

S I X T E E N T H  
**A N N U A L**  
**C O N F E R E N C E**





**9-10 October 2018**

Hilton Hotel, Terminal 5, Heathrow

**MIND THE GAP**

# SCHEDULE DAY 1



**TUESDAY**  
**9<sup>TH</sup> OCTOBER**

MAIN ROOM	GALLERY ROOM 3	GALLERY ROOM 4	GALLERY ROOM 5	GALLERY ROOM 6
FROM 08:00	REGISTRATION			
08:30-09:00	FIRST TIMERS' WELCOME Mel Smith			
09:00-09:20	CONFERENCE WELCOME Jon Darby APMP UK Chair & Pete Morris MC			
09:20-10:20	 JEZ ROSE Keynote speaker <b>MASTERMIND</b>			
10:20-10:45	MORNING BREAK, REFRESHMENTS AND EXHIBITION			
10:45-11:40	<b>WIN BUSINESS USING BULLET POINTS</b> Baskar Sundaram <b>BRIDGING THE GAP</b>	<b>HARD FACTS ABOUT FUZZY PROBLEMS</b> Alex King <b>MIND OVER MATTER</b>	<b>ONCE UPON A TIME... HAPPILY EVER AFTER</b> Sarah Hinchliffe <b>APMP MASTERMIND</b>	<b>DEVELOPING A CAREER FRAMEWORK FOR BIDDING</b> Rachel Lewis <b>SKILLS &amp; KNOWLEDGE GAP</b>
11:50-12:45	<b>HACKS &amp; HINTS FOR GREAT DESIGN</b> Nicola Coffield <b>SKILLS &amp; KNOWLEDGE GAP</b>	<b>THE GAP - DOING A JOB &amp; MAKING A DIFFERENCE</b> Panel <b>APMP MASTERMIND</b>	<b>THE SALES / BID GAP - A SALESMAN'S VIEW</b> Dave Keep <b>BRIDGING THE GAP</b>	<b>MIND DOES MATTER IF YOU WANT TO WIN</b> Lucy Davis <b>MIND OVER MATTER</b>
12:45-13:45	LUNCH, NETWORKING AND EXHIBITION			
13:45-14:40	<b>MANAGING A VIRTUAL BID TEAM SUCCESSFULLY</b> Peter Sharpe <b>MIND OVER MATTER</b>	<b>MIND THE GAP BETWEEN YOU &amp; THE COMPETITION</b> Graeme Robson <b>BRIDGING THE GAP</b>	<b>BIDDING SAVED MY LIFE</b> Lloyd Johnson <b>MIND OVER MATTER</b>	<b>THE LEADERSHIP GAP BETWEEN YOU &amp; WINNING</b> Rachael Cunningham <b>MIND OVER MATTER</b>
14:50-15:45		<b>BLOOD ON THE WALLS - THEORY vs REALITY</b> Eve Upton <b>APMP MASTERMIND</b>	<b>ALL BY MYSELF: THE JOYS OF WORKING FROM HOME</b> Pippa Birch <b>MIND OVER MATTER</b>	<b>RFP SURVIVAL STRATEGIES</b> Mairi Morrison <b>MIND OVER MATTER</b>
15:45-16:10	AFTERNOON BREAK, REFRESHMENTS & EXHIBITION			
16:10-16:25	RICK HARRIS Executive Director APMP International			
16:25-17:25	 CLARKE CARLISLE Keynote speaker <b>MIND OVER MATTER</b>			
17:25-17:30	PETE MORRIS Day 1 Wrap up			
19:00-19:30	PRE-DINNER DRINKS			
19:30-24:00	BLACK TIE AWARDS DINNER AND ENTERTAINMENT			



WEDNESDAY  
10<sup>TH</sup> OCTOBER

# SCHEDULE DAY 2

GALLERY ROOM 3	GALLERY ROOM 4	GALLERY ROOM 5	GALLERY ROOM 6	MAIN ROOM
REGISTRATION				FROM 08:00
FIRST TIMERS' WELCOME Jon Darby				08:30-09:00
CONFERENCE WELCOME Mel Smith AMPM UK Vice Chair & Pete Morris MC				09:00-09:20
BRIDGING THE GAP LEVI ROOTS Keynote speaker 				09:20-10:20
MORNING BREAK, REFRESHMENTS AND EXHIBITION				10:20-10:45
WHY PROPOSALS FAIL: BRIDGE THE PERCEPTION GAP Tony Corrigan BRIDGING THE GAP	BIDDING, THE ART OF SEDUCTION Andrew Hickey BRIDGING THE GAP	THE SECRET DIARY OF A BID DOCTOR David Gray SKILLS & KNOWLEDGE GAP	DEVELOPING PEOPLE ISN'T JUST ABOUT TRAINING Tony Birch SKILLS & KNOWLEDGE GAP	10:45-11:40
BUYERS' VIEWS OF BIDDERS Graham Ablett BRIDGING THE GAP	WHO WANTS TO BE A BID MANAGER? Panel BRIDGING THE GAP	BRIDGING THE DATA TO KNOWLEDGE GAP Gillian Dionne BRIDGING THE GAP	PLEASE EXCUSE MY MIND Pamela Williams MIND OVER MATTER	11:50-12:45
LUNCH, NETWORKING AND EXHIBITION				12:45-13:45
40 TO 1 Panel SKILLS & KNOWLEDGE GAP	HAS ANYBODY SEEN MY ELEPHANT? Mike Fernott MIND OVER MATTER	TEXTBOOK vs REALITY - WHAT'S THE GAP? Victoria Christmas & Pat Thomas BRIDGING THE GAP	PURSUIT EXCELLENCE - GRACE UNDER PRESSURE Angela Fraser MIND OVER MATTER	13:45-14:40
	BUILDING STRESS RESILIENT BID TEAMS Matthew Hatson MIND OVER MATTER	AUTHENTIC PARTNERSHIPS Manuela Doutel-Haghighi BRIDGING THE GAP	CRUIKEY! SOMEBODY NICKED MY TITLE David Warley BRIDGING THE GAP	14:50-15:45
AFTERNOON BREAK, REFRESHMENTS & EXHIBITION				15:45-16:15
SKILLS & KNOWLEDGE GAP GEORGIE BARRAT Keynote Speaker 				16:15-17:15
PETE MORRIS Conference Wrap Up				17:15-17:30

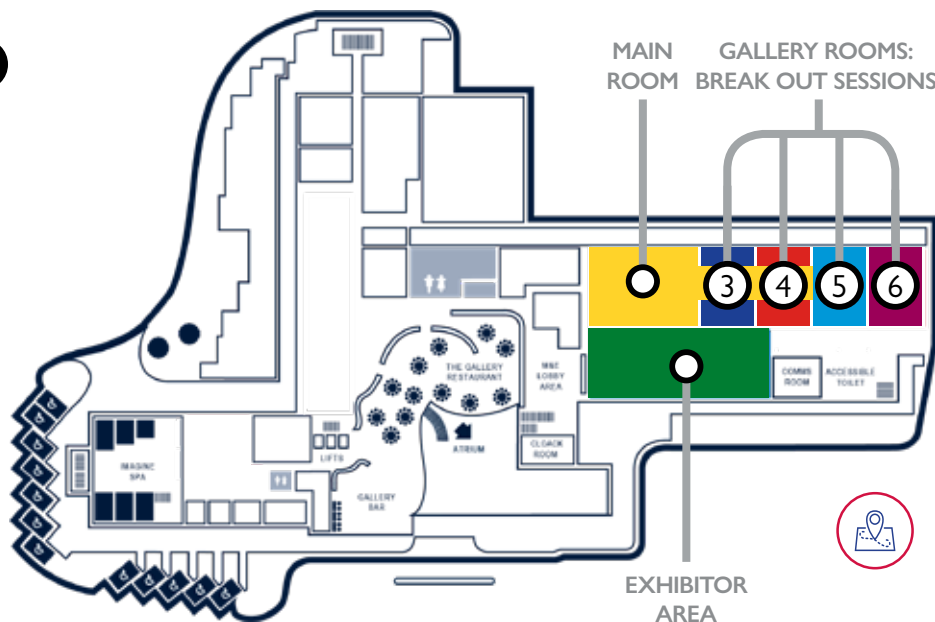


MIND THE GAP





# FIND YOUR WAY

## SIXTEENTH ANNUAL CONFERENCE

Mezzanine level floor plan:  
Hilton Hotel, Heathrow T5



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# 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 will explore solutions to the barriers, disparities, and incongruities of four key themes within our profession and challenge delegates to address those that exist within their own skills, workplaces and experiences.



## Takeaway

Now in its sixteenth year, the APMP UK Annual Conference has become Europe's premier event for bid and proposal professionals. There are takeaways 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.

**BRIDGING THE GAP:** Between sales and bidding, bidding and delivery, and other key business functions

**MIND OVER MATTER:** Stress, adversity and resilience in bid and proposal management

**THE SKILLS & KNOWLEDGE GAP:** Developing professional skills and competencies

**APMP MASTERMIND:** "Out of the box" thinking for trailblazing practitioners and professionals



# CHAIR WELCOME



Welcome to APMP UK's sixteenth annual conference – the premier learning and networking event for bid and proposal professionals.

JON DARBY, CHAPTER CHAIR, APMP UK

This year's theme, 'Mind the Gap', resonates with some of the highest-profile challenges facing our profession. It's great to see that there's increasing recognition of the stresses associated with working in the pressure cooker of a deadline-driven profession, and the impact that has on our wellbeing. My personal hope is that we can banish the 'hero culture' associated with bid and proposal professionals.

