



2018 annual report

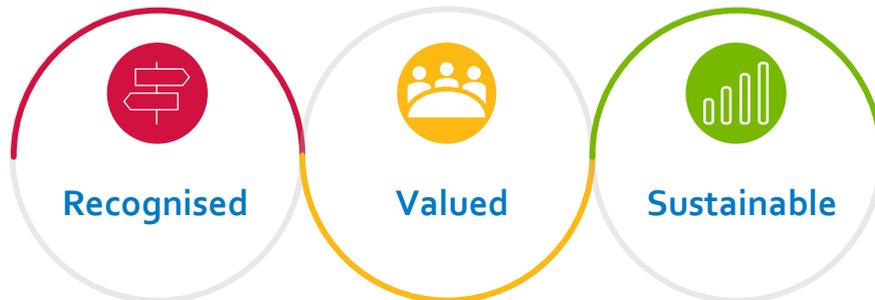
Our vision

“ 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 UK 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. Chapter Chair introduction

This 2018 annual report outlines the UK Chapter's achievements during the year, as well as providing an overview into how member funds are invested.

APMP UK had two strategic objectives for 2018:

- Improve transparency.
- Promote better member engagement.

Opening opportunity to join the Board

In support of both objectives, I implemented an open recruitment process that enables UK affiliated members in good standing to apply for vacant board positions and get involved in shaping their chapter. The response has been overwhelmingly positive, as evidenced by the number of members expressing an interest. We assess applicants against published criteria and select candidates based on merit in terms of their experience, skills, and overall fit. This has led to the board becoming a cohesive and motivated team, which is better equipped to serve its members.

Through this process, we have established a succession plan that secures the long-term leadership of the chapter from 2018 through to at least 2021; ensuring long-term continuity and realisation of our strategic objectives.

At this point I would like to express my thanks to Peter Lobl (Membership), Chris Colquitt (Technology), Claire Bird (Apprenticeships), Vicki Jackson (Communications), and Martin Kaye (Treasurer) who all left the board during the year. It was especially poignant to say farewell to Martin, who served the chapter with distinction for seven years.

Whilst it's sad to see people leave, I was delighted to welcome Mel Smith (Marcomms*), Gareth Earle (Membership), Steven Coles (Technology), and Eve Upton (Treasurer), who have all helped bring new ideas and enthusiasm to the Board. Alan Howard also assumed the role of acting Apprenticeship Director alongside his Certification portfolio.

*Marcomms was an amalgamation of the previous Marketing & PR and Communications portfolios.

GDPR and governance

At the beginning of the year we achieved compliance with the General Data Protection Regulation. The programme entailed reviewing our suite of policies for handling personal data. The programme identified inconsistencies that have been addressed, leading to more robust controls.

We also published our Chapter Bylaws, which explain how the UK chapter is governed. These are available to view via our website under Chapter Resources.

Investing in specialisms

We began investing in outsourcing appropriate aspects of the board's activities to promote better outcomes. For example, we use expert third parties to support member communications via social media and to assist with organising the annual conference.

Member growth

Membership numbers grew from 1,776 to 1,878 during the year – an increase of 5.7%.

People achieving certification in the UK grew from 200 in 2017 to 473 by the end of 2018 - an increase of 137%. 411 people achieved Foundation, 56 achieved Practitioner, and 6 achieved their Professional certification.

The APMP UK annual conference

The standout achievement of 2018 was the highly acclaimed annual conference – the largest in our history. Based on the theme 'Mind the Gap', we opened a debate on one of the biggest challenges facing our profession: mental health and wellbeing. A diverse range of four keynote and thirty breakout speakers explored issues surrounding this topical and hard-hitting theme. We had:

- 479 unique delegates (an increase of 20% from 2017).
- The highest ever annual awards dinner attendance (227 attendees).
- 86 unique training day participants.
- 50% of delegates were first timers.

The 2018 conference was again successfully managed by Nic Adams; this is a massive task and thanks go to the whole conference team for their time, dedication and commitment to making this event possible.

