



2017 annual report

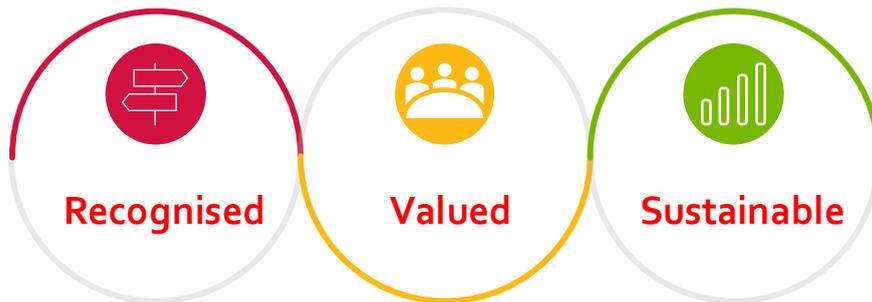
Our vision

“ APMP is the worldwide authority for professionals dedicated to the process of winning business through proposals, bids, tenders and presentations. ”

Our mission

“ APMP promotes the professional growth of its members by advancing the arts, sciences and technologies of winning business. ”

APMP strategic aims



01 Be the recognised authority in the UK in all areas of bid, proposal and business development

02 Improve the value of the APMP UK chapter to the membership

03 Build an open and sustainable chapter organisation

1. CEO introduction

This 2017 annual report outlines the UK Chapter's achievements during the previous year, as well as providing a financial overview to give you an insight into how member funds are reinvested into initiatives that benefit the membership.

We said we had three objectives for 2017, namely:

- Enhance communication to members through the website, bulletins and social media
- Increase quantity, geographical coverage and quality of chapter events
- Formally publish governance to provide greater transparency, resilience and succession planning

Here's how I believe we have delivered on those promises:

- Membership communications through email and social media follow a focused schedule and have been professionally rebranded thanks to the work of our Communications Director, Vicki Jackson
- We have started work on a new website to be rolled out in 2018
- As recognition for the achievements of the UK Chapter, we received the Chapter Communications Award for 2017 at the US conference in San Diego for our concise, clear and effective web and print communications to support our Chapter events
- Our Events Director, Karen Althen, has worked tirelessly to deliver 20 regional events during the year and to expand the geographic coverage so that those in areas with smaller numbers of members still have the opportunity to attend events. I do hope you managed to attend some of them
- We are working on all areas of our governance with the aim that we become more transparent and accountable to you, our members. We will review and publish our bylaws in 2018

Now, all these initiatives continue to evolve and I know that my successor as CEO for 2018, Jon Darby, will continue to improve these areas.

In other areas, the certification programme goes from strength to strength under the able management of our Certification Director, Alan Howard; and membership continues to increase thanks to the efforts of our Membership Director, Peter Lobl and the APMP Director for Corporate Membership, Tony Round – we are still positioned as the largest APMP chapter. By the end of the year, our apprenticeship standard was submitted after much hard work by our Apprenticeship Director, Claire Bird, and her team.

The 2017 conference was again successfully managed by Nic Adams and Ken Erskine ; this is a massive task and thanks go to the whole conference team. Our Technology Director, Chris Colquitt, has made many improvements to our IT and his plan is to move us to the Google Suite to reap the benefits of having all our information and communications on one integrated platform.

Finally, the usual plea. This Association will continue to thrive only if volunteers come forward to help in its management. If anyone believes they can contribute and have the appropriate skills and the commitment to become part of the Board, please get in touch with any of the Board Directors.

I have greatly enjoyed leading the UK Chapter during 2017 and I'm sure it will continue to grow with ever-increasing success.