This year, our principal aim is to promote better member engagement, and we are delivering on two fronts: firstly, we asked what you wanted from your conference, and secondly, we invited you to vote for which topics you wanted to hear. Both are 'conference firsts' and I'm excited to see this become reality.

We've got an exciting line-up of keynote speakers, a varied programme of thought-provoking topics, as well as exhibitors offering advice and showcasing the latest products and services to help you win work.

I encourage you all to make the most of your time here, catch-up with old acquaintances, make new contacts, and take away new ideas.

It's an exciting time to be part of APMP UK with many new initiatives underway that will promote better member engagement and enhance member benefits. As my term as Chapter Chair comes to an end in December, I'm delighted to handover to Mel Smith, who I'm sure will continue to drive things forward. Mel has made a fantastic impact as our Marketing & Communications Director since recently joining the Board. APMP UK has an exciting future with Mel at the helm!

## WHAT TO EXPECT...



### EXPERT SPEAKERS

Steeped in industry expertise and with tricks up their sleeves



### RELEVANT TOPICS

The agenda has been chosen by you with your key challenges in mind



### INTERACTIVE LEARNING

More whiteboard, less PowerPoint, to ensure knowledge mining



### KNOWLEDGE SHARE

Build your peer to peer support network, during sessions and over lunch



MIND THE GAP



Get the best possible outcome

**10+**

years supporting bids  
with focus on the  
evaluation stage

**\$400bn**

evaluation  
projects  
supported



**400+**

client bids  
supported



**7%**

increase in bid  
score



Our ADVANCE™ consultancy-led bid management solution is uniquely placed to bring focus and structure to the bidding process, supporting you to deliver the best possible outcome.



Position  
to win



Maximise  
marking



Insight  
and clarity



Expert  
guidance



Process  
efficiency

Find out more:

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 [info@commercedecisions.com](mailto:info@commercedecisions.com)



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# KEYNOTE SPEAKER

MASTERMIND

Jez Rose

09:20-10:20



DAY 1

Main Room



Expect to be energised by Jez's infectious enthusiasm and fascination with behaviour and excellence. He will give us insight in to how we can become our own Masterminds, and will undoubtedly make us laugh along the way.

Jez Rose has spent his life learning about – and fascinated by – the impact nature has on human health, wellbeing and behaviour. He is passionate about how small changes to how we think and behave can produce extraordinary results.

Jez worked for over a decade with businesses worldwide as a behaviour insight advisor shaping culture, leadership and legacy. Now he is invited

to speak at conferences and events in more than 14 countries; his uniquely entertaining, inspiring and informative style making him a firm favourite and a speaker with lasting impact.

An award-winning author, Jez is a recipient of the Beverly Hills Book Award and his articles and features have appeared in titles as diverse as The Daily Telegraph, CNN, Liz Earle Wellbeing and BBC Countryfile magazines. His latest book, "Flip The Switch: achieve extraordinary results with simple changes to how you think" is published by Capstone. He has been invited to speak at the world-renowned TEDx conferences in both the UK and USA.

Wake your morning up with the energy and entertainment that is the calling card of Jez.

Takeaway



- Learn how small changes to how we think and behave can produce extraordinary results
- Be inspired and leave with real-world strategies for change
- Explore complicated topics in an accessible way with tremendous honesty, clarity, warmth and humour



MIND THE GAP

# KEYNOTE SPEAKER

MIND OVER MATTER

## Clarke Carlisle

DAY 1



16:25-17:25



Main Room



When thinking about resilience and how we put Mind over Matter, Clarke Carlisle has a good deal of insight and advice to offer us – he is an ambassador for the mental health charity Mind and the Premier League *Kick It Out Campaign*, which promotes inclusion and equality in football.

Clarke is a radio and television presenter and former professional footballer. He has authored two documentaries, "Football's Suicide Secret" and the critically acclaimed documentary "Is Football Racist?" for the BBC, and wrote a book about his career "A Footballer's Life", which was published by Simon & Schuster.

Clarke has experienced the very highs of professional sport. He has won promotion with both Blackpool and Burnley, represented his country and has played at the home of English

football, Wembley Stadium. However, in 2001 Clarke suffered a posterior cruciate ligament injury which sidelined him for a year, nearly ending his career.

He is an honest and moving speaker in the area of Mental Health, and will share with us his amazing and heart-breaking experiences throughout his career, and give some inspiration on how we can celebrate the successes and overcome the challenges of life.



### Takeaway

- An inspiring view on how to positively respond and adapt to situations that change beyond your control
- A glimpse into what it is like to represent your country at the top of your profession
- An understanding of the work of Mind and what it does to advise and empower anyone experiencing a mental health problem



# KEYNOTE SPEAKER



BRIDGING THE GAP

## Levi Roots

09:20-10:20



DAY 2

Main Room



Learn how Levi Bridged the Gap between creating something he loved to becoming a business success on Dragons' Den and beyond.

The phenomenal rise of Rastafarian musician Levi Roots is one of the most heart-warming business success stories to date. Levi made the big time by producing his Reggae Reggae Sauce, a delightful mix of barbecue and jerk sauce that won an exclusive contract in 2007 and was soon stocked in Sainsbury's stores across Britain – Levi's sauce is the chain's fastest ever selling product.

Prior to that, Levi had been making the sauce from his home kitchen with the help of some of

his seven adult children and selling the sauce at various small outlets in London, including a south London record shop.

But that all changed when he was featured on the hit TV show Dragons' Den. Two of the five judges were sufficiently impressed with Levi's charming presentation which included a song whilst strumming on his guitar, that they committed £25,000 each for a return share of 20% of his company.

In the space of eight years, Levi has gone from a sauce entrepreneur to restaurateur when, in December 2015, he realised his ultimate dream of opening a Caribbean restaurant.

Levi will share with us his insights on building a business from an idea, how to charm people you want to work with and his optimistic approach to life in general.

Takeaway



- Learn about perseverance in business to build something real from your ideas
- Be inspired to follow your dreams to make this happen
- Maybe he will tell us the secret recipe for his Reggae Reggae sauce...



MIND THE GAP

# KEYNOTE SPEAKER

## SKILLS & KNOWLEDGE

Georgie Barrat

DAY 2  16:15-17:15



Main Room



Georgie knows a thing or two about enhancing Skills and Knowledge, especially in the technology world. She will share her experiences and passion for developing understanding.

Georgie is a leading technology journalist and broadcaster. Every week she presents Channel 5's 'The Gadget Show', the UK's best loved consumer tech programme. This was a dream come true for Georgie and she has loved the challenge so far. Georgie also writes about tech for a range of publications including The Mirror, Marie Claire, Huffington Post & Tech City News and has spoken on the subject for the likes of ITV, Channel 4 and the BBC.

She has appeared regularly on ITV's 'Weekend' as their resident tech expert, talking Aled Jones through the latest gadgets and gizmos, whilst also working alongside the production team to help source and create the feature.

Georgie is passionate about employing and motivating Generation Z and women in technology, with a specific interest in getting more girls into coding. She works alongside two charities (STEMettes, Baytree Centre) to help encourage 11-14 year-olds to study STEM subjects at GCSE & beyond.



## Takeaway

- Get a perspective on being a woman in a man's world, and doing it with charm to win over the critics
- Gain insight into the technology world and the digital transformation it is undergoing that will hugely impact our personal and professional lives





# FEEDBACK

The APMP UK Conference has improved year on year by listening to your comments, building on what works well and adjusting where necessary.

We want to continue to bring you innovations, like giving you the power to vote on what you want to see.

Please share your feedback on each session with us throughout the event, and we will be in touch afterwards to gather your views on the entire conference.

**APMP UK  
Conference Team**



MIND THE GAP



## BRIDGING THE GAP



**BASKAR  
SUNDARAM**

GALLERY  
ROOM 3



TAKEAWAY



I'll walk you through a 7-step process for writing business winning bullets that will take your proposal from good enough to oh-wow—regardless of your voice, style, or industry.

## Win business using bullet points

**Why do you need bullets in your proposal?**

- Bullets are teasers, instantly building curiosity and urgency while drawing attention to your product/services unique benefits.
- Bullets are short, punchy text, they're able to engage people even when they skim through the proposal which, let's be honest, is pretty much everyone!
- Bullets are a powerful conversion element, focusing people's attention on the deep benefits of your product or services, moving them closer to the winning the tender.

As Mark Twain said - "I didn't have time to write a short letter, so I wrote a long one instead."

*Baskar has trained over 100 people and has led 40+ bids securing £5bn in new business across UK, Europe and Asia.*

*Baskar specialises in strategising growth and is an outsourcing industry thought leader. He advises debt and equity investors in outsourcing market hypotheses and competitive landscape.*

## MIND OVER MATTER



**ALEX  
KING**

GALLERY  
ROOM 4



TAKEAWAY



Participants will learn some hard facts about what does and does not work. They will be able to distinguish good and bad frameworks for tackling these problems.

## Hard facts about fuzzy problems

**People management is inherently complicated, but this problem is amplified because strategies that worked in one team may not work in others.**

Most advice given to people on this subject lacks broad applicability or rigorous empirical validation. Fortunately there is high-quality research to help make better decisions. This talk covers:

- Validated models of personality and what this means to recruiting, training and motivating people.
- Validated models of communication preferences so you can tailor your message and defend against adversity.

• Factual evidence that informs your response to individual differences in your team including stress management and maximising performance.

