Services:

Bid Management Services introduced many of the principles of best practice in bid management to several of their clients. They deliver expertise and resources for bid management practices and techniques, and have significantly increased their clients win rates. One particular client they helped won in excess of 60 million worth of business by tender.



Is this you the night before deadline?



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South Bank Communications specialises in identifying and honing key messages and delivering content which succeeds in getting those messages across to their target audiences.

Integral Design Media creates stand out designs that work in getting those messages through.

Together we specialise in producing bid documents which give our clients a leading edge. Our specialists have helped clients secure contracts worth in excess of £2bn in the past four years.

Richard Spencer 07974 138741
richardhspencer@gmail.com



In May 2010, The Sant Corporation and Kadiant merged to become the leader in proposal automation and sales enablement solutions.

Sant's proposal automation solutions improve win rates by accelerating the production of persuasive proposals, RFP responses, presentations, and related documents.

Kadiant's Sales Playbooks is the only on-demand sales enablement platform that embeds interactive, situation-specific Sales Playbooks in a CRM system and provides analytics for unique actionable insights to close more business faster. The result is shorter sales cycles, faster ramp up, and increased sales productivity. Learn more about the merger at www.sant-kadiant.com.

David Blume – +44 (0)870 734 7778
www.santcorp.com



m62 visualcommunications is a world leader in presentation development, and the undisputed expert for sales and pitch presentations. With extensive experience in producing effective visual communication and storytelling, m62 offers a range of unparalleled services - from impressive PowerPoint design, to internationally recognised presentation skills training.

m62 has developed over 10,000 presentations, helping clients secure billions of pounds of contract wins.

- Impressive slides help your company stand out
- All presenters deliver with confidence
- Proven process ensures efficient preparation
- Decision makers remember your key messages

m62's approach draws on current research into psychology and pedagogy to make presentations more effective.

Rico Pegasiou
rico.pegasiou@m62.net
www.m62.net

Strategic Proposals

The written proposal is a crucial element of a successful sales campaign. But are your proposals always better than those of your competitors? Whether you need to transform or just hone your proposal capabilities – we can help through:

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- Winning proposal support services.

With an unparalleled track record of helping organisations worldwide, we bring in-depth proposal expertise and insight in to the buyer's mind to:

- Enable organisations to deliver their own first-class proposals
- Support companies to capture specific, strategic deals.

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





With successful client performance over 36 years, Shipleys specialises in all aspects of business capability improvement, helping its clients win business in complex markets through training, direct bid support, process development and through benchmarking and assessment.

Shipleys continues to invest in understanding best practices in Bid Management and driving continuous improvement in this discipline. Projects include Shipleys' new "Capture Guide", and award winning "Proposal Guide" - recognised worldwide as the definitive work on best practice in Bid Management today.

With over 300 consultants worldwide, Shipleys support over 180 major proposal efforts per year with a client win rate of over 82%.

Wendy Birch +44 1935 434 333
Wendy.birch@shipleyswins.co.uk
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Kris Saether – Sales Director –
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We service all industries, but more importantly we understand which skills are transferable across industries. Our team of recruitment consultants all hold APMP Foundation Level Accreditation - we understand your bidding needs and we talk your language.

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Martin_Smith@bidsolutions.co.uk
www.bidsolutions.co.uk



Communities of Interest

The Communities Of Interest (COI) is a forum for bid specialists to share ideas and develop bidding specialisation for themselves and for the wider APMP membership. There are currently 3 COIs operating in the areas of Risk, Content and Process.

In addition, we have established a Northern Regional Community, and are looking for people to start up other regional groups.

We have a fuller description on page 17 of this brochure.

If you would like to get further involved in the Community or Regional groups, then please come and see us on our stand.

Ken Newland
coi@ukapmp.co.uk



Proposal Software Inc. provides the best-in-class comprehensive and enterprise-enabled proposal management platform. Its flagship product, PMAPS® is in use today across five continents.

Over 200 of the world's largest and most successful financial services, asset management, healthcare, legal, business services, manufacturing and technology organizations rely on PMAPS® daily to run their mission critical B2B new business processes.

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John.Laurino@proposalsoftware.com
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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 and training, to project delivery support.

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

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- Bid to Win Ltd
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Working with customers we provide software that contains specific financial benefits for their own industry / solution set and include these into software solutions that build ROI based business cases ready for customer sign off. This approach allows both budget "justification" and supplier "differentiation" for proposals expressed in benefit terms and financial language that the end customer needs for commitment and selection. Shark Finesse also provide services covering training, client supported visits and deal measurement to demonstrate their own ROI.

Many global customers from Telco, Business Intelligence, ICT, ERP, etc have measured the impact of this approach and expanded the deployment of the Shark solution across the globe. SAS issued a quote that these tools provided a 30% increase in sales conversion rates and gave 6 months earlier visibility of a "no-go" decision. Why not visit the stand and see how your own ROI bid capability measures up!

Martin Southern +44 1256 338 635
m.southern@sharkfinesse.com
www.sharkfinesse.com



The Bionic Group is recognised as a leading specialist for the provision of new media solutions.

Bionics Originated in the film industry, providing cutting edge visual effects, marketing and interactive promotional material for the Entertainment Industry and some of the best-known movies of the last ten years. During that time, it became apparent that these services would compliment other industries. As a consequence, Bionics branched out to provide new media solutions for Corporate communication and bespoke solutions for the Construction Industry.

The Bionic Group works worldwide and offers its clients a wide range of new media services for corporate communication, Presentations, bid submissions, complex disputes and interactive graphical solutions to help communicate complex technical situations in a non technical way.

Andy Ling, Director
 +44 1753 653456 +44 7801427986,
andy@TheBionicGroup.com
TheBionicGroup.com

TIRED OF LOSING OUT TO YOUR BIGGEST COMPETITOR, THE DO NOTHING BUYER?

Regardless of your business size, client opportunity or your sales team capability, Shark Finesse can offer a solution to match.

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

- Leading
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- Driving Sales Growth

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Our work is built around this core principle: That Exceptional Performance ("EP") comes from a combination of superior business knowledge, in all its forms; high level skills; and effective, applicable processes - all leveraged, exponentially, by the creation of a mindset that gives you the will to succeed.

(Knowledge + Skill + Process) x Mindset = EP The combination of the will, the skill and way to succeed makes possible the achievement of extraordinary outcomes.

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



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

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

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

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Communities of Interest (COI)

The UKAPMP is encouraging the formation of Communities Of Interest to provide a means for specialists working within the broad discipline of Proposal Management to share ideas and information and to develop that specialisation for the benefit of themselves and for the general Proposal Management profession. A number of COIs have been set up and are active but there is always room for more. If you wish to start a COI, or join an existing COI, contact Ken Newland