Initiatives

We launched several flagship initiatives that promote better transparency and member engagement:

- Using online surveys to consult our members on our three-year strategy and conference planning.
- Inviting members to contribute ideas and questions for discussion at our quarterly board meetings.
- Significantly improving our social media presence. Followers on Twitter grew by 9% and by 50% on LinkedIn.
- Inviting members to vote for the conference breakout programme. The response was exceptional with 185 people voting on 50 speaker applicants. 94% of polled delegates said they want to see this repeated in 2019.
- We launched a new website that offers a modern and immersive experience. There is a published roadmap for future developments, including a members-only area. The website averages over 1,000 users per month.
- We launched an APMP UK podcast for members to find out what's happening in their chapter. The podcast is an engaging way of sharing chapter news and insights, helping to promote a sense of belonging to an APMP community.

Events

Our Events Director, Karen Althen, has worked tirelessly to deliver nine 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.

Recognition

As recognition for the UK chapter's achievements, we were honoured to receive the Stephen P. Shipley Award for Chapter of the Year at the 2019 Bid & Proposal Con in Orlando, Florida. The award honours the APMP chapter that demonstrates excellence in chapter sustenance and development through support of APMP initiatives.

Now, all these initiatives continue to evolve and I know that my successor as Chapter Chair for 2019, Mel Smith, will continue to improve these areas.

I have greatly enjoyed leading the UK Chapter during 2018 and I'm sure it will continue to grow with ever increasing success.

Jon Darby, APMPUK Chapter Chair, 2018

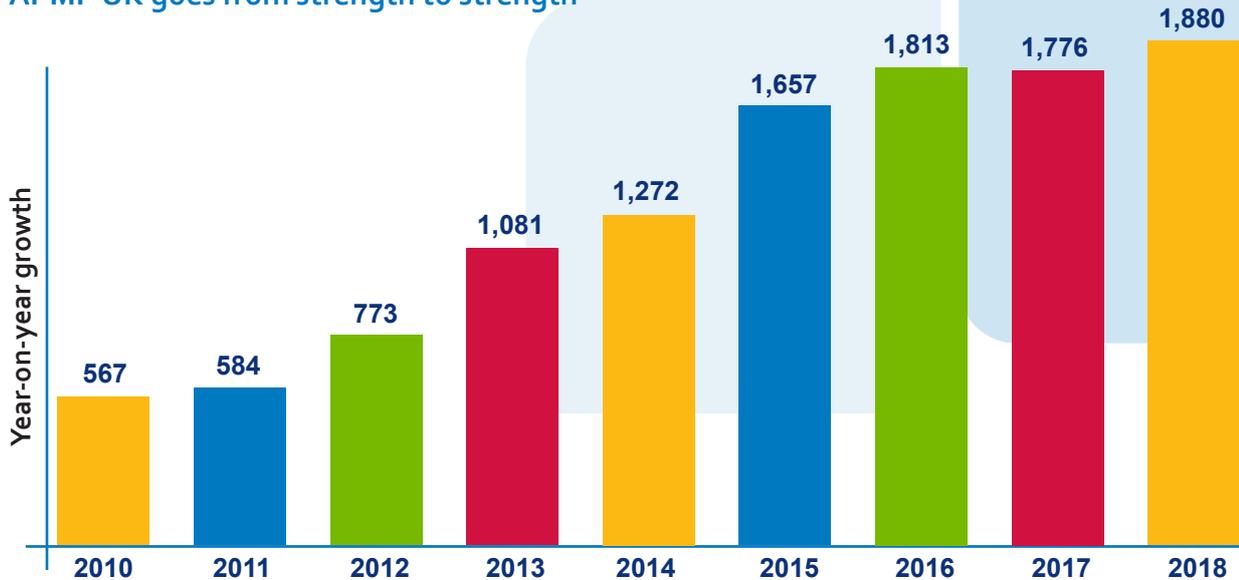


2. The year in review

2.1 Individual membership

During 2018 the UK Chapter has consolidated membership growth in an uncertain economic environment with membership stabilising at 1,880 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 Corporate Membership helps organisations to build effective teams, supporting them to develop the skills, knowledge and experience they need to succeed in winning more and better business in an increasingly competitive environment.