*Alex has spent the last nine years as a Price to Win Analyst working with bid teams on over £7bn worth of opportunities. A new people manager, Alex found that many of the popular frameworks and beliefs don't work so turned to see what research exists for better decisions.*





## APMP MASTERMIND

### Once upon a time... Happily ever after

Everyone talks about storytelling as an essential part of business writing. But what does storytelling really mean?

If you've ever watched a Pixar movie (Toy Story, Monsters Inc, Inside Out) you've probably been swept up in a maelstrom of emotion around good and evil, sadness and joy, love and hate. That's because the folk at Pixar have distilled storytelling into an unbeatable formula.

This year Sarah will deconstruct aspects of the Pixar formula and in her own distinctive style demonstrate to us how we can apply it to proposal writing, filling the gap between "Once Upon a Time" and "Happily Ever After".

As always, this session will be a lively – and valuable – mix of theory, debate and practice.

*Beneath Sarah's serious exterior, she is a bit of drama queen. As a youngster she acted in plays and led a successful team in a national public-speaking competition. Now, as a seasoned sales and bid consultant and Shipley trainer she is rediscovering her dramatic self to help us raise our game.*



**SARAH HINCHLIFFE**



**GALLERY ROOM 5**



**TAKEAWAY**

Be inspired to weave a better story into your next proposal – with help from the masters of the movies.

## SKILLS & KNOWLEDGE GAP

### Developing a career framework for bidding

Six year olds don't say "when I grow up, I want to be a Bid Manager". Why not? Bidding can be rewarding, enjoyable as well as challenging.

How do you attract and develop the right professional competencies?

We will share two complementary frameworks:

- Service lines - defining activities carried out by the bidding team and outlining the level of expertise expected for all levels from Associate Bid Manager to Bid Director
- Competencies - how we need to do it (behaviours)

There will also be an opportunity to share your expertise in this area and discuss the benefits for us all.

*Rachel is a Bid Director with over 20 years' experience in creating compelling offers to customers in government and commercial markets. She has delivered bids in a broad array of sectors all of differing sizes and complexity. Rachel understands the importance of developing the next generation of bidding experts.*



**RACHEL LEWIS**



**GALLERY ROOM 6**



**TAKEAWAY**

Plan the things you are going to do to help raise the professional skills in bidding individually and, perhaps, collectively.





## SKILLS & KNOWLEDGE GAP



NICOLA  
COFFIELD

GALLERY  
ROOM 3



TAKEAWAY



You will learn:

- Aims and principles of great proposal design
- Achieving the best outcomes with limited time and resources
- Practical tips to create beautiful documents

## Hacks & hints for great design

You've written an amazing bid – and need to make it shine with great design...

This session shares insights into how to hack your way to beautiful bids, with or without a proposal designer.

So, how can you get great results if your design resource is limited? Or non-existent?

Together we will explore proposal design from a real-world perspective, sharing insight into the design process.

There will be guidance on getting the best from your resources and practical advice that all professionals can apply to their bids:

- Proposal design principles – inside the mind of the designer
- Making the most of your resources
- Tips on layout, typography and imagery

*Nicola has been an in-house/proposal designer for nearly 12 years. After designing bids (and just about everything else) at EY for six years, she has spent the past two years as Proposal Designer for Hymans Robertson LLP. She's also been known to design theatre sets in her spare time.*

## APMP MASTERMIND



PANEL

GALLERY  
ROOM 4



TAKEAWAY



Be inspired to make a difference in the bid and proposal world.

## The gap - doing a job & making a difference

As members of APMP we strive to make a difference. Let's discuss ways to do this with some of our best - the 40 Under 40 and Fellows.

No one wants to be remembered for being adequate. We are, by the very nature of the job, competitive people who strive to be the best at what we do.

The APMP 40 under 40 are up and coming professionals who have already made a notable impact on the profession. APMP Professionals continue to be advocates of the profession, pushing the boundaries of best practice and making a difference. Our Fellows have the highest individual honour given in recognition of their significant contribution to the profession throughout their careers.

What makes these people go that extra mile, and how can we stay inspired to do the same?

**Panel:** Tony Birch is founder and MD of Shipley Ltd UK. Elected a Fellow in 2006, Tony served on the main board of the APMP for four years, overseeing APMP's certification programme.

A freelance consultant and Bid Services' NI Director, Roisin Mallon, has a wealth of tendering experience worldwide, and is a 40 under 40 for 2018.

Mike Fernott, a bid & marketing professional for over 12 years, manages the bid team at Optima Health. He achieved Practitioner and won a 40 Under 40 Award in 2018.

David Warley is a change manager with focus on performance improvement in bids, projects and programmes, and an APMP Fellow and Trainer.







## BRIDGING THE GAP

### The sales / bid gap - a salesman's view

#### "What Gap?"

This presentation provides a 10-point guide to creating a harmonious, integrated sales and bid team.

1. Operate within a common vision
2. Share specific goals
3. Organise effectively
4. Have a clear, balanced process
5. Hold the right team meetings
6. Build integrated campaign teams early
7. Hold regular rigorous pursuit reviews
8. Share the rewards
9. Show strong leadership at all levels
10. Always engage a Mr or Mrs Jolly

*Dave Keep is a principal business winning consultant for Harmonic Limited and leads the Harmonic business winning function.*

*He has nearly 20 years' experience in the sales and bidding environment working in both large and small companies, primarily in the defence arena. For the last 15 years he has led sales teams, spending nine of those years as a VP Sales or equivalent. He is passionate about winning business.*

*Dave loves his sales and bid professionals equally and likes them all to be one big happy family. This presentation is his 10-point practical guide to achieving this.*



**DAVE  
KEEP**



**GALLERY  
ROOM 5**



**TAKEAWAY**

Insight into leadership of campaign and bid teams operating in complex environments.

## MIND OVER MATTER

### Mind does matter if you want to win

**A revealing examination of the difference between bidding in a stressful environment vs. bidding in a pressurised environment.**

How do we create a highly charged bidding environment that is set to win and not stress us out? It is important to focus on the mental health of our bid teams and make sure we are not letting stress drive our bids. Lucy Davis will describe her experiences and their impacts, contrasting examples of winning and losing and their correlation to stress and pressure.

Using group discussion, research analysis and by examining relationships between pressure and creativity, we will explore the difference between levels and types of pressure vs a stressful environment.

*Lucy Davis is a Senior Bid Manager at QinetiQ and since her early days as a contributing Quality Manager has loved the buzz that goes with bidding. She believes that we must create the right environment for our teams for optimum performance and results.*



**LUCY  
DAVIS**



**GALLERY  
ROOM 6**



**TAKEAWAY**

Learn how stress in a bidding environment can negatively impact our win rates and how to improve win rates by creating an environment in which bids are pressurised but not stressful.





## MIND OVER MATTER



**PETER SHARPE**

GALLERY  
ROOM 3



TAKEAWAY



After this talk, you will have an insight into both the challenges and solutions for managing a virtual bid team including practical, cost-effective methods for successful team working.

## Managing a virtual bid team successfully

On any bid, people are the most important asset. How do you make them feel like they're in the same room, even if they're 500 miles apart?

Technology has transformed remote working. It is now easier than ever to connect with colleagues and get input from the right people, whether they're in Edinburgh, Eindhoven or El Paso.

This talk will cover:

- The benefits and challenges of remote/virtual working
- Insights profiling: how knowing your team's working styles aids success

- Creating a shared vision and culture of openness
- Low-cost communication tips and tricks
- Work and play: how to develop team spirit and trust
- Avoiding loneliness and isolation

*Peter Sharpe is Bid Manager/Writer for AM Bid. He has 7 years' experience in bidding and 3 years' experience in procurement with public and private sector bodies. Peter is also an experienced bid trainer and coach. He is a member of the APMP and is Chartered Institute of Procurement and Supply qualified.*

## BRIDGING THE GAP



**GRAEME ROBSON**

GALLERY  
ROOM 4



TAKEAWAY



- Identify changes and respond to them quickly and more effectively than your competitors.
- Learn new approaches buyers are using.
- Identify areas where you leave precious marks on the table.

## Mind the gap between you and the competition

For decades bid teams have advocated that you must differentiate against your competitors, and still the difference between first and second place on a bid averages at <1%.

Buyers know a bid can be won or lost on the quality of the bid team. However, they fear they are selecting the best sales effort and not the best partner. Buyers are doing something about it and we are finding that bidders are generally slow on the uptake.

Carrying on as normal may cost you dearly in missing deals you could be winning. Learn how customers are moving the goalposts and what you need to know about it from the company that is helping them make the change.

*Graeme, Bid Sector Lead, Commerce Decisions, discovered the world of bidding 25 years ago when preparing IBM for a major bid. He asked if anyone could explain what the customer was looking to achieve - it didn't prove to be a simple question. Graeme now helps buyers and bidders to align more.*





## MIND OVER MATTER

### Bidding saved my life

In late 2014, I was suffering from crippling anxiety that seemed to be getting worse as the days passed.

I quit my job and briefly thought about ending my life. I decided to get help and want to share with people:

- How I realised I had anxiety
- What I did to get help
- How you can help others
- How starting my business felt like it saved my life

We are constantly under the pressure of timelines, so in this profession more than most, we need to look out for each other, be patient and offer support.

