



# Annual Members' Report 2020

# Chair's Welcome

*It's been emotional!*

**Well, what a year it has been for us all! One that we had never expected, and one that impacted each and every one of us.**

I had planned to meet as many of you, our fantastic members, as I possibly could at our face-to-face events, including our much anticipated annual conference. Alas the Covid-19 pandemic took over forcing us all to adapt our ways of working and living.

This included the way in which we, the APMP UK Board, could continue to bring benefits to you.

The result has been multiple webinars focusing on best practice, our Career Clinic to support those of you whose employment had been impacted by Covid-19, the Presentation Masterclass programme with Jez Rose, and of course BIDx, our digital festival for bid and proposal professionals.

Beyond this, I was delighted to see so many APMP UK members volunteer to present at the APMP International Winning Business Virtual Experience, and also support the Board throughout next year and beyond, so that we can continue to bring benefits to our 2,300+ members.

I would like to thank all the members of the APMP UK Board and the volunteers that have supported us this year – without your generosity in giving your time for the benefit of our members, we would not have been able to deliver what we have this year.

With Steven Coles taking the Chair reins in 2021, APMP UK's future is in good hands.



**Gareth Earle CP APMP**  
APMP UK Chair 2020



At the beginning of the year, the APMP UK Board focused on long range planning - reviewing the successes and lessons learned from the 2017-2020 Chapter strategy, digesting the feedback from the 2020 Chapter member survey, and identifying the path for the next three years.

In March, we communicated the three main aims of APMP UK's 2020 Strategy:

- to enhance APMP UK's professionalism and image, strengthening our position as an influencer and authority in the field of Bid and Proposal Management.
- to increase the support offered to our members in their professional development and personal growth within their Bid and Proposal Management careers.
- to deepen the relationship with our members and relevant external organisations through multi-channel engagement.

Our 2020 initiated programmes have delivered across many of these aims.

	<i>Professionalism &amp; Image</i>	<i>Professional Development &amp; Personal Growth</i>	<i>Multi-Channel Engagement</i>
<i>BIDx</i>	✓	✓	✓
<i>Webinars</i>	✓	✓	✓
<i>Career Clinic</i>		✓	
<i>Presentation Masterclass</i>		✓	
<i>Online Community</i>		✓	✓
<i>Empathy in Leadership</i>		✓	

# Membership

*Continuing to be the largest Chapter in the world!*

## Membership numbers continue to increase in spite of the 2020 challenges.

We started this year with 2,264 members, and are now over 2,300 members strong.

In recent years, our numbers have shown a steady increase, however this year it has been a bit more unpredictable. Whilst an element of this has been due to some individuals naturally not renewing due to the financial impact that Covid has had on us financially, a greater impact has been some corporate members not renewing. The reasons for this include the relevant contacts being furloughed, or there being slower decision making but budget holders, or even spending freezes.

The founding of new Chapters (including India and Francophonie this year) has also had a slight impact on our numbers. However, what is our loss as a Chapter is a gain for APMP internationally, and with events such as the Winning Business Virtual Experience and BPC Global, the traditional barriers to engaging and networking with are peers from across the world have reduced.

78 members took advantage of the recent 15 for 12 offer, making us the second highest global Chapter gaining new members through the promotion! As a result, APMP UK was awarded 2 Foundation exams and 2 conference tickets. These will be awarded in a fair manner, with some being used as raffle prizes at our 2020 Annual Awards event.

More members are taking a significant in volunteering to support the UK Board in supporting events, professional development programmes, and our communication efforts – this helps us make the Chapter even better!

2,300+  
members

3%  
growth  
on 2019



## Career Clinic

With the special circumstances that this 'unprecedented' year was bringing, we could see the wave of redundancies coming to our members and the need for support during furlough.

Working with CTI Ltd and WWR HR Ltd, we created a programme of integrated professional services workstreams to help members return to work or change their employment within the profession. These included:

- 1-2-1 coaching and online resources.
- workshops for redundancy support, mental health and well-being, and self-employment.

The self-employment workshops were opened up to all members, not just those who had become unemployed due to the impact of Covid-19.

To continue the peer support started in the workshops, a specific Career Clinic group has been set up on the APMP UK Online Community for members who are looking to progress their careers – whether it be seeking advice on taking that next step, or finding a new job after redundancy.