APMP corporate membership:

- Endorses the professional status of your team with colleagues in the work winning environment and across your business.
- Promotes individual self-esteem and confidence in their skills, knowledge and experience as bid and proposal management professionals.
- Grants 24/7, members-only access to hundreds of examples of best practice through APMP's Body of Knowledge (BOK) and ensures common levels of understanding, expertise and experience in teams across the work-winning function.
- Provides you with a certification framework on which to base your bid team structure across business sectors or geographically.
- Demonstrates your commitment to professional development for your team.
- Gives you leverage in attracting and recruiting the brightest and best candidates.
- Connects your business to the worldwide network of APMP chapters providing access and insight to local markets.

Our corporate membership cohort is growing with more than 160 Corporate Members worldwide. To see some of the companies that are already benefiting from taking the step into Corporate Membership please visit our current roster at www.apmp.org.

If you would like to talk about Corporate Membership for your team then please contact Tony Round, Business Development Director, APMP on tony.round@apmp.org.

2.3 Events

Building on our successes of 2017, in 2018 we continued to hold regional events throughout the UK making APMP events accessible to as many members as possible. Topics covered diverse subjects such as Counterintelligence in Bidding, Bidding with Technical Teams, Buyers' views of Bidders and Improving Your Win Chance by Examining your Financials amongst many others. Our speakers were all informative and insightful and appealed to a range of members and non-members with varying degrees of experience.

Diverging slightly from the tried and tested format of events, we also trialled networking only evenings where we simply met in a room and facilitated members meeting and networking with each other with the intention of building new relationships. We are finding more and more that interactive events are proving very popular and we are working towards arranging more of these moving forward.

Overall 350 people attended these events from Edinburgh in the north to Bristol in the south. Despite our successes, we still suffered badly from both members and non-members registering for events and then not attending.

2.4 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.

During 2018 the number of people that achieved certification was 530, which is broken down as follows:

464



59



7



We have five Approved Training Organisations (ATOs) for the delivery of certification training. They are:



Although people elect to self-study for the foundation exam, the vast majority of those achieving certification went through a training course with one of our ATOs. A total of 54 foundation training courses were delivered by the ATOs, plus the foundation training day immediately prior to the Annual Conference.

2.5 Two-day annual conference - 'Mind the Gap'

The APMP UK Annual Conference offers unparalleled access to hundreds of bid and proposal management professionals - from independent consultants to multi-national organisations. It's a huge opportunity to make connections, share knowledge and be inspired by presentations from some of the profession's experts.

With this year's theme of 'Mind the Gap' we explored solutions to the barriers, disparities, and incongruities of four key themes within our profession and challenged delegates to address those that exist within their own skills, workplaces and experiences.



1. Bridging the Gap: between sales and bidding, bidding and delivery, and other key business functions.
2. Mind over Matter: stress, adversity and resilience in bid and proposal management.
3. The Skills and Knowledge Gap: developing professional skills and competencies.
4. APMP Mastermind: 'out of the box' thinking for trailblazing practitioners and professionals.

The APMP UK Annual Conference has become Europe's premier event for bid and proposal professionals. There are take-aways for everyone - from people at the very beginning of their career to executive leaders.

- Discover new trends and ideas from thought-leaders to sharpen your competitive edge.
- Networking opportunities will raise your profile and promote your career development.
- Exhibitors showcase the latest products and services that can generate a competitive advantage for your business.
- Recharge your batteries by connecting with friends and colleagues.
- Earn 15 CEU credits to support your continued APMP certification.

Compared to the cost of attending a training course, APMP UK's Annual Conference represents excellent value for money.



Georgie Barrat



Clark Carlisle



Levi Roots

2.6 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 227 attendees.

Bid Excellence



Winner: Lia Taylor-Higgins CF APMP
Eversheds Sutherland

Fiona Flower Knowledge Management



Winner: Aviva Corporate Benefits Team

Innovation



Founding Members, Pitch2Proposal – The Leeds Bid Network: Nicki Dodds, Rose Kearns, Ruth Stringer, Vanessa Kilburn

People Development



Winner: Eversheds Sutherland

Writing



Winner: Matt Antill (Telefónica UK Limited (O2))

3. Structure and governance

Board structure



Jon Darby CPP.APMP
Chapter Chair



Mel Smith CP.APMP
Vice Chair &
Marcomms



Martin Kaye CP.APMP
Treasurer



Nic Adams CF.APMP
Conference Director



Karen Althen CPP.APMP
Events



Gareth Earle CP.APMP
Membership



Steven Coles CPP.APMP
Technology



Alan Howard CPP.APMP
Certification &
Apprenticeships

The 2018 Board were unpaid volunteers working to run the UK Chapter. They were 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

as at 31 December 2018

The unprecedented success of conference gave us a small surplus of £38k in 2018. This contributed to reserves of £385 by the end of the year. Given our need to self-fund the following year's activity (including conference), £250k of this will fund 2019, leaving a net reserve of around £135k assuming we can bring in a similar amount from conference again.