*Lloyd founded SME Bidder, specialising in helping small businesses win more bids. Three years on, he's helped dozens of businesses win millions of pounds of key contracts across multiple sectors.*

*MCIPS qualified, Lloyd has spent almost 10 years in procurement and provides expert insights on procurement and buyer-side behaviour.*



**LLOYD  
JOHNSON**



**GALLERY  
ROOM 5**



**TAKEAWAY**

Ability to cope with anxiety and empathise with others through shared experiences.

Practical advice on getting help, with a positive message about what can be achieved with the right support.

## MIND OVER MATTER

### The leadership gap between you and winning

Drawing heavily from psychology, this talk explores seven personality archetypes (The Rebel, The Explorer, The Truth Teller, The Hero, The Inventor, The Navigator, The Knight) and how each has powerful abilities and hidden impediments to make or break the team dynamic, creativity and productivity.

Within each of us are two competing sides, a polarity of character, but only one leads to greatness. If we want to have a positive impact and make the difference between winning and not winning the bid, we must constantly rethink the instincts that drive both ourselves and the team.

*Rachael has worked within pre-construction for over a decade, managing major projects in the public and private sectors. Her broad experience of managing internal and external stakeholder teams has provided a substantial platform for observation of behaviour and identification of what makes a great leader.*



**RACHAEL  
CUNNINGHAM**



**GALLERY  
ROOM 6**



**TAKEAWAY**

Identification of seven personality archetypes and their corresponding gap, and how this can be harnessed to promote work winning.





## APMP MASTERMIND



EVE  
UPTON

GALLERY  
ROOM 4



TAKEAWAY



Be ready for anything, because you know it's coming - with resilience, agility, and a few tricks from a film master in the art of fixing. There may be war stories. And swearing (Certificate 18...)

## Blood on the walls - theory vs reality

There's a gap between the theory we learn and the reality we experience. What makes a master of the art of bidding is an ability to survive when there is blood on the walls and a looming deadline.

We've all had our fair share of bid disasters - from running out of ink to full on fights in the bid room. Nothing we learn in the standard teaching prepares us for this. We need that foundation in theory and best practice or we would fail before we start, but sometimes we need to learn from each other the things that will keep us alive.

At BidCraft, Eve helps companies achieve their growth targets by improving their bidding capability. She's constantly honing her negotiation skills attempting to persuade Jon to change the company name to 'WitchCraft'. Help her - he's the tall one with a badge that says Chair of APMP UK (the largest Chapter in the world).





## MIND OVER MATTER

### All by myself: the joys of working from home

Explore the challenges of working from home and get practical advice to help you to be happy, healthy and productive.

More people are now working from home for a variety of reasons, including a flexibility not found in a 9 to 5 office job. Unfortunately, even in this ideal work scenario, productivity and health can be negatively affected.

As a freelancer, Pippa juggles the needs of clients, family and herself. She faces many daily challenges that conspire against productivity. When bidding pressure is on, how do you stop?

Walking us through a typical week, Pippa will use her own experiences to explore the challenges of working from home and will also encourage delegates to offer up their own worries, experiences and tips for success.

*Pippa Birch CPP APMP made the leap into freelancing six years ago after 11 years as an employed bid writer in highways and construction. Juggling the needs of clients, family and self, Pippa tries to maintain a balance. In Pippa's (limited) spare time, she is Mum, Parish Councillor, IAT Publications Chair and muddy obstacle race finisher.*



**PIPPA BIRCH**



GALLERY ROOM 5



TAKEAWAY

Learn useful tips and inspiration for working from home successfully and healthily, plus a little gift to help you.

## MIND OVER MATTER

### RfP survival strategies

Multiple RFP workloads in the workplace environment can create stress not only in the workplace but also outside it.

This talk guides us through the stresses we may encounter daily in and outside the workplace, strategies that we can put in place to lessen the load and mindset tools we can use to continue to work effectively to meet deadlines, while retaining a good work/life balance. Focusing on her own experience, Mairi will look at latest research in relation to mindset and to apply this in our own hectic life, enabling us to remain sane in times of pressure.

*Mairi is a Global Bid Manager at Canon Europe. She is APMP Practitioner certified and won the APMP Award for Bid Excellence in 2015. Juggling multiple complex global bids during the last 15 years, Mairi has vast experience of dealing with the pressures of a very busy work environment.*



**MAIRI MORRISON**



GALLERY ROOM 6



TAKEAWAY

- Organising your mind to cope
- Mindset strategies to deal with stress
- Organisational skills
- Achieving work/life balance
- Mindset coaching tips





## BRIDGING THE GAP



**TONY  
CORRIGAN**

GALLERY  
ROOM 3



TAKEAWAY



Bidders will learn how to recognise and remediate differences in perception between what buyers actually need as opposed to what they ask for.

## Why proposals fail: bridge the perception gap

The gap between perceived and actual RFP requirements causes proposals to unnecessarily fail. This talk will share strategies that have successfully bridged the gap deliver winning proposals.

Did you ever get the feeling, when reading an RFP, that you're missing something. Maybe the requirements don't quite gel or something jars with your industry understanding.

It's a common misconception that buyers know what they're buying and are able to articulate their needs in an RFP.

This challenges bidders to construct compliant proposals that bridge the gap – between what buyers say

they want and what they should be looking for.

This talk is based on bidder and buyer interviews and an analysis of over 100 RFPs and their corresponding submitted proposals.

*Tony is Founder and CEO of TenderScout, a SaaS that provides end-to-end support to businesses competing for opportunities globally.*

*Tony has a background in software development and tender writing. Since 2012, he has participated in over 3,000 tender competitions and has conducted primary research on SME participation and win-rates in tendering.*

## BRIDGING THE GAP



**ANDREW  
HICKEY**

GALLERY  
ROOM 4



TAKEAWAY



1. Capture planning – what do we need to know and how can we get it.
2. Influencing – what can we do to build a bond
3. Bid qualification – how can we make the best go no/go decision

## Bidding: the art of seduction

Bridging the gap between sales and bids, this talk arms bid professionals with tools to drive the sales teams to more effective pre-sales engagement leading to more productive bidding.

Would you attempt to propose to a prospective life partner without getting to know them first? That's the position for many of us as we attempt to win new clients.

In this highly interactive and engaging talk, Andrew links the process of bidding to the romantic world to give his audience some memorable tips about capture planning leading through to effective bid qualification.

*Andrew is an APMP Practitioner and has worked in the area of both Sales and customer acquisition and retention for over 30 years.*

*He is supported by his colleagues, Nikki Grimmer and Nick Lumley.*







## SKILLS & KNOWLEDGE GAP

### The secret diary of a bid doctor

Improve your chances of success by learning from case studies, daily challenges and solutions from a multi-sector bid expert.

Pick up a whole raft of bid-tackling tools with this interactive and stimulating 'surgery' that is full of tips and techniques to overcome top proposal pain points.

David Gray will share his experience and, using case studies to illustrate his solutions and make them memorable, will show us how to:

- Find the value – identify win themes and value propositions
- Achieve quick wins – rapidly improve your bid

- Make marginal gains – attention to detail and forensic review
- Find the bid gold dust – learn where to look

*David is Bid Development Director at bid and proposal specialists AM Bid and has over 13 years' experience of bidding in diverse sectors and markets. Prior to joining AM Bid, David led a national team for EDF Energy, focusing on low carbon commercial proposals.*



**DAVID GRAY**



**GALLERY ROOM 5**



**TAKEAWAY**

Quickly get behind a complex technical solution to map out a bid winning strategy, including the identification of win themes, value propositions, differentiators, USPs and added value.

## SKILLS & KNOWLEDGE GAP

### Developing people isn't just about training

Learn how to quickly recognise your team's individual and group skills – and equip yourself with the right tools and know-how to develop them.

Capable business winning teams have the right mix of people to do a good job. Today, we can't just assign people at a task and hope it gets done. It requires a mixture of the right competencies and balance of personalities to be an effective team. And putting people through training is not always the best approach.

Whether you work alone or as part of a team, this session will help your understanding of:

- Competence of individuals, depending upon their role
- Most appropriate development approach for each individual and the team
- Personalities you have in the team
- Personality mix required for a team to be effective

*Tony Birch is founder and MD of Shipley Limited, with a background in the Defence and IT sectors. He served on the main board of the APMP for four years, overseeing the launch of the APMP's Certification Programme. Tony was elected a Fellow in 2006 and serves on the board of the BDII (Business Development Institute, International).*



**TONY BIRCH**



**GALLERY ROOM 6**



**TAKEAWAY**

You'll be equipped with a proven approach to developing individuals and teams in the way that is most appropriate to them.





## BRIDGING THE GAP



**GRAHAM ABLETT**

GALLERY  
ROOM 3



TAKEAWAY



- More insights on what buyers really think & expect
- A view on what to expect in future interactions
- Tactics to win more business

## Buyers' views of bidders

By sharing the findings of our latest views of buyers' research, we'll give attendees an accurate and current view on what buyers really think of their interactions during their procurement processes.

With this understanding, bidders will be able to think about the things they can do and the pitfalls they can avoid, in order to improve their chances of winning any bid that they are working on.

We'll also share insights from other research to show where the biggest differences are across the bidder and buyer interface. And we'll be posing the question "how can we reduce, or at least bridge, this widening gap?"

*Graham Ablett is a Consulting Director at Strategic Proposals, where he helps bid and sales teams to win specific deals, as well as providing advice and training to enable organisations to win more by improving their capabilities.*

*He holds the highest level of accreditation in the proposal industry, APMP Professional, and is an APMP Approved Trainer.*

## BRIDGING THE GAP



PANEL

GALLERY  
ROOM 4



TAKEAWAY



Bid managers negotiating structural or organisational changes will discover how to overcome barriers to cooperation, innovation and improvement to create an inclusive, high performing team.