Risk in Bids

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

Content for Bids

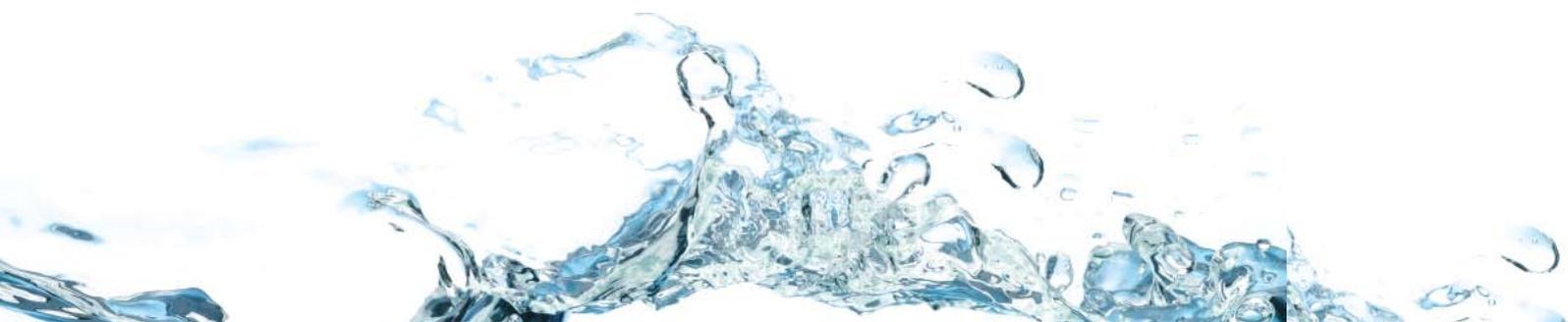
All bids need to answer the prospect's questions clearly, concisely and completely within tight timeframes. Yet finding and creating the content to answer the questions without it looking as if the proposal has been written by half a dozen people remains a challenge. This community is taking a wide-ranging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

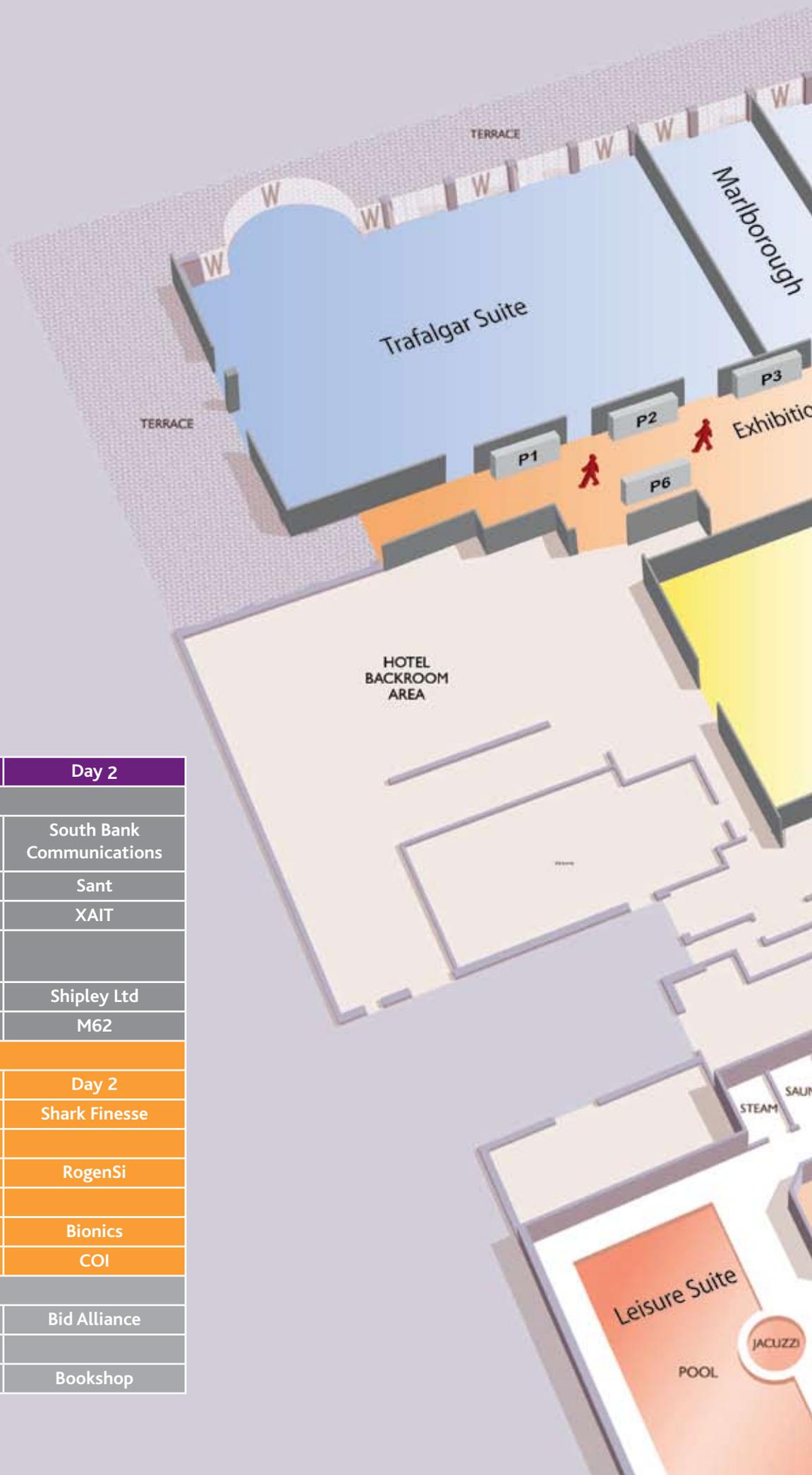
Guidance and Processes

This community offers a place for practitioners to share their problems and experience in order to capture what works, to identify what doesn't, and to work out how to make things better the next time around. Its aim is to draw on practical experience and to be informed by current methodologies. It is hoped to create a library of tested material that UKAPMP practitioners can try out for themselves and, where there is a gap, to create something to fill it.