*"[the programme] has unlocked my hidden potential which I was completely unaware of due to a lack of recognising my full capacity to manage bids."*

*"[the programme] was of valuable help and a great source of information to assist while many APMP members are navigating our difficult way during the redundancy time and beyond."*

For more detail, click [here](#)



## Presentation Skills Online Masterclass with Jez Rose

Professional presentation is a key skills area we can all hone; we all need to present far more now than ever before, even more so with more of us working in an online virtual environment.

After the feedback that we had received from Jez Rose's appearance at the APMP UK 2018 Conference, we knew that there was an audience for a subsidised course focusing on presentation skills, and we knew that within Jez we had the perfect person to provide this benefit to our members.

The Presentation Skills Online Masterclass is designed to be the ultimate public speaking and presenter training programme for those who:

- speak or present in front of audiences; whether in sales meetings, product pitches, board meetings or conferences.
- want to enhance their speaking and presenting skills.
- want to improve your confidence or reduce nerves when speaking in public.

The masterclass delivers 61 lessons using a smart online learning platform, with a mixture of video, text, references, and audio lessons.

**It is available to all APMP UK members for the subsidised rate of just £10 (+VAT)!**

For more detail, click [here](#)



## Empathy in Leadership

Empathy is an increasingly important topic. This was emphasised throughout 2020 with the change to our daily norms that the Covid-19 pandemic has enforced upon us.

During multiple APMP UK conference sessions and BIDx, the importance of empathy in our lives as individuals and wider teams has been stressed; it should not be underestimated.

As a result, we arranged two workshops with Belinda Parmar OBE (The Empathy Business). The first took place in London pre-Covid-19, with the second being an online event.

The workshops provided 38 members with practical insights on:

- how empathy at work can be defined, and how it is different from sympathy.
- tips and tricks we can learn to show more empathy to ourselves and to our colleagues.
- how we can lead with empathy in uncertain times.

One of the sessions included insights from a professional hostage negotiator who put participants' empathy to the test using real-life scenarios.

*"I loved this session, time went too quickly though. Very interesting subject, one that I've always been very interested in due to my life experiences, and being able to then take that experience and learnings into the workplace is great."*



# Events

*Bringing you best practice and insights from our members*

At the beginning of 2020 we had a year-long plan in place to deliver some excellent live events for our members. Then Covid-19 struck, so we expedited our webinar delivery plan.

We held eight webinars this year and there are plans afoot to hold many more next year.

Subject matter has been interesting and varied with titles ranging from “The Dark Side of the Win Strategy: Pre-Mortems” to “Are you a Chicken or a Pig?”.

As well as presentations from long established APMP members, a member of the CCS Procurement team held a session on “Managing Bids for CCS Frameworks”, and some new faces also volunteered which demonstrates that APMP UK actively encourages everyone to become involved.

As well as our “regular” webinars, we also held a session entitled APMP UK’s Got Talent where several winners of 2019 awards updated us about what they had done to achieve their award. This was interesting and informative and we hope, encouraged others to put forward nominations for future awards.

*“The presentation resonated with people as to the issues they have suffered from with Lessons Learned and he offered some proven solutions which can be adapted to different organisation sizes.”*

*“Eve’s content and delivery style were both fantastic. Really engaging from the outset.”*

If you’ve missed any of our webinars, links to the recordings can be found on APMP UK’s Online Community.

12 best practice / insights events



700+ live  
130+ catch up  
attendees

### Bringing you insights from outside our industry to help us inform our evolution!

As soon as it became apparent that our Annual Conference was not going to be possible this year, the UK Board came together to see how we could bring you something different. Something beyond a series of webinars. And so, BIDx was born!

APMP UK wanted BIDx to deliver inspirational speakers, discussion and networking. This was brought to our members in the UK and beyond through our bespoke platform encouraging engagement as if we all together physically in a conference venue. Each episode was followed by live, video-based discussion groups where members could share their views with each other on what they thought were the key points for our industry.

Hosted by Pete Morris, BIDx featured seven experts in their field bringing to us their views on:

- Finding Opportunity in Challenge.
- Deliverability Matters.
- Revelation not Revolution.