## Who wants to be a bid manager?

The story of the building of a collaborative, commercially aware bid team is conveyed via the gameshow format.

Using the 'Who Wants to be a Millionaire' gameshow format to illustrate how to identify gaps between the bid team and its stakeholders, the Vocalink Domestic Bid Team provides a model for bid managers to emulate. In this interactive session, questions and answers pinpoint the key activities that encourage collaborative internal stakeholder relationships that improve performance.

Simultaneously, the team tells the story of how it was able to transform itself whilst undergoing both internal restructure and acquisition of the company by Mastercard, successfully shifting from chaotic admin function to valuable business-winning asset.

*Panel: Led by Paul Ruggieri (Director, Commercial Market Development), Vocalink's domestic bid team comprises Lee Hurt, Head of Bid, Ukachi Nwosu-Whenu, Project Manager, KC Anaba, Senior Bid Manager, Dan Elsey, Bid Manager and Rachel Liang, Assistant Bid Manager.*

*Collectively, the team has over 25 years bid management experience and all hold APMP certification.*







## BRIDGING THE GAP

### Bridging the data to knowledge gap

Time spent on data calls for content, employee qualifications and past performance is money wasted. A well designed Knowledge Management system streamlines data collection and reuse.

Where to start? How do you cast a critical eye on the options...the choices seem endless, as does the cost and risk of selecting the wrong approach. What are the common pitfalls of starting this process?

This talk starts at the beginning and provides a roadmap to developing and deploying systems to bridge the data to knowledge gap, providing

answers to the questions that management, users, and contributors have about BD knowledge management.

*Gillian has 20+ years in business development. In her current role with GDIT, she has developed multiple knowledge management systems to support proposal and capture management activities.*

*A member since 2001, Gillian served on APMP International Board of Directors. She is a certified Practitioner and a certified Knowledge Manager.*



**GILLIAN  
DIONNE**



**GALLERY  
ROOM 5**



**TAKEAWAY**

A KM roadmap that can be implemented in any company: identify and capture data; build relationships; find technologies to support.

## MIND OVER MATTER

### Please excuse my mind

When a major life event happens, make the most of it, search for the positive within and start thinking differently about work-life balance.

'Positive energy attracts positive energy'. People may roll their eyes when you say that, but it's true. Working through a whistle-stop tour of a ten-year bid career chequered with ill health (3-time cancer survivor), I'll share what I have learned and how it has impacted my approach to work and life in general:

- Learning from all experiences
- Listening to each other actively
- Awareness of energy vampires (yes really)

My treatment on the NHS cost quite a bit. I'd like to make a start at giving something back.

*Pamela is a career bid coordinator and, like many others, she began working on bids as a business requirement and her career developed from there. Her positive spin to life came from an initial cancer diagnosis just over ten years ago, with an eventual total of nearly three years off work. Positivity didn't happen overnight. A learned skill, it is easily transferable through open conversations and active listening.*



**PAMELA  
WILLIAMS**



**GALLERY  
ROOM 6**



**TAKEAWAY**

Find out how to manage your wellbeing and learn coping strategies for some of life (bids) might throw at you, making connections for your own benefit, not just for your business.



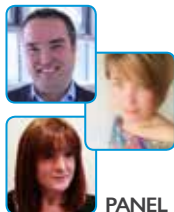
# DAY 2 SESSIONS



START:  
13:45

## SKILLS & KNOWLEDGE GAP

### 40 to 1



PANEL

GALLERY  
ROOM 3



TAKEAWAY



Skills and ideas to get you to the front of the race. New approaches and ideas for bidding will be brought to life through stories.

40 essential skills to get to number 1 position in a bid, brought to life through practical career tips and team tactics. A fresh perspective from three bid masterminds from the APMP 40 under 40 in 2018.

Hear about varied careers journeys, the skills and techniques they've developed along the way, including tips and tricks on how they have closed their own skills gap and brought fresh new ideas and best practice to life.

They'll show how their bid team has become greater than the sum of its parts and some of the innovative

approaches they've developed from a skills and learning perspective as well as from a bid perspective.

Bring your mobiles to the session - as there will be plenty of opportunity for interactivity and discussion along the way.

**Panel:**

*Anthony Dyer has 14 years' experience in the Telco and ICT bid environment, APMP 2016 Bid Excellence Award winner.*

*Clare Bliss is relatively new to both bidding and the telecoms industry, the past three years have been an exciting journey.*

*Helen Roberts has been bidding for 14 years. Helen has worked with different sized companies, bids and teams.*

## MIND OVER MATTER



MIKE  
FERNOTT

GALLERY  
ROOM 4



TAKEAWAY



A greater understanding of how to manage your mental and physical health in a high-pressured world, both at work and at home.

### Has anybody seen my elephant?

As humans, we naturally resist change. We muddle on, we make do, we tell ourselves it'll be different next time.

The bid and proposal world can be an unforgiving one. Deadlines, long hours, weekend working and misaligned work/life balance.

Within our industry, much like anywhere else, work still needs to be done to educate people about the importance of learning to address the elephant in the room... their mental health.

Learn how to recognise emotional triggers, how to develop coping techniques and, most importantly, how to stand up and face your elephant once and for all.

*Mike manages the bid team at Optima Health and has been a bidding professional for over 12 years. APMP Practitioner certified, he won an APMP 40 Under 40 Award in 2018. Mike is also an APMP mentor. Mike is a strong advocate for mental health since overcoming his own issues.*





## BRIDGING THE GAP

### Textbook vs reality - what's the gap?

An interactive workshop to find the balance between bidding best practice – and what is really needed to get the job done.

Best practice in bidding and capture management has undoubtedly raised professional standards and improved win rates. But sometimes time, resources or capability mean that best practice just isn't practical.

So what do we do? When can positive disruption help? This workshop encourages attendees to share experiences: when does best practice win? When is compromise necessary?

Note: this not therapy – some activities will be cathartic for some and may provide new ways of approaching issues we all face. We'll create a network of like-minded people to support you.

*Victoria Christmas is an independent bid consultant with a track record in defence and construction sectors, currently working at the European Space Agency.*

*Pat Thomas, a former CEO of APMP UK, is an independent bid strategy consultant, focusing her clients on what's right for their clients.*



**VICTORIA CHRISTMAS & PAT THOMAS**



GALLERY ROOM 5



TAKEAWAY

Find out how to push back to get the job done, manage up if necessary or move the team forward together in compromise.

## MIND OVER MATTER

### Pursuit excellence - grace under pressure

We react and change our behaviour when under stress affecting performance.

How do we ensure we attract, recruit, train and retain people who have resilience. What can be learned and how do we consider this when stretching and growing people?

What strategies are there for dealing with, recognising and preventing undue stress in the workplace? Are those activities in the right order?

A lively debate offers the opportunity to share ideas and discuss the benefits for us all in taking proactive action in this area.

*Angela has gathered a wealth of experience from over 20 years in bidding across companies such as AT&T, Serco, BTGS, HP (Now DXC), Capita, Fujitsu, and is presently very happy at QinetiQ. She is a natural coach and mentor who works with passion, humour and candour, challenging companies appropriately.*



**ANGELA FRASER**



GALLERY ROOM 6



TAKEAWAY

A plan for helping to protect people in bidding by equipping them with the skills, education and support to handle the stress and adversity of bidding with resilience.





## MIND OVER MATTER



**MATTHEW  
HATSON**

GALLERY  
ROOM 4



TAKEAWAY



Blueprint for developing resilient teams and techniques for self-regulation in stressful situations.

## Building stress resilient bid teams

How can you continuously deliver compelling, high quality proposals without burning out your team? In 2017, stress accounted for 50% of all work absence and more than 50% of staff turnover.

The stress often experienced in proposal teams is shown to hamper creativity and degrade decision-making, which can significantly reduce the quality of the proposals to clients.

Learn how neuroscience helps us understand the biology of stress such that we can design and train teams to produce creative, competitive and compelling proposals in situations that would crush the competition.

Matt worked for 25 years in complex engineering organisations. As Sales and Bid Director he won numerous multi-million pound bids globally.

He now coaches and trains businesses in numerous industries to be resilient to stress and rescues Executives suffering from burnout.

Matt is a licensed coach in numerous therapeutic fields, a trained biofeedback coach with a Degree in Electronics and Masters Degrees in Business and Leadership.





## BRIDGING THE GAP

### Authentic partnerships

This interactive talk will aim at reflecting and debating with the audience on the different phases of a client supplier partnership. Like any personal relationship, the key to its success is based on trust and straightforwardness.

How does one reflect both in a sales, competitive and cost constraint situation? The secret resides in building an organisation that is structured as one team, where all are actively engaged as partners from bid to sales, from transition to delivery.

We will discuss how to:

- Build a winning team
- Communicate with both teams and clients
- Create trust

- Instil authenticity
- Handle setbacks
- Build a business case
- Find the balance between cost and quality, and sales and delivery
- Measure and maintain a long-term partnership

*Trilingual, multicultural, versatile, Manuela brings 17+ years of experience in the IT Services industry selling, delivering and managing P&L to clients from start-ups to FTSE100 organisations.*

*Manuela is a natural agile leader who loves leading both global and local teams. She is an expert in fixing trouble partnerships, passionate advocate in diversity, and a regular public speaker at events.*



**MANUELA  
DOUTEL-HAGHIGHI**



**GALLERY  
ROOM 5**



**TAKEAWAY**

Teaming: how to build and lead an authentic and passionate team with experience in challenging bids, sales, transformation and challenging delivery to provide the best experience for a client.