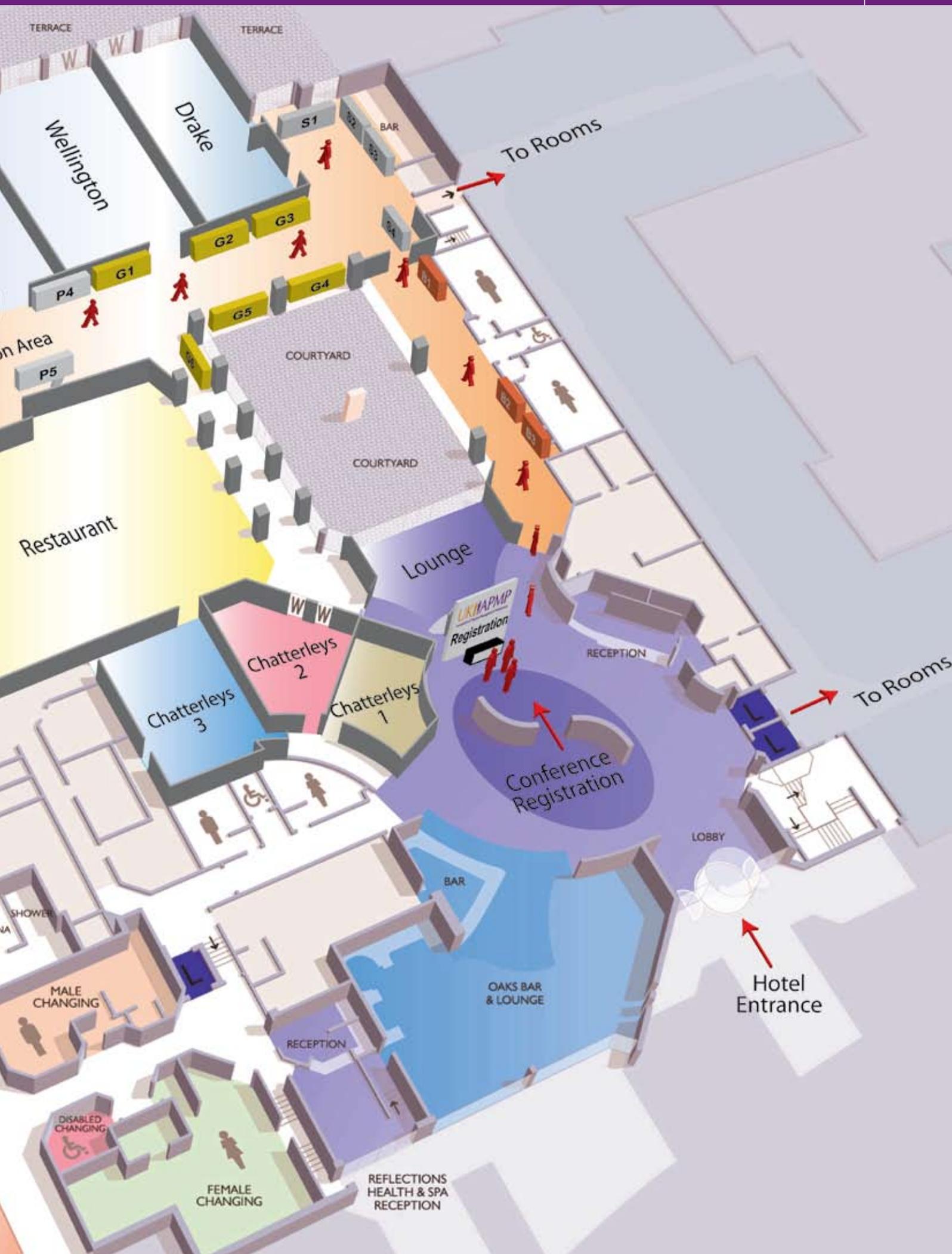
Regional Communities – North

Professionals have a strong desire to discuss, share, and develop their expertise – a need that is often tempered by the physical challenge of getting to events. To reduce travel time, and to ensure that all UKAPMP members are able to meet colleagues, the UKAPMP is encouraging local groups to form. The Northern Group is the first to be set up to give members in the North of England a chance to engage with other members within a reasonable travel time. It gives everyone a chance to share ideas and increase knowledge whilst also being very social and interesting. This is proving to be a popular group that is growing fast.





	Day 1	Day 2
Platinum		
P1	South Bank Communications	South Bank Communications
P2	Sant	Sant
P3	XAIT	XAIT
P4	Strategic Proposals	
P5	Shiplely Ltd	Shiplely Ltd
P6	M62	M62
Gold		
	Day 1	Day 2
G1	Shark Finesse	Shark Finesse
G2	DRDA	
G3	RogenSi	RogenSi
G4	Bid Solutions	
G5	Bionics	Bionics
G6	COI	COI
Silver		
S1	Bid Alliance	Bid Alliance
S2	Proposal Software	
S3	Bookshop	Bookshop



DAY ONE – WEDNESDAY 13 OCTOBER 2010						
Time	Trafalgar	Marlborough	Wellington	Montgomery/ Drake	Chatterley 3	Chatterley 2
0915-0930		First Timers' Welcome and Introduction*				
0930 - 1000	Intro & warm-up					
1000- 1130	Alastair Campbell					
1130-1200	Morning break & refreshments					
1200 - 1300	Steve Martin					
1300 - 1400	Lunch					
1400- 1515	Spyros Spyrou It Could Be You: bidding For The National Lottery	Tony Birch Storyboarding – interactive workshop to clarify the purpose of storyboarding and cover the range of storyboarding approaches available	Martin Southern Business Value – commercial reality or unquantifiable myth? Check out situational feedback before you decide...	Nick Fitzherbert Make your proposals memorable – with a touch of magic!	Andrew Beurschgens, Henri Leoni Strengthening win strategies by developing and applying competitive intelligence	Sant Product demonstration and derived benefits
1515 - 1545	Afternoon break & refreshments					
1545 - 1700	Andy Bounds Winning presentations – creating and delivering presentations that work	Colleen Jolly Top 10 tips for creating great documents – fast desktop publishing for proposal professionals	Jon Williams Sharpening your proposals	Dr Andrew Hempleman, Kelvin Downer Emotion. The final frontier – the secret of the emotional sell	David Warley, Peter Cole We sold them what? (a tribute to video arts)	Proposal Genie Producing customer-focused sales documents in a fraction of the time
1930 - 2400	Black tie Awards Dinner Campbell Bass entertainment					

*** First Timers' Welcome and Introduction**

For those who've not been to conference before, this welcome session will give you some background to the conference and some thoughts on how to choose which speakers to go and see.



DAY TWO – THURSDAY 14 OCTOBER 2010						
Time	Trafalgar	Marlborough	Wellington	Montgomery/ Drake	Chatterley 3	Chatterley 2
0830-0845		First Timers' Welcome and Introduction*				
0900 - 0930	Intro & energise					
0930 - 10.30	Jack Paine					
1030 - 1100	Morning break & refreshments					
1100 - 1200	Michael Hill OGC background on Cabinet Office's Efficiency and Reform Group and OGC and to provide some briefing on the transparency agenda and its impact on government procurement	Gerda Young, Fergus Daly Learning the lessons – effective ways to ensure that lessons are not just identified but are also acted upon	Nicholas Oulton 'Making a Splash' – riding the proposal wave to success: Killer Presentations!	Larry Tracy The blended bid contract – winning synergy through writer-presenter collaboration	Paul Mallory Building the bridge – the interface between bid management and contract management	SharkFinesse Product demonstration and derived benefits
1200-1300	Lunch					
1300-1400	Richard Newman Personal Impact – win more business with advanced communication skills	Simon Wellstead Cultivating your creative intelligence	Mark Taylor Strategy development: a practical search for difference	Tony Hughes, Andy Moorhouse Winning with procurement workshop – what successful bid management organisations do differently	Richard Jenkins Creating real customer empathy in your sales proposals to increase your win rates	XAIT XaitPorter – produce your proposals faster, with increased focus on content
1400 - 1430	Afternoon break & refreshments					
1430-1545	Charles Leadbeater					
1545-1600	Thank you and farewell					





Spyros Spyrou

It Could Be You: bidding For The National Lottery

Camelot, the operator of The National Lottery, will present its experiences from competing to win the third National Lottery operating Licence during 2006/07. Camelot was successful in its bid, winning the Licence for the third time, allowing it to continue to operate The National Lottery from 2009 for a further 10 years through to 2019.

The National Lottery is a UK institution and the competition to select an operator is one that receives a lot of attention from the media and politicians. It is therefore important that the regulator, the National Lottery Commission, runs a carefully constructed process in order to select a credible operator that will maximise returns to the Good Causes in a socially responsible manner.

The presentation will look back at Camelot's approach to the competition, including the logistics and planning involved in bidding for a large and important government contract. Preparing a bid for The National Lottery Operating Licence starts up to two years in advance of

the bidding competition itself and there is no margin for error as the future of the company is at stake. Drawing on expertise from both within and outside the company, each stage is therefore meticulously planned.

Profile

Spyros Spyrou has been with Camelot for nine years, undertaking a number of senior roles within the company. These have included setting up Camelot's Interactive operations, which now deliver over 10% of National Lottery revenue, and re-engineering Camelot's end-to-end business processes. More recently, he was a leading member of Camelot's successful bid team for the third National Lottery Licence. As Head of Strategic Development, he is currently spearheading Camelot's diversification strategy, undertaking bids in Australia and the US. Before coming to Camelot, Spyros managed large-scale global projects at Unilever and the Ford Motor Company.



Andy Bounds

Winning presentations: creating and delivering presentations that work

You must have the ability to present successfully. Without it, you will lose business you should win.