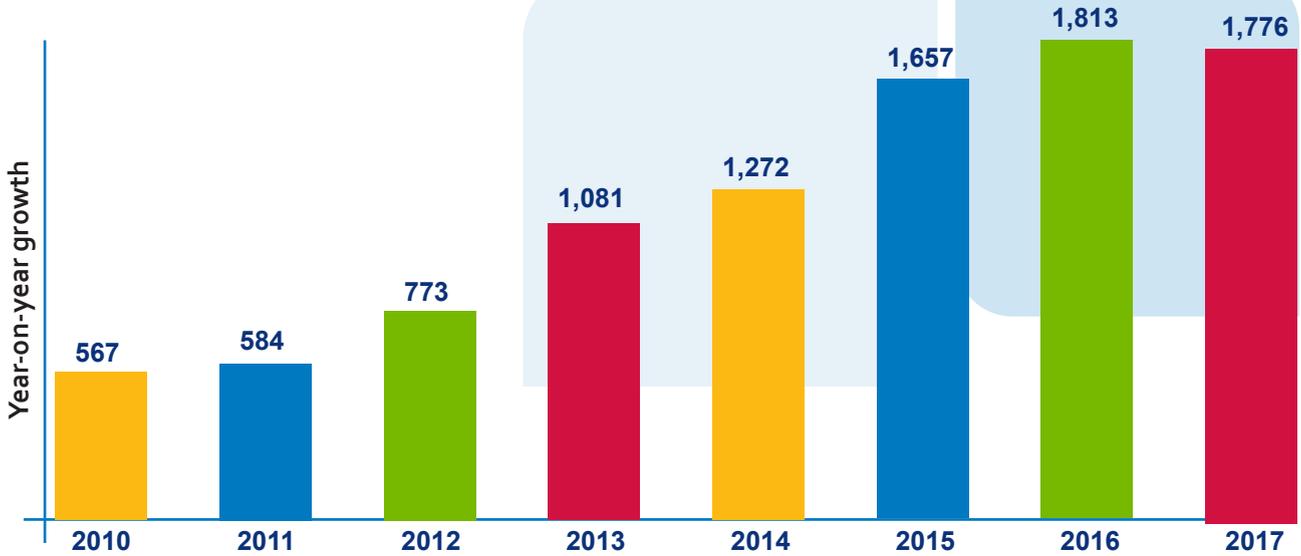
Amanda Nuttall, APMPUK Chapter CEO, 2017

2. The year in review

2.1 Individual membership

During 2017 the UK Chapter has consolidated membership growth in an uncertain economic environment with membership stabilising at 1,776 by the end of the year – remaining the largest Chapter globally.

APMP UK goes from strength to strength



* Membership figures as of Dec 2017

The main benefits of membership are:



**CHAPTER
AFFILIATION**



**BODY OF
KNOWLEDGE**



**APMP
CERTIFICATION**



**INDUSTRY
CONTENT**



**LIVE & ON-
DEMAND
WEBINARS**



**APMP UK
CONFERENCE**



**COMPENSATION
REPORTS &
RESEARCH**



**EVENTS &
TRAINING**

2.2 Corporate membership

APMP is the professional association for those who want to learn how to win more business. We have an innovative Corporate Membership scheme and have been successful in both retaining and gaining corporate members.

When you invest in an APMP Corporate Membership, your company is part of an association that:

- Endorses their professional status with colleagues in the work winning environment and across your business
- Promotes self-esteem and confidence in their skills, knowledge and experience as bid and proposal management professionals
- Reinforces best-practice and ensures common levels of understanding expertise and experience across the work-winning function.
- Provides you with a certification framework to benchmark and on which to base your team structure across diverse business sectors or geographically
- Grants 24/7, members-only access to hundreds of examples of best practice through APMP's Body of Knowledge (BOK)

Financially too, you are better off in Corporate Membership with the following benefits that accrue exclusively for Corporate Members;

- Enrolment as a team at a lower rate than if joining separately
- Beneficial discounts on APMP education programmes and conferences that teach your team how to win

APMP Corporate Membership helps you build an effective team

APMP corporate members



2.3 Education and training achievements



APMP offers the world's first, best and only industry recognised Certification Programme for professionals working in a bid and proposal environment



Demonstrate your knowledge of best practice.

APMP Foundation Level Certification is the entry level for the APMP Certification Programme. All candidates must begin at this level.



Demonstrate hands-on mastery of best practices.

Practitioners demonstrate through a rigorous review of their experience record that they can successfully apply best practices in the workplace.



Demonstrate business and personal achievements through best practice.

Professional Certification can offer you an additional opportunity to have your leadership and communication skills confirmed.

Our pre-conference Certification day offered Practitioner Quick-Start/Completion and Foundation Training, supporting over 80 participants.