## BRIDGING THE GAP

### Crikey! Somebody nicked my title

Don't forget the user! Engage with and understand your stakeholders to bridge the gaps between the user's vision, the written requirements, the solution, and your offer.

Each stage of a project is an opportunity for error; creating gaps between what the user wanted and what was specified, offered and delivered. Each gap is a source of risk. PMs apply a range of techniques to identify and close the gaps to improve the probability of success for their projects. We need to do the same.

Taking a light-hearted look at the "tyre swing" project, David considers the lifecycle of a project to identify

the lessons to be learned. In an interactive discussion he explores how the gaps might arise and what can be done to close them.

*David Warley is a change manager with focus on performance improvement in bids, projects and programmes. With 30 years' experience in business development and projects, David has researched and promoted the use of project management best practices in business development. David is a Fellow of the APMP and an APMP trainer.*



**DAVID  
WARLEY**



**GALLERY  
ROOM 6**



**TAKEAWAY**

Attendees will learn:

- Stakeholder engagement approaches
- Strategy validation tools and technique
- How to link features and uses to benefits
- How users appraise options & business cases.



# Respond to RFPs Faster. Win More.

Upland Qvidian is the enterprise standard for RFP and Proposal automation, helping more than 1,000 companies worldwide win more business with streamlined processes, increased productivity, and superior sales content.

Results our customers report after adopting RFP and proposal content best practices:

**28%** More wins

**30%** Reduction in RFP response time

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To celebrate over 10-years of partnership with APMP, **we are giving away 10 echo dots.** Please visit us at the exhibit hall to learn more about Upland Qvidian and to enter our raffle.



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# EXHIBITORS OVERVIEW

Bringing you the most cutting-edge and innovative products, services and solutions in the work winning market.

We are proud to host a diverse and exciting range of exhibitors, offering you the latest products, services and solutions to enhance your proposal output and function, while keeping you ahead of your competition.

We are delighted to welcome two guest exhibitors this year, Mind and Crown Commercial Services.



MIND OVER MATTER



## WHERE TO FIND US....

The exhibitor stands are located in the main break out area, where refreshments will also be served.



Crown  
Commercial  
Service

BRIDGING THE GAP

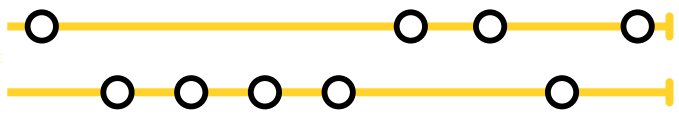
EXHIBITOR  
GUIDE:



COMMERCE DECISIONS	CV PARTNER	KNOWLEDGE CENTRAL	QORUS	QVIDIAN	SHIPLEY	STRATEGIC PROPOSALS	ROCKETDOCS	TENDERSCOUT
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BID SERVICES AND  
CONSULTANCY

SOFTWARE  
SOLUTIONS



MIND THE GAP



# EXHIBITORS



Hammersmith and Fulham Mind run the Well at Work initiative. We are a group of mental health experts with a passion for improving wellbeing in today's workplaces.

We work with small and large organisations in both private and public sectors across the UK, and more recently in Europe.

We offer a range of services including, but not limited to: Consultancy; Management Training; Staff Training; Wellbeing Workshops; and Support for individuals.

We can offer bespoke solutions to ensure you have the perfect programme for your needs.



Crown  
Commercial  
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Crown Commercial Service (CCS) is an executive agency of the UK government's Cabinet Office, we're the biggest public procurement organisation in the UK.

Our vision is to be the 'go to' provider of commercial solutions for the procurement of common goods and services for the entire public sector.

Our goals are to: maximise commercial benefits; focus on the customer; and strengthen the UK economy through effective policy delivery.



HAMMERSMITH AND FULHAM MIND

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With our experience of supporting some of the largest procurements globally since 2001, Commerce Decisions is uniquely placed to advise bidders on how to plan, prepare and execute the best possible bid.

We have supported more than 400 bids for over 50 clients over the last ten years, improving their bid scores by up to 7%.

Using a structured, proven approach, underpinned by the ADVANCE™ software, we ensure that you fully understand what the buyer is asking for and the marking structure of the evaluation.

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# EXHIBITORS



Knowledge Central is a cloud-based knowledge management system, created to help you keep your facts at your fingertips!

Developed by experienced bid specialists Onto the Page Ltd, Knowledge Central makes accessing, managing and sharing documents quicker and easier.

Simple and straightforward to use, it's packed with useful features like colour-coded expiry dates and star ratings, with three levels of user access to protect your information.

Take control - and transform the way your bid content is stored and shared.

Qorus helps organizations create business critical documents like proposals, RFPs and pitches more efficiently and accurately.

Our software is incredibly powerful but highly intuitive and easy to use. Even the most non-technical users can quickly create accurate, personalized and compliant documents



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# EXHIBITORS



Qvidian delivers the industry's most trusted proposal automation solution that offers security, compliance, and simplicity at scale.

Qvidian users can easily create (and maintain) a robust library of accurate, up-to-date sales content so sales and proposal teams have universal access to the information they need, whenever they need it – from anywhere.

Our solution allows users to streamline content management with reliable, real-time collaboration to quickly create professional sales documents and win more business.



Shipleys helps you win more business. It's what inspires and drives us.

We believe that any organisation, given the correct knowledge, support, tools, processes and advice can improve their ability to win.

Stop by our stand to find out more.



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MIND THE GAP

# EXHIBITORS



## StrategicProposals



### Helping clients to win for over 30 years.

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  - Industry-leading research – such as “The Buyers’ Guide to Bidding” (August 2018)

We're passionate about proposals. We'd love to help you to win more and win more easily.

Originally founded as Proposal Software in 1994, RocketDocs serves B2B enterprise customers who need to improve the speed and quality of their responses to customers.

RocketDocs combines SaaS technology with best practices to deliver improved speed and accuracy for RFP and proposal teams, as well as other customer-facing teams, including sales, sales operations, sales engineering, professional services, customer success, marketing, and technology.



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# EXHIBITORS



## Meet the APMP Board

Come along to the APMP stand to talk to your Board Members. We'll be on hand to answer any questions you may have on membership, events and certification.

We'd like to speak to you if you have any ideas for future events or initiatives that would benefit our members, or if you're interested in becoming a volunteer for APMP.



Meet TenderScout : the online platform that connects Bid Consultants with businesses across the world looking for successful Bid Writers.

Our online marketplace offers Bid Consultants access to a secure and qualified community of businesses who are currently engaged in live tenders across Europe and beyond. TenderScout SaaS is transforming the way business tenders for contracts.

Transform the way you do business.  
Meet TenderScout Marketplace.



JON DARBY  
Chapter Chair



MEL SMITH  
Vice Chair and Marketing & Communications Director



MARTIN KAYE  
Treasurer



NIC ADAMS  
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# APMP UK AWARDS 2018

The APMP UK Awards celebrate and promote the finest achievements within the bid and proposal management profession.



Each year we are blown away by the standard of entries, which demonstrates a remarkable level of quality and excellence amongst the organisations, teams and individuals that apply.

This year was no exception. The judges were overwhelmed by the number of submissions and the level of outstanding and cutting-edge bid best practice that was demonstrated.

We are delighted to announce the following Award Finalists, and look forward to showcasing their successes at our prestigious Black Tie Awards Dinner on the evening of Tuesday 9<sup>th</sup> October.

Congratulations to all our finalists!



## **BLUE ARROW TENDER MANAGEMENT TEAM**

With the strategy for 2018 being client retention, the bid team created a plan for all national account clients to help retain them at the end of contracts. Pre-tender client meetings were arranged to discuss service levels. Quantitative results include key dates and timescales agreed and adhered to, and daily completion and review of the compliance matrix.

## **LIA TAYLOR- HIGGINS CF APMP, EVERSHEDS SUTHERLAND**

As an international law firm, managed service agreements are not the usual contracting model. This made gaining internal buy-in and sponsorship more challenging. By partnering with senior stakeholders across the business and running face to face coaching sessions, the strategy enabled the team to move from 6<sup>th</sup> position at PQQ, to win the opportunity.

## **MEL KERRISON CP APMP, LEIDOS**

Having joined Leidos in May 2018 and recognising the size of the current deal, Mel proactively enlisted the help of external consultants to help drive the quality of the bid. Mel's work resulted in being awarded a very good score in the initial evaluation, which then secured Leidos' place in the ITT phase (believed to be in the top two).

## **Bid Excellence**

To recognise outstanding achievement on a live bid (individual or team).



# AWARD FINALISTS

## MELISSA WILDMAN, JONES LANG LASALLE

The property market has become increasingly competitive and clients are demanding quicker results. JLL needed to create something completely new that differentiates JLL from the competition and become market leaders. The new innovative solution, NXT Office, has revolutionised the way clients view and acquire office space as well as JLL's win rate.

## OXFAM GREAT BRITAIN

Oxfam Great Britain's Bids & Frameworks Team was created to improve bidding competitiveness in a rapidly-changing funding environment. The team of seven brings diverse experience from both charity and commercial sectors. With objectives reviewed, and governance greatly improved, the team's journey culminated in 2018 with the release of Oxfam GB's 'Bid Book'.