Andy's session will help you...

- Win huge, must-win pitches
- Tailor presentations to different audiences. After all, every audience is different, so every presentation must be
- Beat competitors who use boilerplate presentations, no matter how impressive they appear
- Get content out of your head and onto slides; and then...
- ... six simple steps to transform these slides from verbose speaker-prompts to impactful audience-persuaders

Note: please bring a paper version of a presentation. Andy's session will show you how to make over 10 improvements in under 2 minutes...

To contact Andy: andy@andybounds.com

To get his free weekly tips: www.andybounds.com/tips

Profile

"Andy Bounds taught me more about effective presenting than a lady who'd previously taught two US Presidents" – marketing legend, Drayton Bird

Andy is well known to us at APMP. He has delivered keynotes and workshops at both our UK and US conferences, always getting exceptional feedback and – more importantly – transforming the way many of our members present.

Winner of the prestigious award Britain's Sales Trainer of the Year, Andy's insights led to Barclays saying: "Andy Bounds recently helped Barclays secure a £2.6 billion deal, one of our largest ever... we became the client's trusted advisors because we adopted the 'Andy Bounds approach' throughout", and RBS saying: "Andy's techniques are so effective, yet simple to apply, that they are bordering on genius."



Tony Birch

Storyboarding workshop

Storyboarding. Very few people understand what it is, but everybody in the 'proposals world' has heard the term. This interactive workshop will clarify the purpose of storyboarding, as well as show you how it will save you time and make the final review of your proposal easier. It will cover the range of storyboarding approaches available to you and provide you with tools that allow you to use the process effectively, as soon as you go back to your office.

Storyboarding is not just for those big proposals. It is a technique that allows all of us to be in control of the content of our proposals, whether they are less than 100 or over 5,000 pages.

Profile

Tony Birch is the founder and Managing Director of Shipley Limited. He serves on the Boards of both the APMP and the BDII (Business Development Institute, International). These organisations are responsible for the development of the knowledge base for leading business development practices in the world.

Tony has trained over 10,000 sales and bid professionals around the world; focusing on helping organisations improve their win rates. The training includes topics ranging from Account Management through to Proposal Management and Benchmarking, working with companies across sectors as diverse as Automotive, Construction, Defence, Healthcare, Information Management, Insurance, IT Services and Telecoms.

Tony.Birch@shipleywins.co.uk



Colleen Jolly

Top 10 tips for creating great documents – fast desktop publishing for proposal professionals

Has your production department been reduced? Are you a one-man or one-woman bid team having to be an expert in everything from sales to writing to printing? Do you find yourself unable to try new ideas but just recycling the same, tired templates and endless Word documents?

Learn the top 10 tips and tricks for making producing your next document in Word (2003 or 2007) fast, easy and fun! No really! There are ways to make your Word-nightmares into dreams-come-true. Update your skills and create great documents fast.

Learn how set up functional and aesthetically appealing Word documents and how to efficiently and effectively work with multiple team members using the MS Office Suite. Got the docx vs. doc blues? Understand the differences between versions of Word and how to put those to best use. Become a document-publishing wizard so you can spend time on other parts of the bid process.

Profile

Colleen Jolly, PPF.APMP, is a principal of 24 Hour Company and managing director of 24 Hour Company UK – a global graphic and production company. She has won thousands of proposals in 10+ years.

Ms Jolly is involved with the APMP Journal and regularly contributes articles. She is a graduate of Georgetown University, and is a leader in many arts organisations.

Ms Jolly is an award-winning artist and business professional, is secretary of APMP-NCA Chapter Board, and coordinates the APMP Visual Communications SIG. She frequently speaks on visual communications topics around the world.

colleen@24hrco.com





Martin Southern

Business Value – commercial reality or unquantifiable myth? Check out situational feedback before you decide...

Martin Southern, MD of Shark Finesse Ltd, will provide some of his own real world experience around customer value quantification.

This won't be a stuffy theoretical session, it will cover client examples from over 200 business case engagements where the customer was determined that "no return" = "no budget decision".

The session will include :

- What is value
- Key benefit drivers that customers will typically sponsor
- Do Nothing.....overcoming your biggest competitor
- Justifying the budget versus differentiating the bid
- Don't take my gravy
- How to find out you aren't going to win
- RFP / RFQ / RFI.....is it FTL (far too late ?)
- ...and lots and lots of examples.

Shark Finesse are experts in the identification of business value drivers and the production and support of software tools and techniques

to sales teams around the world. Clients include SAS, Royal Mail, Verizon, SAP, and many more so we have the customer knowledge and bid experience to share what hopefully will be a stimulating business value session.

Profile

Martin is MD of Shark Finesse and is a qualified Chartered Accountant. In his recent past, Martin was MD of a fully LSE listed IT storage company and latterly was UK MD for a Telco provider Acterna.

He's therefore knowledgeable about finance and the buying process, but he actually has more experience from the sales and bid process side. In his life at Shark he also gets to build business cases for customers and sees the whole range of customer requirements, industries and client situations that may arise.

With this strange combination of expertise and experience, Martin can identify "value" in the most unlikely areas and demonstrate how to articulate both justification and differentiation.

m.southern@sharkfinesse.com



Jon Williams

Sharpening your proposals

How can you ensure that your proposals articulate a clear, compelling story to your customers?

Drawing on extensive research with proposal evaluators, as well as on a highly-successful track record of developing winning proposals, this high-energy session will offer practical advice on how to sharpen your proposal content.

An interactive case study will lead on to an exploration of top tips for powerful proposal writing. The session will discuss how to structure your content effectively, ensuring that you make your proposal easy to evaluate. And we'll review proven strategy and content design techniques that will help to differentiate your proposal from those submitted by your competitors.

As a result, you should take away practical tips that will help to sharpen the quality of your future proposals – and hence to improve your win rate.

Profile

A Fellow of APMP, Jon Williams served as UKAPMP's first Chief Executive and has presented to over twenty APMP events worldwide.

Jon started his career in procurement – serving as a board director of PMMS, the leading purchasing consultancy. He set up and managed Compaq's Strategic Bid Centre, radically increasing win rates, before founding Strategic Proposals' UK business in 2001.

He has since worked with sales and proposal organisations in over 25 countries – helping them to improve their processes and capture must-win deals, as well as delivering highly-praised training courses. He is the co-author of 'The Proposal Guys', the popular blog.

jw@strategicproposals.com





Nick Fitzherbert

Make your proposals memorable – with a touch of magic!

Nick Fitzherbert applies the Rules of Magic to coaching business people in Communication Skills, helping them to add impact, clarity and memorability to their communication in presentations, pitches and other business meetings.

Nick - who is a member of The Magic Circle - will share some of the secrets of the techniques he has developed by combining 20 years of marketing experience with research of The Magic Circle's archives and access to some of the world's top magicians.

With practical examples of both magic and business communication, Nick will demonstrate the Rules of Magic – 20 principles for directing

attention, persuading and convincing that come instinctively to the best magicians and prove equally effective in business.

He promises plenty of hits and tips, and plans to prove that magicians' know-how can be put to much better use than simply pulling rabbits out of hats!

Profile

Nick's clients include a number of leading PR consultancies, companies such as Halifax, and a variety of industry and training organisations. Media appearances include BBC 2's Working Lunch, The Guardian and Business Life. You can check him out at www.fitzherbert.co.uk.