*"Thank you so very much for providing such an amazing series for APMP members. I'm starting to feel like I'm really beginning to benefit from my APMP membership. I love the networking aspect of BIDx...It's been so informative and inspirational"*



Mark Stevenson

Lucy Adams

Jim Lawless



Ben Page

Chukka Umunna



Renée Moore

Penny Mallory

# Communications

*Providing information and communications to our members efficiently*

**We increased our communication with you this year, on social media and through email campaigns.**

To ensure that our members receive the most up to date information about the programmes you can benefit from, we have extended our email campaigns and social media presence. This means you should be able to access our communications, no matter what your most preferred method is.

On LinkedIn, we have had 234,868 impressions and an engagement rate of 4.9 – anything over 2 is considered good. Over on Twitter, we have had 140,000 impressions, and an engagement rate of 1.84 – over 1 is considered very good.

We have added Instagram and YouTube to our social media channels. On YouTube you can watch videos such as our [Strategy Update](#) reporting on three of our major 2020 programmes, and catch up on BIDx episodes [1](#), [2](#) and [3](#).

We have kept you updated on upcoming news and events through email campaigns. However, only 24.9% of you have opened emails sent to you from APMP UK, and only 3.2% of you click on any links we provide you with.

**Have you added our email to your safe senders list?** If not, our emails may be going into your junk folder. You may want to do that so you can keep up to date with the exciting things coming in 2021!

It's also a good idea to log into the members area of APMP.org and check that the email address you've got there is the best one to reach you on.



54 emails



2,156  
followers



1,112  
followers



14 videos  
1,500+ views



Just beginning



# Online Community

*A member-only space to discuss bid and proposal related matters*

**Enabling you to make connections with your peers to share thoughts and experiences, and to support each other, no matter where you are!**

Earlier this year, APMP UK launched the Online Community – a complimentary benefit to all UK Chapter members.

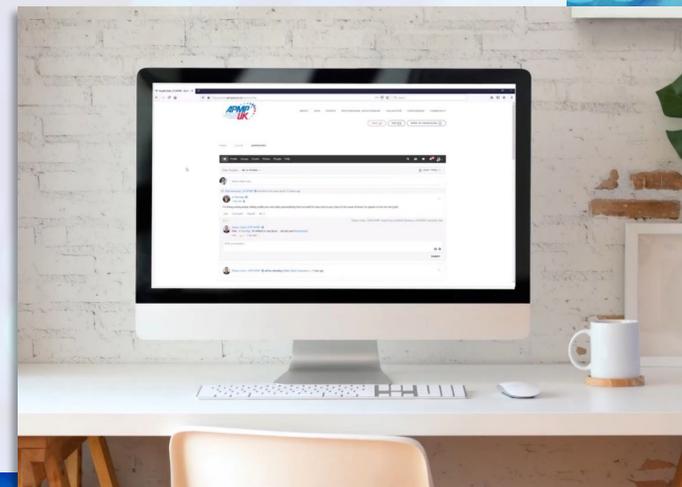
This shared environment provides you with access to exclusive member-only resources and facilitates discussion and networking through groups, events, polls, and discussion. This platform brings flexibility, meaning that you can access it whenever and wherever you want, enabling you to catch up on our past webinars, ask questions of fellow members on topics such as best practice and career development, and become involved in a special interest group.

Every post you make, question you ask, and poll you respond to, will reward you with points and badges as an illustration of how active you are and how much you are giving back to your Chapter.

The true benefits of the Online Community can only be realised through active engagement from us all – the more we put in, the more we will get out of it. The UK Board are always keen to hear about ways it can be improved, but the day to day use of and engagement in it needs to be driven by all of us as individual members.

So head over to our [website](#) to find out more about how the Online Community can benefit you.

*"It provides a really good place for bid professionals at all levels to meet other people who may have had similar experiences...it drives a culture of learning development."*



## Career Mentoring

In February, the first cohort of 10 career mentors underwent professional training from one of the UK's leading experts in the field, Jackie Jenks OBE. They went on to work down the waiting list of over 30 applicants for mentoring. The mentors received ongoing training throughout the year through collective best practice meetings and one-to-one sessions focussed on the individual mentor's needs. Notwithstanding the pandemic, a second cohort of six mentors received face-to-face training in October.

The waiting list of individuals requesting mentoring continues to increase, demonstrating the value members perceive from this service.

The feedback from the mentors and those being mentored has been excellent, every one of them finding it extremely beneficial.