## FOUNDING MEMBERS, PITCH2PROPOSAL – The Leeds Bid Network

*Nicki Dodds, Rose Kearns, Ruth Stringer, Vanessa Kilburn*

This forum is an incubator for cross-industry best practice with member firms, reporting up to 20% improvements in win rates. There are demonstrable efficiencies in working practice by collaborating to advance their bid teams. Every interaction through Pitch2Proposal is about sharing physical examples of best practice making it a melting pot of ideas.



## Innovation

To recognise a new way of making a positive impact to successful bid and proposal management (individual, organisation or proposal centre).

## AVIVA CORPORATE BENEFITS TEAM

The Aviva Corporate Benefits team bids to companies to manage their employee pension scheme. A project team was set up to enable a more efficient approach, identify the best system for the scheme and to quickly and successfully implement it. The system is now implemented with Senior stakeholder buy-in. A significant number of benefits have also been achieved.

## CHRISTINA CARTER, INSTRUCTURE INC

Christina maintains Ombud, a sophisticated knowledge management tool. She maintains and updates this comprehensive content database while also serving as Senior Manager of the team, managing five employees across three countries. Their shortlist rate has increased year-on-year since Christina built the knowledge management system. The output demonstrates efficiencies achieved.

## UK KNOWLEDGE TEAM & UK PITCH TEAM, JONES LANG LASALLE (JLL)

Building on the UK Knowledge Centre's success of maintaining content, the UK Pitch team developed bespoke hubs for each business line, making the creation of smaller bids more efficient. This has enabled the UK Pitch team to cover 22% more pitches in the last 12 months and to offer support for more bids outside of London.



## Knowledge Management

### THE FIONA FLOWER AWARD

To recognise the implementation of knowledge management, that has resulted in more efficient and effective bids or proposals (individual, team or organisation).





# AWARD FINALISTS



## People Development

To recognise an organisation that has furthered the capability and/or impact of their bid teams to the success of the business (organisation).

### BLUE ARROW

Building on the momentum of the previous 12 months, the bid team continues to improve their skills with APMP qualifications underpinning development criteria to the teams' career goals. Continually enhancing skills and knowledge through APMP seminars together with best practice gained from continuous development has seen a very positive skills increase.

### EVERSHEDS SUTHERLAND

The Eversheds Sutherland Pitch Team is based across the UK and have maintained the highest technical and professional standards through APMP seminars, completing 'Mini Marketing MBA' and being joint founders of Pitch2Proposal. The firm has also invested in software and training for all Pitch Managers.

### JONES LANG LASALLE (JLL)

All employees are encouraged to develop new skills, acquire new knowledge and broaden their experience. The approach to performance management is co-owned between employee and a manager through individual 'My Performance' process. The plan has led to quantitative improvements with the UK Pitch team, increasing the win rate in numbers and value.



## Writing

To recognise excellent use of the English language – clarity, brevity and impact (individual).

### MATT ANTILL

Matt, a Senior Bid Manager with Telefónica and certified at APMP Practitioner level, wrote the content supporting a bid to Tesco Bank for their technology requirements. His writing gained positive feedback with the customer stating that it "gave us a good appreciation of the journey Telefónica is proposing taking us on."

### CHRIS HYND

Chris' challenge was to shift the buyer's focus from what had been a pedestrian relationship, to an exciting, prosperous future. He was determined to remind them of the 'good stuff' that would happen along the way! The client felt this executive brochure - complementing a wider RFP - would be perfect to articulate great value.

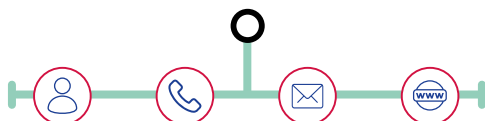
### ISMAIL LUNAT

Certified at APMP Practitioner level, Ismail's writing showcases how the proposed solution can meet each of the Customer's key objectives. Win Themes are signposted within the document where evidence of business similarities is flagged to link to their challenges. Ismail linked value of the solution to Customer's own strategy to enable cost reduction and improved customer service.





# AWARD SPONSORS



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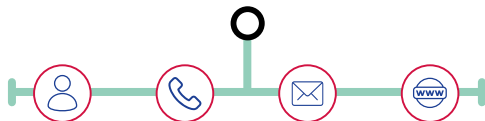
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Shipley helps you win more business. It's what inspires and drives us.

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**BID EXCELLENCE AWARD**



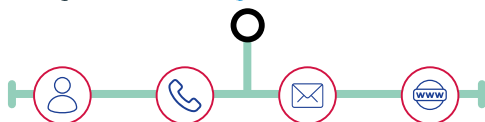
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**INNOVATION AWARD**



STEVE COLES  
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[www.uplandsoftware.com/qvidian](http://www.uplandsoftware.com/qvidian)

As a trusted partner of APMP UK, Qvidian is this year's Platinum Sponsor.

Our revolutionary proposal automation solution features enhanced simplicity, security, and compliance. Users can easily create a library of accurate, current content to win more business.

**KNOWLEDGE MANAGEMENT**

**THE FIONA FLOWER AWARD**



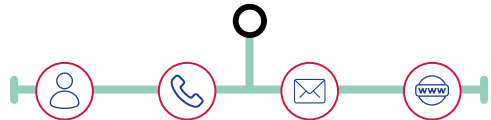
MIND THE GAP

# AWARD SPONSORS

In bidding, it's the teams that we work with that create some of the biggest challenges and conversely offer the biggest rewards.

I welcome this opportunity to celebrate others who are creating environments in which their people can grow.

## PEOPLE DEVELOPMENT AWARD



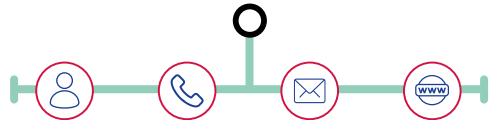
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## WRITING AWARD



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# ABOUT APMP



A not-for-profit organisation dedicated to defining and promoting best practice in bids and proposals.

As a group of like-minded practitioners, we share our knowledge, methods and experience to help members maximise their skills and effectiveness at bidding and proposals.

APMP is an international community of over 8,800 professionals across 26 chapters. With over 1,800 members, APMP UK is the largest chapter globally. APMP UK is run by volunteers drawn from the profession.

We offer a welcoming and inclusive environment in which to develop your skills and competencies, exchange ideas, contribute to debate and learn from others whether you are a novice or a seasoned proposal professional.

## YOUR ASSOCIATION NEEDS YOU!



The APMP UK Chapter is run by a small group of volunteers and, as the organisation continues to grow, we need help in supporting the membership.

If you could find some time to assist our team, please visit our stand or speak to a Board Member.

Or please email: [chair@apmpuk.co.uk](mailto:chair@apmpuk.co.uk)

Through regular and annual events, members get access to a wealth of information and analysis, and contact with specialists involved in all aspects of bidding - APMP offers something to everyone in the bidding and proposal industry:

- Directors and business managers responsible for recruiting bid specialists and developing the bid function within their organisations
- Proposal managers who want to apply the latest methods, tools and techniques to their own bids
- APMP members have a variety of ways to build their careers from the start through our internationally recognised certification programme, learning and skills development, and by networking with peers and prospective employers
- Business development and marketing professionals involved in preparing proposals
- Consultancies involved in developing proposals, training and coaching bid teams and advising on all aspects of procurement
- Vendors providing specialist solutions and support to bid teams



# APMP INTERNATIONAL

We are always excited to be a part of our APMP UK Chapter meeting, and for good reason. Not only is this chapter the largest in APMP, we tend to be able to make first time announcements at Europe's largest meeting for bid, tender, opportunity management and business development professionals.



**RICK HARRIS, EXECUTIVE DIRECTOR APMP**

We also want to share some important APMP initiatives that directly benefit APMP UK members. Here is what we are working on for our members in the UK and Europe:

## **PRACTITIONER CERTIFICATION REFRESH**

We are announcing for the first time at the APMP UK Conference the release date of our new APMP Practitioner Objective Test Examination (OTE) and Certification. The APMP new Practitioner will no longer be an essay assessment, but a scenario-based exam to test truly test your knowledge of industry best practices.

## **APMP UK COMPENSATION REPORT**

APMP International has released its first APMP Compensation Report for our members in the United Kingdom. We know that in the past the APMP UK Chapter has worked with Bid Solutions on a similar survey and resulting report, but this is the first one under APMP International's guidance.

## **PERSONAL & PROFESSIONAL DEVELOPMENT FOCUS**

APMP International will be spending most of 2019 focusing on and improving resources to benefit APMP members' personal and professional goals. We want to assist members in areas such as salary negotiations, professional career planning, LinkedIn bio, CV writing/management and other areas.

The goal is to continue to emphasize your professionalism in our industry. Look for future webinars, events and resource materials on this important area. We want APMP members to plan their careers in our industry the same way they think about their retirement planning. Additionally, we want you to know we are investing our resources to you.

If you would like to discuss additional ideas, please don't hesitate to talk to me at the APMP UK Conference. I look forward to meeting you.



# APMP MEMBERSHIP

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

Membership is open to proposal, bid, capture, business development, sales, marketing and graphics professionals, including full and part time employees, contractors and consultants, and students.

Recognised and respected by employers, APMP's international certification programme is unique to the industry and provides public recognition of bid specialists' competencies at every stage of their careers, from Foundation level to Professional. APMP certification is widely recognised and increasingly a requirement among employers recruiting bid specialists.