Dr Andrew Hempleman and Kevin Downer

Emotion. The final frontier

When Steve Jobs introduced the iPod, he didn't talk about an ultra-portable hard drive with 5Gb of storage for MP3 files at 128K compression with a user—friendly interface. He simply described it as "1000 songs in your pocket". And he made an instant emotional connection with his market.

The emotional sell is often overlooked in answering tenders, as suppliers focus on the political and rational -- meticulously answering the commercial and contractual questions the customer has asked. But human beings are not entirely rational. All other things being equal, it's the emotional sell that will often help you win at the margin.

It requires a profound understanding of your customer and their most basic needs. It will take you beyond box-ticking to the point where you engage with them intuitively and make them instinctively want to buy you.

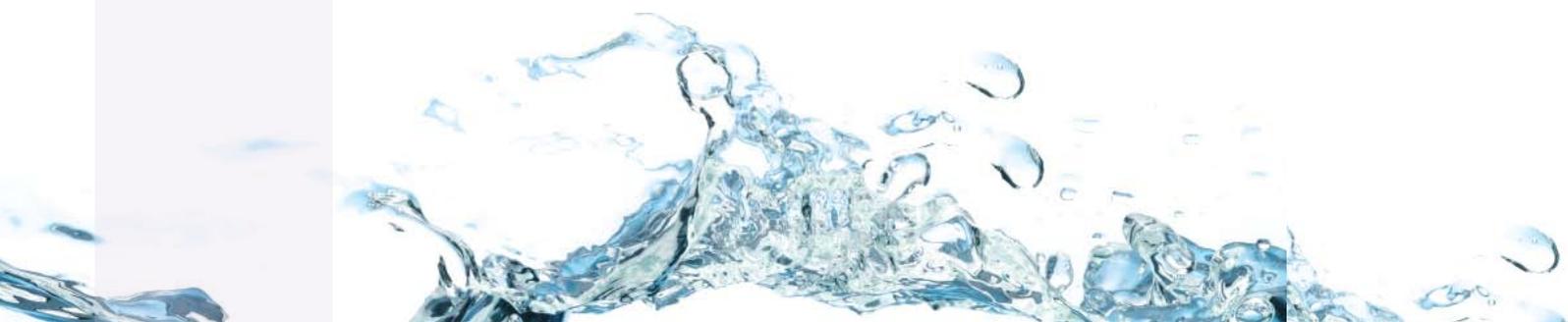
In a highly interactive and challenging presentation, PURSUIT's partners will share some of the secrets of the emotional sell which have enabled them to help their clients win over £1 billion of IT contracts in the past two years.

Profile: Dr Andrew Hempleman

Andrew began his career as a research chemist before moving into marketing and the brand and design agency Imagination. His scientific background taught him the importance of focusing on the essential messages, but his live event experience made him realise that the way people received information was as important as the message itself. He brings that combination to PURSUIT.

Profile: Kevin Downer

Kelvin has worked extensively developing compelling value propositions, that build empathy with the client. They are brought to life through creative visual identities and deployed across all media and communication channels, helping clients mount winning bids and land contracts valued at many hundreds of millions of pounds. He has advised many of the world's leading companies, helping them with new business development, Sales & Marketing and internal marcoms. He specialises in corporate branding and message development. Kelvin co-founded PURSUIT in 2009.





Andrew Beurschgens and Henri Leoni

Strengthening win strategies by developing and applying competitive intelligence

Most organisations understand the benefit of developing win strategies for their bids and proposals. We know that we need to go through the competitive analysis stage: understanding what the competition might offer, the tactics they are likely to deploy and where their strengths and weaknesses lie.

If accurate competitive data is not readily available then this process can throw up some challenges. A lack of data can leave an over-reliance on the subjective views of core team members, rather than substantive information. This is dangerous as it can lead to the development of poor win strategies.

If you find yourself facing some of these challenges, or you just want to test how your organisation uses competitive intelligence, then this session will help! These two speakers from the Strategic Competitive Intelligence Professionals association share how Competitive Intelligence (CI) can be used to support the development of your win strategy.

Profile: Andrew Beurschgens

Andrew is Head of Business Market Insights at everything everywhere. With more than 8 years at Orange in the UK and a total of 14 years in the intelligence industry, he is a well-rounded intelligence professional. Prior to joining Orange he has had the opportunity to work for Deutsche Telekom UK Ltd, Global One, Dolphin Telecommunications UK and Fuld & Company Limited. Andrew has been a frequent speaker at various international events in the intelligence domain.

Profile: Henri Leoni

Henry has been lead Competitive Analyst for Lockheed Martin UK Integrated Systems for the past 10 years, providing competitive intelligence/analysis and Price-To-Win support to all major UK and international bids and proposals in the aerospace/defence market. Originally from the chemical industry, Henry has over 25 years experience in the Business Development field.



David Warley and Peter Cole

We sold them what? (a tribute to video arts)

This workshop focuses on the importance of delivering what you are selling and the responsibility of the bid team to maximise the chance of a successful delivery. We have targeted the presentation at practitioners working in environments with multi service lines and product types.

We describe the terrors of negotiation and the awful position of being the preferred supplier.

We highlight the importance of the solution description and the way that a weak solution can lead to missing profit targets, overruns and plummeting customer satisfaction.

We describe the characteristics of a good solution, and why you, as the selling and bidding community, need to be involved in the management of your solution portfolio.

We describe how you can face down the shades of Hades, and come through negotiation to a solid deliverable solution, providing the right level of profit to your management...and still live to fight another day.

We are developing a 75 minute workshop with a ten minute intro, four 15 minute "exercises" and a five minute wrapup. We will present issues with

some real world solutions complemented by the contributions of the attendees.

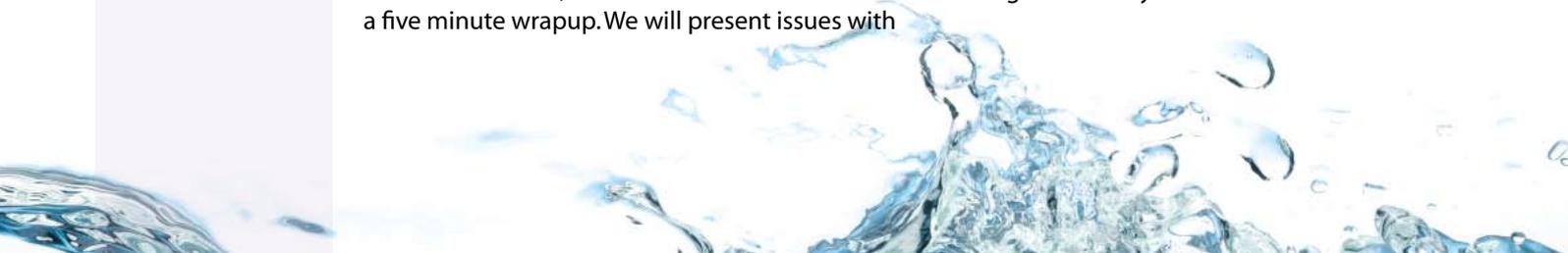
We would like to follow up the workshop with an evening APMP session to present the full picture that arises from the workshop.

Profile: David Warley PPM.APMP

David is owner of Bid to Win Ltd and a frequent presenter at APMP conferences. During a long career in business development, he has introduced and applied formal methods in a wide range of environments. Publications include "The Hitch Hiker's Guide to Bid Management" and "Managing Successful Bids with PRINCE2." david@bid-to-win.eu

Profile: Peter Cole

Peter was a founder member of UK APMP. Peter introduced formal bidding processes into Sema Group, and carried on managing bids and the sales process through mergers and acquisitions. He has now stopped working full time, but he still has an interest in improving the lot of the bidding community.