We improved the Practitioner mentoring scheme and expanding it to encompass Professional certification. In 2017, 81 people in the UK passed Foundation, 36 Practitioner, and 5 Professional, giving the following totals for the UK:

902



121



35



2.4 Apprenticeships

The Trailblazer group comprising 10 APMP members representing employers across a range of sectors received approval to commence the design of an apprenticeship scheme for the role of a bid and proposal coordinator.

Having been given approval to proceed, work got underway to develop the standards and submit them to the Department for Business, Innovation and Skills (BIS).

The wording and content for the apprenticeship standard (Bid & Proposal Coordinator ST0056) were submitted to the Institute for Apprenticeships together with the criteria for End point Assessment late in the year.

2.5 Events

The UK Chapter is proud of its extensive and comprehensive events programme. In total, more than 1,500 members and guests attended 20 chapter, certification and conference events during 2017.

Regional Events

Members and guests attended 20 insightful and informative chapter events covering a range of bid and proposal related topics during 2017 – including 'Millennial Bidders', 'The Goalkeepers Fear of the Penalty', 'Mind your Ps & Qs', 'So What? Crafting & Conveying Value', and 'Better Bidding – Impact of Design on the Tender Process'.

Regional events were increasingly geographically dispersed, promoting engagement with a broader range of UK members.

2.6 One-Day Symposium - 'Success Before Submission'

A one-day Symposium was held in Manchester at the Lancashire County Cricket Club, promoting access to a premier event for members based in the North. It was attended by 82 delegates, and the symposium comprised eight breakout sessions across two streams: capture planning and bid planning. Delegates benefited from the networking opportunities outside the sessions, and access to exhibitors within the industry.

The Keynote speaker was Simon Weston CBE, the Falklands veteran, who gave a talk on overcoming adversity and the power of positive mental attitude, alongside his experiences of being in the public eye over the last 30 years.



2.7 Two-Day Annual Conference - 'Bidding in a Brave New World'

The background to the APMPUK's 2017 annual conference heralded a commercial landscape in the UK unlike any that has gone before. Politically, Brexit and the triggering of Article 50 dominated, while a question mark remained over Scottish independence, numerous high-profile general elections on the continent and the first year of a US Trump Presidency threatened domestic stability.

The technological pace of change continued to accelerate at a dizzying rate, with profound implications for the way we work and communicate. On-demand delivery, virtual reality, and Internet-connected-everything will continue to make life easier – and riskier – for big business.



Against this backdrop, winning business is becoming increasingly competitive. The public procurement of goods and services account for up to 16% of GDP and the proposal management profession continued to undergo significant and rapid development to meet industry needs.

Conference asked how we can ensure that the arts and science of business capture is future-proofed. Industry experts provided insights, while attendees had the opportunity to share their own experiences and take away best practice tools and techniques that will support continued bid excellence within this Brave New World.

Amanda Nuttall opened our 15th annual conference which set an attendance record, attracting over 370 unique delegates over two days.



Amanda Nuttall



Vicky Price



David Meade

The conference promoted delegate engagement via:

- A (50+ page) delegate brochure
- 30 Individual speaker and panel discussions from leading government, industrial and process experts
- Three Keynote speakers: Baroness Karren Brady (Entrepreneur), Vicky Pryce (Economist) and David Meade (Mentalist)
- A dedicated training day
- Annual Awards gala dinner

2.8 Awards

Our Awards programme attracted over 50 competitive and innovative nominations from a wide variety of candidates. The Awards recognise professional excellence in six categories and were presented at the Conference Black Tie Awards dinner in front of an audience of 180 attendees.

Best Newcomer



Winner: Sophia Syed, Ultra Electronics Airport Systems

Bid Excellence



Winner: Melinda Kerrison, Qinetiq

Fiona Flowers Knowledge Management



Winner: Equiniti Knowledge Management Team

Innovation



Winner: Lloyds Bank Strategic Bidding Team

People Development



Winner: Blue Arrow

Writing



Winner: Matt Antill, Telefónica UK Limited (O2)

3. Structure and governance

The Board



Amanda Nuttall
CEO



Jon Darby
COO & Marketing
and PR



Richard Bannon
Immediate past CEO



Martin Kaye
Treasurer



Nic Adams
Conference Director



Alan Howard
Certification



Chris Colquhoun
Immediate Past
Technology



Karen Althen
Events



Vicki Jackson
Communications



Peter Lobl
Membership



Claire Bird
Apprenticeships

The 2017 Board are unpaid volunteers working to run the UK Chapter. They are supported by teams of volunteers at events, at conference, with the Apprentice programme, and all aspects of the management of the Chapter.