*"Everything about the mentoring programme has been really useful. I've learnt so much and I'm proud I've been able to help others through it."*

*Career Programme Mentor*

*"The biggest benefit I get is the relentless encouragement I get [from my mentor]."*

*Career Programme Mentee*

*"I was extremely impressed by APMP for starting something like this. It underscored to me the real value of being a member of APMP and being able to leverage all the learning opportunities."*

*Career Programme Mentee*

20  
members  
mentored



16  
mentors  
trained

### Bid and Proposal Coordinators Apprenticeship

#### Delivery

The first group of learners undertaking the Bid and Proposal Coordinators apprenticeship with JGA Group progressed towards the final module. This was an innovative 3-day role-play exercise. It was intended to be delivered in a real bid room, but that was obviously not possible. However, JGA used an innovative solution called VirBELA, that provides a virtual suite of offices in which the learners engaged through their avatars. Some had reservations about this at first, but it proved to be far more successful than expected, with both the learners and staff giving fantastic feedback.

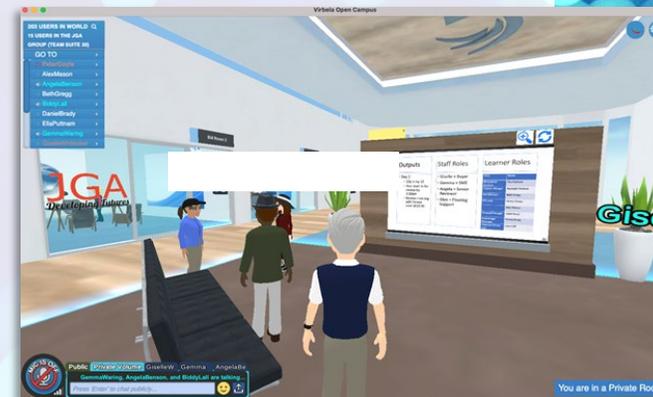
*"WON THE VIRTUAL BID! Great 'virtual reality' module in line with my Bid and Proposal Coordinator Apprenticeship with JGA. A hard-working, testing and stressful few days but thoroughly enjoyed putting together a bid and all worth it for the result in the end! Group Effort!"*

*Jodie Boast, apprentice at Eric Wright Construction*

#### End Point Assessment

The final assessment of the apprentices is a process called End Point Assessment (EPA), comprising of a written test and a discussion with a qualified assessor. APMP UK will act as the EPA Organisation (EPAO) and has recruited members to be assessors. Following the MOU between APMP International and the Association of Professional Sales (APS), who are already an EPAO, we have agreed to deliver the EPAO services collaboratively. Our selected members will be trained and act as the qualified assessors. The first assessments are scheduled to take place in January 2021.

30+ apprentices



The 2020 APMP UK Awards programme really exemplified our continuous improvement and innovation, with new award categories and a new online format to present the annual ceremony.

Listening to feedback received from our members, this year we introduced a more interactive ceremony with videos from our short-listed nominees giving an overview of why they had been nominated for the award.

The online ceremony was attended by over 200 people and seamlessly compered by the one and only Pete Morris!

The APMP UK 2020 Award winners were:

7 award categories

46 nominations

	Best Newcomer	<b>Courtney Hynes</b> ( <i>EIB Professional Services</i> )
	Outstanding Leadership	<b>David Gray</b> ( <i>AM Bid</i> )
	Bid Excellence	<b>Jack Blackwell</b> ( <i>Savills UK</i> )
	Capture Excellence	<b>Nicki Dodds</b> ( <i>WSP</i> )
	Collaborative Teamwork	<b>Ben Woodley</b> ( <i>Telefónica UK</i> )
	Industry Innovation	<b>Jon Darby</b> ( <i>BidCraft</i> )
	Contribution to the Profession	<b>Eleanor Blenkinsop</b> ( <i>Savills UK</i> )



# Get Involved

*Without volunteers, this couldn't work!*

All of the benefits that APMP UK delivers to our members wouldn't be possible without our team of volunteers.

You can help evolve the bid and proposal landscape by volunteering to help APMP UK.

The possibilities to get involved are varied, including:

- speaking at one of our events.
- hosting a best practice / insights event.
- submitting a white paper.
- mentoring a junior colleague.
- helping the APMP UK team put on our annual conference!

You can also engage with the APMP UK Chapter Board to raise a motion for discussion at one of our meetings.

Your feedback and support is critical for the future of APMP UK.

To find out more about how you can be part of our journey, visit our [website](#).





#ProudToBeAPMP