David Blume

Product demonstration and derived benefits

Sant Suite is a Web-based application designed specifically to help bid teams and sales people create higher quality proposals and other selling documents in less time. Over 600 major organisations are using the application globally, including over 100 in the UK and mainland Europe, many of which are represented at the APMP conference.

In our 2009 annual customer survey, Sant's customers reported average time savings of 42% in the creation of proposals and RFP responses, and a 33% increase in win-rates.

To back this up, in May 2010, the research firm Aberdeen Group conducted a survey of 486 sales executives to explore the impact of enabling technologies, including sales proposal automation, on their business.

The results indicate that companies who deployed Sant's proposal automation solution outperformed the average in several areas, including:

- Reps achieving quota

- Team attainment of quota
- Customer renewal rates

In this technology session, Sant will demonstrate the latest release of Sant Suite (version 9.0) to show its new capabilities and illustrate how the application can dramatically improve proposal team efficiency and effectiveness.

Profile

David Blume is vice president of European Operations – Sant Corporation UK Ltd. David is responsible for sales and service delivery to Sant's customers in the UK and mainland Europe. David also manages a number of key accounts in the High Technology and Financial Services sector. David brings over 20 years of international sales and operational management experience to Sant gained in the enterprise software solutions space, working in the UK, US and Australia. For the past 6 years David has specialised in proposal automation and sales enablement.

dblume@santcorp.com



Chris Milburn

Producing customer-focused sales documents in a fraction of the time

It is a well known fact that the types of characters who are good at sales, are often poor at preparing the proposal documentation required to win new business. This poses a challenge for companies, struggling to find the best way for their bid teams to support the sales effort.

After a cracking sales meeting, the salesperson hears the knell of doom, as the prospective customer utters those words "That's great, send me a proposal" Six words, that can lead to hours, if not days, of trying to find information, cobbling together pricing, cutting and pasting from a previous proposal... We've all been there.

Proposal GENie is a web based system that has been developed to allow sales people to write powerful customer focused proposals in a fraction of the time usually needed. Our customers report time savings in excess of 80%, coupled with increased win rates, and more time to hold more meetings.

Sales people can confidently prepare stunning

documents, filled with the latest information and pricing, all controlled by the central bidding function.

This talk will look at the experiences of customers, and the benefits they have experienced in using the system.

Profile

Chris Milburn is a freelance Business Developer who works for a number of bidding organisations, and is the Marketing and Communications Director for the UK APMP.

Starting out as a Research Scientist, Chris spent his formative years designing oil exploration system, and communication systems for the Royal Navy, before moving into the world of sales and ultimately bidding. Chris now works predominately for Proposal GENie, where he heads up the UK sales team, and for Shipley, where he contributes to sales and workshop delivery.

chris.milburn@document-genie.com





Michael Hill

Background on Cabinet Office's Efficiency and Reform Group and OGC and to provide some briefing on the transparency agenda and its impact on government procurement

Profile

Michael is one of four Procurement Transformation Managers (PTMs) in the Capability Improvement Division of OGC. He has four government departments (DWP, DFID, MoD, HMT) and manages their Procurement Capability Reviews and assists with them in implementing their improvement plan post review, to aid developing their procurement capability.

As an accredited Medium Risk Review Team Leader and a High Risk Review Team Member, he has undertaken several Gateways. He has also worked on the development of Gateway systems, processes and documentation.

Michael headed the OGC's Procurement Policy unit providing advice, training and support on the implementation into UK law of the European

Procurement Directives. In OGC's Kelly Programme he reviewed the DH's market for Independent Sector Treatment Centres (ISTMs) and reported to DH's Ministers and Board. During his time in MoD, HMT, CCTA, OGC, CO and DCMS his programmes and projects included: strategic and tactical planning; Electronic Document and Records Management System; Business Contingency; Departmental Information and Personnel Security; Environmental Policy and its implementation; ICT systems and services.

Michael has professional qualifications in Managing Successful Programmes, Management of Risk, Certificate of Competency in Purchasing and Supply (CIPS), Project Management, Service Support and Delivery, and, a Diploma in Professional Studies: Information and Records Management.



Richard Newman

Personal Impact – win more business with advanced communication skills

Do you want to have more presence, authority and charisma in the key moments of business? If you want to sell more, present with confidence or simply be more persuasive then this session is a must.

There are key moments of business when your personal impact makes all the difference. This session is especially useful for getting better results from networking, presentations, sales & negotiations.

This session will deliver practical skills that include:

- The 6 key elements of personal presence that will give you extra authority and influence in business negotiations
- Increasing your natural persuasiveness, personal impact and effectiveness to give outstanding presentations
- How to make anything you say more desirable and compelling
- Interactive exercises that give you lots of practical techniques you can use at work everyday.

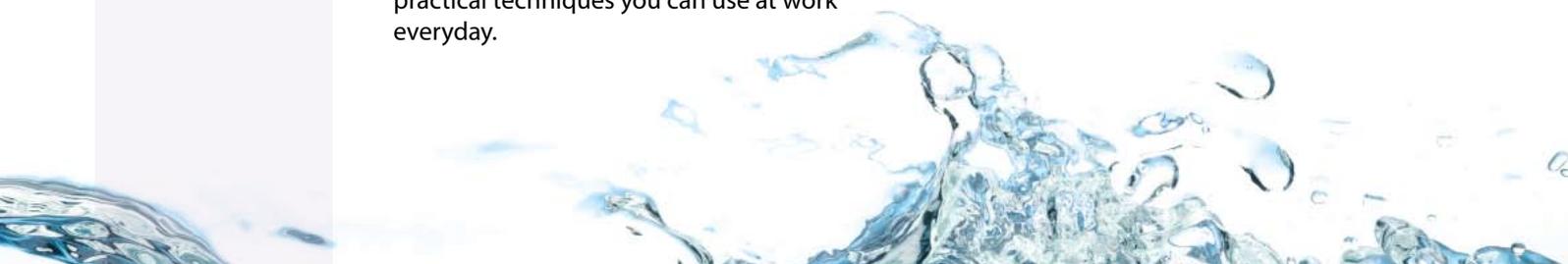
Profile

Richard will boost your success in business, with advanced sales, negotiation and presentation skills. He has worked with body language since 1995, training over 12,500 people from 45 countries.

Clients include the McLaren Formula 1 Team, FTSE 100 Companies such as Barclays and BT, the UK Parliament and international celebrities.

His expertise has been featured on BBC Radio, SKY TV (a 15-minute special on how to read people), Channel 5, in More magazine, The Daily Express, on The Daily Telegraph website and a special feature in the prestigious American edition of Forbes Magazine.

He has also been featured as a body language expert on radio in Washington DC, correctly predicting the results of the 2008 American Presidential elections, 15 months before the voting took place





Gerda Young and Fergus Daly

Learning the lessons

Even the leanest business winning organisations spend £thousands, even £millions, on their bids and proposals every year and it has never been more important to ensure that it is money well spent.

Each proposal experience, successful or not, has inherent value in signposting lessons for the future, whether from a process perspective, your relationship with the customer, the review process, tools and techniques used and team competencies, to name but a few.

Our experience of working inside and as consultants to some of the UK's largest companies in the business winning sphere, has driven us to develop simple but effective ways to ensure that lessons are not just identified but are also acted upon. During this workshop we will share our experience and give top tips on how to improve your return on sales investment through an effective learning from experience regime.