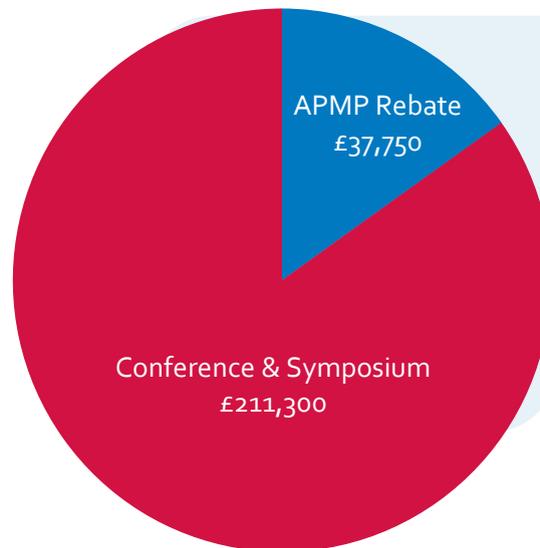
If you would like to volunteer your time in support of the APMP, please contact the Director in the areas of interest (see the APMP UK website for contact forms).

4. Financial review

2017 at a glance

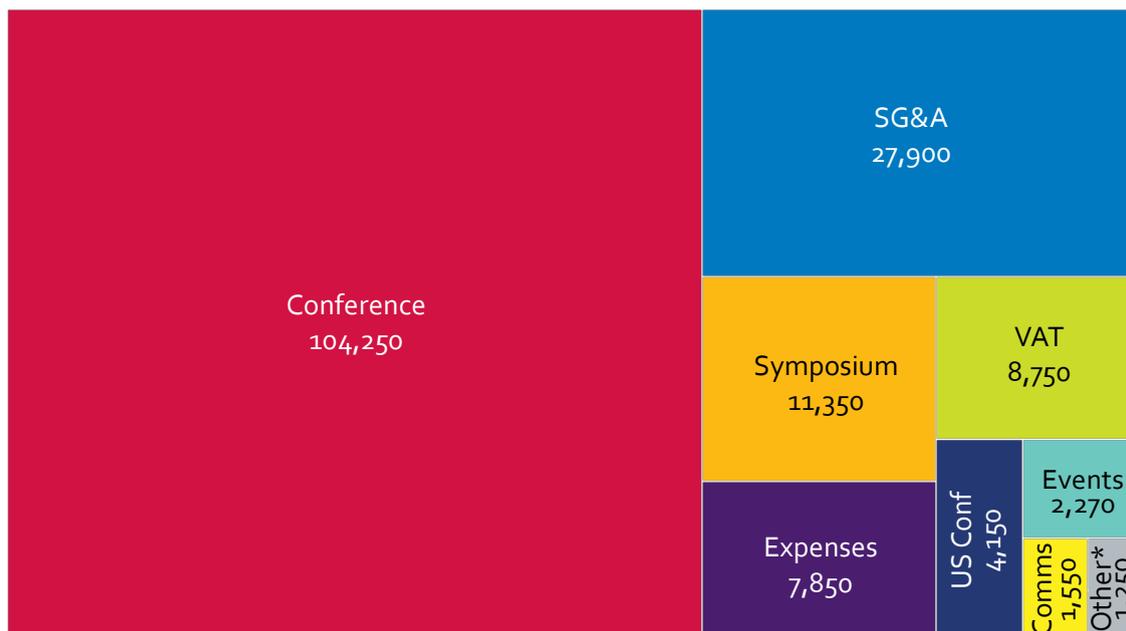
APMP UK's finances remain in good shape. Our two main sources of income are the membership rebate and our main events, conference and symposium, both of which returned a surplus.

APMPUK income 2017



The cost of conference dominates our expenditure being 61% of the total. Second highest are our general and administrative expenses at 16%. This category includes all the services shared between the portfolios such as the website, storage, insurances and our accountant.

APMPUK expenditure 2017



Unpaid volunteers giving their time and energy to manage the Association reduces our expenditure, allowing more of our funds to be used to deliver member benefits.

* Other = Apprenticeships £150, Certification £160, Marketing £175, Membership £115, Special Projects £650



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