To be fiscally responsible we should keep a reserve of £100k, which means we can release £35k for investment in 2019/20 initiatives such as new Professional Development projects, and more high-profile events to benefit members. We will also look to the membership for ideas that will give real sustainable benefit to all, and help promote the profession within the industry.

The chapter has continued to adopt a staffing model of volunteers augmented by paid consultants for specific projects or domain expertise. We will continue to invest in support where that investment has benefit for the membership.

Income

We received £39k for membership fees, and £191k from conference, which far exceeded our estimates because of the record number of attendees and strong support from exhibitors and sponsors.

In 2019 we will begin charging a nominal fee for non-member attendance at events to encourage attendance (we have a high percentage of non-attendees for all events, which limits the numbers that could come), and give the benefit to the members over guests. We want to keep events open to guests to give them an introduction to the networking and learning opportunities, but also acknowledge that members are funding these events and should see the rewards without charges where possible.

Expenditure

Conference is clearly the largest expense we have, and the improved venue and four keynote speakers increased the spending, and enhanced the experience for members as the feedback confirmed.

A breakdown of the spend per portfolio can be seen overleaf. Some of this spend was unusual and unavoidable, such as ensuring we implemented GDPR correctly.

4. Profit and loss

as at 31 December 2018

Income

Membership	£39,356
Conference	£190,970
Interest	£50

TOTAL INCOME	£230,376
---------------------	-----------------

Portfolio Costs

Apprenticeships	£676
Certification	£2,179
Chair	£4,662
Conference (2018 Conference Net Rev/Profit = £44,460)	£146,510
Events	£4,938
Finance	£5,289
Marcomms	£7,122
Membership	£58
Strategic projects	£2,641
Technology	£8,956
SG&A	£8,853

TOTAL PORTFOLIO COSTS	£191,884
------------------------------	-----------------

Annual surplus	£ 38,492
----------------	----------

Savings account	£100,054
Bank	£208,614
Paypal	£38,224

TOTAL ASSETS	£385,384
---------------------	-----------------

2018 Total

Notes

Note 1 – Description of Organisation

The Association of Proposal Management Professionals (APMP) is a non-profit professional membership association founded in 1989 to serve as the worldwide authority for professionals dedicated to the process of winning business through bids, proposals, tenders and presentations. Their stated mission is to promote the professional growth of its members, which it does through offering education, certification and networking.

APMP UK is the local chapter of APMP in the United Kingdom chartered in 2001, whose mission is to promote the professional growth of its affiliated members through APMP's objectives, mission and programmes. APMP UK provides regular speaker and networking events, education workshops with the largest activity being the annual APMP UK conference.

Note 2 – Membership

Individual and corporate memberships are fully managed by APMP internationally. Membership reported at the chapter level reflects those individuals who actively choose to affiliate with the UK chapter. The chapter receives a quarterly rebate of member fees commensurate with the number of affiliated members.

Note 3 – Governance and Commercial

The APMP UK Chapter is governed by an elected Board of Directors, comprising volunteers. Serving on the Chapter Board of Directors or any of its sub-committees is open to any paid-up member, affiliated to the UK Chapter who volunteers their services. All members of the Board and its subcommittees are required to subscribe to APMP UK's Confidentiality of Information and Conflict of Interest policies.

All 2018 commercial activity of the Chapter is undertaken through UKAPMP Limited, a company limited by guarantee and registered in England (Co. reg. number: 11800662).

Note 4 – Value Added Tax

UKAPMP Limited is registered for VAT in the United Kingdom (VAT reg. No. 315546313).



APMPUK Limited
Company Registration Number. 11800662
32 Valley Crescent, Wokingham,
Berkshire,
United Kingdom,
RG41 1NP

VAT Reg. No. 315 5463 13
DUNS. 224682499