Profile: Gerda Young

Gerda has worked in the aerospace and defence industry for over 17 years, the last 10 years specialising in Bid Coaching and Bid Centre Management. During the last two years, she has become an Associate of specialist services provider Harmonic and has helped clients win major and complex programmes during the bid management and production phases and post submittal, with Lessons Learned activities.

gerda.young@harmonic.com

Profile: Fergus Daly

Fergus has worked as a strategic buyer and seller in the aerospace and defence world for the last 30 years, the last 2 of these as Head of Business Winning Services at specialist professional services provider Harmonic, where in conjunction with alliance partner Shipley, he helps clients win major and complex programmes from proposition development, through the capture phase and ultimately bid production.

fergus.daly@harmonic.com



Simon Wellstead

Cultivating your creative intelligence

The other day I was ear wiggling a conversation when a guy said something that shook me to my inner core.

He said, "You are not creative, leave the creativity to me and get on with what you do!" I feel sorry for that man, the beauty of creativity is that everyone has it, we are all born with it and some of us are even lucky enough to use it everyday.

That man was wrong, he will never be as creative as he could be and some day soon he will run out of ideas. If you embrace everybody's creativity as well as your own then you are rewarded with even more. No single idea is greater than another, they all add to the finished result.

The purpose of this workshop is to capture the imagination and stretch the creative intelligence of the proposal community. In my capacity as a creative director I am expected to continuously generate ideas and deliver exceptional results for my clients. I will share with you top tips on how to broaden your creative vision and apply your

creative thoughts to everyday situations and problem solving.

This interactive session will include:

- The Creative Lifecycle
- Everyone has it, how do we use it
- Interactive Advertising Brainstorm for a real life client
- Applying your new found creativity to proposals

I look forward to stealing your ideas and sharing some of mine.

Profile

Simon brings a wealth of creative experience to the proposal community from his time spent within major blue chip organisations and global advertising agencies... and Coca-Cola.

simon@drdaproposals.com





Nicholas Oulton

'Making a Splash' – riding the proposal wave to success: Killer Presentations!

If your proposal "Makes a Splash" you get invited to present. If it doesn't you don't. Bad proposals lose opportunities, bad presentations lose deals! What happens if your great proposal gets you to the face to face but your presentation sinks like a lead weight? If you caused a splash with the proposal, shouldn't you ride the wave to success with the presentation?

m62 CEO, Author and Presentation Guru Nicholas Oulton is back with another Killer Presentations seminar for his 2nd UKAPMP conference and this time he's bringing an OHP! Yes the world renowned "King of PowerPoint" is going to present on how to use PowerPoint effectively, by not using it!

- How do you get your audience to pay attention?
- How do you get them to recall a message?
- How do you handle the Q&A?

If your PowerPoint isn't making a Powerful Point.. What is it for? Along the way he'll cover making your pitch: Engaging, Memorable and Impressive.

"Making a Splash" is about being noticed, which is about being different. So come and see a different type of presentation about presentations!

Profile

Nicholas Oulton is a Chartered Marketer, the founder and principal shareholder in m62. He has spent much of the last 15 years developing a methodology for face-to-face communications using IT that has transformed the way m62's clients address their markets, resulting in increased sales and better shareholder value. Nick divides his time between m62's offices in New York, Singapore and Liverpool and is the principal consultant for the m62 STAT service, where his success rates are approaching 90%. Nick has helped clients to win the second largest Public Private Finance Initiative in the world, the \$2.6 billion Singapore National Stadium contract. nick.oulton@m62.net



Mark Taylor

Strategy development: a practical search for difference

Opportunity Strategy is about making ourselves different in the eyes of the customer. If we are to win, our difference has to be beneficial, relevant and evidenced.

All too often, capture and proposal strategies are lengthy yet vague, over complicated but incomplete and mundane yet unsupported. The result is that, often, the customer chooses on the one difference that is easy to measure: price.

In this session, Mark will blend experience gained over 12 years with Shipley with straightforward tools to help you develop and share opportunity strategy.

Mark will discuss how to use:

- Hot Buttons to understand what is important to the customer
- The Bidder Comparison Matrix to understand your competitive position
- Strategy Statements to define and articulate your strategy

You will find this session interesting if you want to:

- Understand the Shipley approach to strategy development
- Coach your colleagues in developing practical winning strategies

The purpose of the session is to show that strategy development is neither magic nor creating endless PowerPoint presentations. Rather, it is about using straightforward tools in a disciplined way to build the shared strategy and self belief needed to win.

Profile

Mark Taylor is the Training Director of Shipley Limited. His role includes creating new training services, developing the Shipley UK training cadre and working with clients to help them improve their capability to win good business.

In 12 years with Shipley, Mark has trained over 2,000 people across Europe, India, Australia and the United States of America and developed global training curriculums for international clients. Prior to Shipley, Mark spent 10 years in Aerospace & Defence, 2 years running an MBA programme and 2 years as Head of Training for an International Law Firm. A reformed engineer, Mark's particular interest is the integration of selling with solution development to win complex opportunities that are deliverable and profitable.

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Larry Tracy

The blended bid: contract-winning synergy with writer-presenter collaboration

When Sir Andrew Lloyd Webber composed *The Phantom of the Opera*, he blended harmonious notes with memorable lyrics. But if this beautiful musical score had been performed by an orchestra that played off-key, and singers who could not carry a tune, the result would have been a box office flop.

Isn't this similar to what can occur when a brilliantly written, customer-responsive proposal is delivered by a poorly prepared sales or orals team? When skilled proposal writers develop an offer to a corporate or government customer, the resulting bids are likely to be similar, as they are an objective response to customer's perceived needs.

Consequently, the oral presentation can be the tie breaker, but it is also subjective, with the presentation skills and non-verbal mannerisms of the presenters impacting on the sub-conscious of those evaluating the competing companies. Proposal writers should work intensively to develop effective orals or sales teams as a means to "protect their investment" so brilliant proposals are not undercut by inept sales/orals teams.

This presentation will outline a four-step process integrating the efforts of writers and presenters, including the conduct of a "simulated" presentation where writers role-play evaluators, helping presenters anticipate questions and develop responses.

Profile

Larry Tracy, cited in several books as one of the best presentation skills coaches in the USA, is a retired US Army colonel. He headed the Pentagon's top briefing team, responsible for intelligence presentations to the Chairman, Joint Chiefs of Staff. He was later seconded by the White House to the State Department to debate controversial issues before hundreds of demanding audiences. President Reagan hailed him as an "extraordinarily effective speaker."

Author of *The Shortcut to Persuasive Presentations*, Larry spoke at 21st International APMP Conference in Florida, and was keynote speaker for the 2010 APMP-NCA Annual Conference on October 12.



Tony Hughes and Andy Moorhouse

Winning with procurement workshop – what successful bid management organisations do differently

Learn what successful bid management organisations do differently at Huthwaite's 'Winning with Procurement' workshop. With real-world insights from Global 2000 sales leaders you will learn the strategies that improve win rates.

Have you ever faced a purchasing manager that doesn't recognise your quality and innovation? Have you felt frustrated when told, "All communication must go through procurement and any attempt to talk to the internal client will result in automatic exclusion from the RFP process?"

Master the essential skills for influencing procurement and you will improve your win rates.

Through an engaging 75-minute workshop you will identify the strategies that lead to improved win rates. Using real-world examples, this engaging event will deliver practical insights that you can immediately implement when back on the job.