## Deepen your knowledge of all aspects of proposals

The APMP Body of Knowledge (BoK) represents the collected wisdom of the world's leading professionals in proposal, bid, capture, opportunity management and business development. The BoK was authored and peer reviewed by more than 80 industry experts using 70 research-based publications.

Attending our comprehensive programme of events allows members to stay abreast of best practice, identify emerging trends and learn from the bid world's most experienced practitioners. Hundreds of archived presentations and articles are available exclusively to members online.

Our flagship publications keep our members up-to-date with the latest industry news while our LinkedIn groups provide an ideal forum for sharing tips, techniques and insights.

## Meet your peers, colleagues & future employers

Members develop contacts and their careers through APMP. The two-day annual conference and monthly events throughout the country provide an excellent opportunity to learn from others while building valuable relationships with potential collaborators, employers and customers.

## Become a member

Not a member but ready to join? Go to [www.apmp.org](http://www.apmp.org) > Membership > Become a Member. Affiliate to the UK Chapter to ensure you receive UK information. The annual individual membership fee is US\$155 pa.

## Corporate membership offers additional benefits

For organisations with teams of seven or more staff, corporate membership is a cost-effective way to strengthen your team enhance the quality of the bid function and increase the motivation and retention of your most valuable resource, your people. Advantageous rates are available for team membership.

## FOR MORE INFORMATION...



### INDIVIDUAL MEMBERSHIP

Gareth Earle, APMP UK  
Membership Director

[membership@apmpuk.co.uk](mailto:membership@apmpuk.co.uk)



### CORPORATE MEMBERSHIP

Tony Round, APMP  
International Manager for  
Corporate Growth Europe

[tony.round@apmp.org](mailto:tony.round@apmp.org)



# APMP EVENTS



Our events and workshops provide the opportunity for members to meet and compare notes with peers in the bidding industry, while broadening their knowledge and skills through the expertise of high quality speakers.

Thanks to the generosity and dedication of our members, we have been able to hold events in even more areas this year and have covered the country from Glasgow to Bristol and many places in between.

As well as calling on recognised speakers, we encourage members to propose topics and present at events. Please volunteer, we can help you to build on your skills and overcome your nerves.

We also look to members to provide venues and recommend speakers they have heard elsewhere. Whether you are new to the bidding industry or experienced, our events inform and entertain. We look forward to seeing you soon.

If you do register for an event and then find that you cannot attend, please cancel your ticket on Eventbrite in order to free up the place for another attendee.

If you are not an APMP member but would like to receive details of scheduled events, please sign up to the APMP UK Newsletter on the main website [www.apmpuk.co.uk](http://www.apmpuk.co.uk).

## STAY CONNECTED...



Scheduled events and past event reviews can be seen at [www.apmpuk.co.uk](http://www.apmpuk.co.uk)



For more information please contact: [events@apmpuk.co.uk](mailto:events@apmpuk.co.uk)



# CERTIFICATION

APMP: The global standard for developing and demonstrating proposal management competency.



APMP provides a world-wide, industry recognised, certification programme for professionals working in a bid and proposal environment.

Achieving APMP Foundation and Practitioner Certification offers many benefits including:

- Respect, recognition and credibility from your peers
- Improves business development capabilities
- Creates focus on best practices for your clients and organisation's leaders
- Reinforces bid/proposal management as an important role within your organisation
- Demonstrates your personal commitment to your career and profession

The benefits for individuals and organisations of our Professional Certification programme are:

- **Career Progress:** Individuals will become more valuable to employers
- **Stand Out from the Crowd:** The Professional Certification process is rigorous, only a small number of individuals have achieved an APMP Professional Certification
- **Professional Respect & Credibility:** APMP certified proposal managers have equal standing with certified professionals in other fields

Organisations can directly benefit from their employees being certified by APMP.

## FOR MORE INFORMATION...



Contact Certification Director:  
[certification@apmpuk.co.uk](mailto:certification@apmpuk.co.uk)

There are documents to support your business case on our websites under Certification at [www.apmp.org](http://www.apmp.org) and also at [www.apmpuk.co.uk](http://www.apmpuk.co.uk).

## What level of APMP Certification could you achieve?

Junior level proposal professionals  
1–3 years' experience



### FOUNDATION CERTIFICATION

You have demonstrated an extensive knowledge and understanding of best practices.

Proposal professionals  
3 or more years' experience



### PRACTITIONER CERTIFICATION

You have demonstrated a mastery of how to apply best practices and lead others in their use.

Proposal professionals  
7 or more years' experience



### PROFESSIONAL CERTIFICATION

You have made a significant contribution to your organisation and/or the profession. In addition, you have proven leadership and communication skills.



# APPRENTICESHIPS



Attitudes to apprenticeships are evolving, and today there is a clear recognition that apprenticeships can be seen as an equal opportunity to university. Learning on the job continues to be a core focus for the UK Government, with a target to deliver three million apprenticeships by 2020.

To date, 240 trailblazers have developed 175 standards that are approved for delivery, involving over 2,600 businesses in over 100 sectors to make the quality of the UK's apprenticeships world class. Quality apprenticeships are essential to the economy, and ensure there is a constant stream of highly skilled workers and professionals available to businesses.

In 2016, the bid and proposal coordinator apprenticeship trailblazer group, led by Amanda Nuttall, were given the ministerial green light by the Department for Business, Innovation and Skills and the apprenticeship Standard was approved and published.

Under the leadership of Claire Bird, Director of Apprenticeships for the APMP, the trailblazer group have now reached the final stage of the approval gateway and are working closely with the newly developed Institute for Apprenticeships to gain final approval.

The bid and proposal coordinator apprenticeship has been created by 10 APMP employer members, who represent a broad range of sectors and are not only addressing skills gaps for businesses, but also create brilliant opportunities for people through the work they are doing.

To date, the wording of the standard (Bid and Proposal Co-ordinator ST0056) and the End Point Assessment have been approved. The next major hurdle is obtaining a funding band to support the apprenticeship. Once that is done and has been approved then the bid and proposal apprenticeship will be formally in place.

We hope to be able to update the conference with good news.

## FOR MORE INFORMATION...

Please contact:

[apprentice@apmpuk.co.uk](mailto:apprentice@apmpuk.co.uk)





# MENTORING



## “Mentoring is proven to benefit both Mentors and Mentees”

David Melcher - CEO Excelis in the Harvard Business Review

The UK Chapter of APMP provides a free Mentoring service in parallel to the existing Certification programme. It is staffed by volunteers who assist members to fulfil their potential in proposal management through recognition by certification and the sharing of ideas and experiences.

Mentoring is not a replacement for a training programme, it is a valuable addition...

### Benefits to you of being mentored:

- Career advancement
- Personal support
- Learning and development
- Increased confidence
- Development of professional relationships

### What's in it for you? The opportunity to:

- Talk to someone who is already certified who can give you an unbiased view and assistance towards certification
- Get advice on how to approach the next steps in your professional development towards certification
- Progress through the APMP Certification route with support from someone who has already done this instead of having to do it in isolation

- Get to know other certified members of APMP and fellow mentees
- Build confidence in your own ability to achieve the next level of certification
- Discuss and gain understanding of real examples showing how others apply APMP best practices to their industries/contexts.

### NEED A MENTOR?



If you need a mentor, please contact:  
[mentor@apmpuk.co.uk](mailto:mentor@apmpuk.co.uk)

*Certification mentors are typically experienced bid and proposal management Practitioners and Professionals in the UK, who can offer support and guidance on achieving the next steps in certification.*

### WANT TO BE A MENTOR?



Want to be a mentor, and also earn CEUs? Then please get in touch!

Contact our coordinator:  
[mentor@apmpuk.co.uk](mailto:mentor@apmpuk.co.uk)



# VICE CHAIR MESSAGE

I can hardly believe that nearly a year has gone by since it was announced that I would be joining the Board of the APMP UK Chapter as Marketing and Communications Director and now, Vice Chair.

MEL SMITH, VICE CHAIR APMP UK



During 2018, Jon Darby, in his role of Chapter Chair, has been instrumental in championing the Bid and Proposal Management Profession on behalf of our membership and I am delighted to be able to take over those reigns next year.

Welcome to what promises to be another spectacular UK Conference with an exciting lineup of speakers. This year's theme of 'Mind the Gap' explores solutions to the barriers, disparities, and incongruities of four key themes within our profession and challenges delegates to address those that exist within their own skills, workplaces and experiences. I hope you all are able to take full advantage of the next two days to see where your fellow professionals are taking our business of winning new work.

This year has been an exciting year for APMP UK. Our new website, launched back in May has been positively received by members. Along with its fresh, modern appearance, it is easier to navigate and is more informative for our membership.

We are working to launch the dedicated members area as part of our continued drive to enrich membership benefits. Remember, if there's anything that you think we should start, stop or continue then we would love to hear from you.

Our members continue to be the heart and soul of our organisation and we have had another bumper year for membership growth with our current membership numbers being at 1,819.

By the end of 2018, we will have held at least ten events across the country. In London, our events still sell out in a matter of hours. Thanks to our Events Director, Karen Althen and her team for making all this possible.

I hope that throughout these few days, you will have the opportunity to talk to some of our Board members about the opportunities for you to become more involved and to support us to achieve our ambitions for the future.

Next year promises to be another great one for APMP UK, but that can only continue with your support.

Good luck for the coming year and I hope to see you at one of our events soon.



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RECONNECTED WITH A  
FORMER COLLEAGUE?  
GOT A GREAT PHOTO?



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We want you to share it all with us! #APMPUK



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