You will learn:

- What successful sales organisations do differently to increase their win rates
- Real-world case study examples from Global 2000 sales leaders

- Deep inside secrets from procurement leaders

Profile: Tony Hughes,

Tony is the CEO of Huthwaite International, an international sales and negotiation training consultancy. Huthwaite provides sales and negotiation skills training in more than 30 languages across the globe. Tony is a requested public speaker at many global and international sales conferences and has delivered highly acclaimed sessions at previous UKAPMP events.

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Profile: Andy Moorhouse

"Andy's advice helped secure Zurich a £2.4 million contract." Rod Penman, Sales Director, Zurich. Andy's responsibilities include leading Huthwaite's global research studies into what successful sales organisations do differently. Cisco, UPS, Zurich and other Fortune 500 clients use Andy's research to improve their sales and negotiation performance.

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Paul Mallory

Building the bridge – the interface between bid management and contract management

The interfaces between bid and contract management are crucial in closing the deal, and yet frequently the transition and handover is inadequate, increasing the risk of an unsuccessful contract.

In close collaboration with the International Association of Contract and Commercial Management (IACCM), we are pleased to share some of the best practices and findings from recent surveys, to help bid and proposal managers to understand how their role can be instrumental in bringing an opportunity to a successful conclusion.

The session will cover the common pitfalls in pre-award activities and negotiation and then provide attendees with 'a best practice guide to transition from bid management to contract management'.

Profile: Paul Mallory

Paul is VP Development and Training for IACCM and joined the Association in 2009. He is responsible for IACCM's global training, skills assessment and certification programmes.

Paul spent 30 years in Commercial Management, starting out in the UK Defence electronics industry and then moved into computing, software, systems integration, telecoms and IT outsourcing, with a role in Fujitsu Services as Commercial Director, New Business.

His background is in leading major deal negotiations, and leading teams of up to 70 Commercial Managers.

Prior to joining IACCM, Paul was Director of Commercial and Business Development with a training company where he developed a portfolio of commercial training programmes.

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Richard Jenkins

Creating real customer empathy in your sales proposals to increase your win rates

Many sales and bid teams include as much content about their own organisation, products, services, processes and policies into their sales proposals. Much of it may be existing content, re-used time and time again with minimal or no editing for each of the different, prospective customer situations.

- Can one size fit all?
- Will customers spot generic, untailored content in response to their unique set of questions, needs and circumstance – and if so how will they react?
- Are you putting your organisation's best foot forward with all or any of your sales proposals?

This conference session will use a number of real life examples to illustrate how a number of bid teams transformed the client focus of their proposals and in turn positively impacted their prospects of winning new business.

Profile

Richard Jenkins is Director of Proposal Management for Strategic Proposals. He works closely with sales and bid teams across the world to increase the quality and impact of their sales proposals.

Richard's background as a Purchasing Manager with British Airways, Orange and France Telecom has given him unique insights into what makes for a successful proposal. During ten years "on the other side of the fence," he wrote, managed and negotiated hundreds of different tender requirements. And in doing so, he evaluated thousands of sales proposals of all standards.

Since "turning poacher from gamekeeper," Richard has worked with a host of organisations including Aviva, Bank of Scotland, Canon, CB Richard Ellis, Dell, HP, Vodafone and Zurich. At each, he has helped to develop winning proposals and embed best practice knowledge, skills and capabilities within all their bid teams.

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Martin Southern

Product demonstration and derived benefits

Shark Finesse provides software based solutions that automate the creation of business cases for sales presentation and budget approval. Designed for all capabilities and industries, it takes the fear of financial terminology out of the sales engagement and secures customer spend.

During this demonstration session the software will be put through its paces with live interaction with the audience acting as the customer, and producing a customized ROI based business case for a decision to invest in a vendor solution. After this session you will appreciate :

- What a business case looks like
- How you felt as a customer contributing to the process
- How the customer and supplier can “collaborate”
- What the real financial tipping points are for sign off
- Which benefits provide the biggest impact and how to manage these
- Experts already...how an advanced user can really use these tools

As a take-away from this session we will provide a copy of a real business case win for you to compare against your own process and customer deliverable and allow you to consider what else can be done to secure the budget, and the differentiation you need, as part of your future bids.

Profile

Martin is MD of Shark Finesse and is a qualified Chartered Accountant. In his recent past, Martin was MD of a fully LSE listed IT storage company and latterly was UK MD for a Telco provider Acterna.

He’s therefore knowledgeable about finance and the buying process, but he actually has more experience from the sales and bid process side. In his life at Shark he also gets to build business cases for customers and sees the whole range of customer requirements, industries and client situations that may arise.

With this strange combination of expertise and experience, Martin can identify “value” in the most unlikely areas and demonstrate how to articulate both justification and differentiation.

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Kris Saether

XaitPorter – produce your proposals faster, with increased focus on content

XaitPorter is a web native database solution, which allows several people to write on the same document in real time, without fear of overwriting or duplicating work.

And XaitPorter automatically takes care of the formatting, layout and numbering according to your corporate guidelines, leaving you and your team to focus on the most important part of the document – the content.

Why XaitPorter for your proposals?

- Improve Productivity
- Reduce Costs
- Maintain Compliancy
- Improve Quality

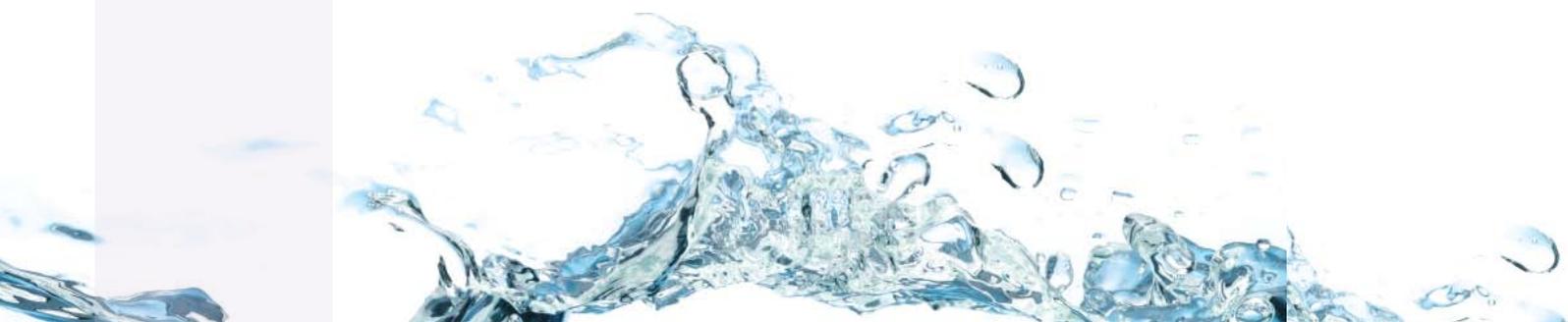
We are not only producing our tenders faster, but also can answer comprehensive tenders with less people.” – Global Sales & Marketing Manager, a global services company

Profile

Kris Sæther is the Sales Director for Xait, the company behind XaitPorter. Kris is responsible for the global sales team and partners. Kris has a background from financial publishing and print management, before moving into the software industry. Kris has extensive experience in helping clients with complex documents, both proposals and other business critical and time sensitive documents.

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XaitPorter.



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

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

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

Who can benefit from an association with APMP?

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

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

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. The 2010 conference is being held at Walt Disney World, Orlando in June.

Professional accreditation

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

Members

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

How to join

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





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Contact Richard Spencer – richardhspencer@gmail.com
or Tim Walker – tim@integraldesignmedia.co.uk

Designers of the UKAPMP conference brochure

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are open to the world around us



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Moving Ideas Forward.

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