

## Speakers Guidelines

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**





## 1. Call for speakers

APMP UK invites bid, proposal, and capture experts to submit their proposals to present at the association's 2018 annual conference. Speakers and panel members are sought to fill breakout sessions representing the conference theme of 'Mind the Gap'.

Our conference attracts an attendance of approximately 350 professionals who represent dedicated communities with varied levels of experience. If you possess particular skills, experience or insights on bid and proposal-related topics that you think will benefit your peers, then we urge you to share them for the benefit of your professional association and its members.

## 2. Conference theme and areas of interest

This year's theme is 'Mind the Gap'. Many of our delegates will travel through London on their way to conference and may hear that common safety announcement warning of the gap between the platform and the train. This resonates with other gaps that are becoming apparent within our profession.

We want to explore four key lines, looking for solutions and ideas, and challenge 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.

Speakers with something to offer in these areas, and a passion for their craft, are asked to step forward.

Delegates will expect to take away useful knowledge they can apply in their working lives. They will have varied levels of experience, and we are seeking a balanced programme suitable for foundational learning through to challenging senior business leaders. Delegates really don't want to hear you sell them your product or services – make your talk a gift.

We are looking for topics that address these highly-requested areas of interest, based on feedback from past conference attendees:

- Industry direction and trends
- Team building and culture
- Business development
- Leading-edge tools, techniques, and technology
- Views from the stakeholders – procurement, sales, customers, and solution professionals.





### 3. Session formats

Following feedback from 2017, we are looking to refresh the schedule with new faces and topics, and a more interactive approach. Panels and workshops are more interesting to the delegates, as they show a preference for interactive sessions that encourage live debate, or which include hands-on exercises that improve understanding and help the message stick.

Sessions will be either 60 or 90 minutes in length.

#### A. Panels

These moderated sessions include more than three speakers exploring a specific topic from their different viewpoints and experience. Do you know an energetic and passionate group of people that can stimulate debate and offer innovative solutions for the common problems we face? Can we hear about the perceived gap between sales, bid management, and solutions from the people in those roles, and what they have found to bridge the gap?

#### B. Workshops

Workshops are more practical and interactive sessions aimed at raising competency levels relating to bid development and management. Have you developed techniques to successfully address a problem or created a new route to bid excellence? Do you have good ways of building teams and winning cultures?

#### C. Lectures – specialist topics

Delegates attending conference include many looking to increase their skills in specialist areas relevant to their work. To address this need we encourage speakers from across the bid profession and beyond. Do you have research on business trends? Do you have insight into client industry or regulatory changes? Do you own industry-specific metrics or experiences that you'd be willing to share?

[Speaker Sign-up](#)





## 4. Selection criteria

This year, in support of our member engagement and transparency goal, we will be asking the members to vote on who and what they want to see. This is a conference-first for APMP UK and we're excited about laying on a programme chosen by the members, for the members.

The APMP UK speaker selection committee will create a longlist of proposals for the members to consider. The members will vote on the final list of speakers.

### A. Longlist criteria

We will select presentations based on the following criteria:

- **New material** – special consideration will be given to speakers providing new content and fresh ideas. We are not looking for topics you or others have presented frequently before as this dilutes the learning experience.
- **New faces** – special consideration will be given to professionals from different areas and new points of view.
- **Panels and interactive sessions** – special consideration will be given to presenters or panels that have a new way of engaging our audience.
- **Theme alignment** – tell us the theme you are supporting and the audience you are targeting. Proposals that do not fit the theme may still be of interest, and we may invite you to present them at a regional event instead.

### B. Why present?

We know from experience that people who are selected are among the best in a competitive field, so you will be considered as an industry expert in your specialty area and this will have been validated by the votes of your peers.

- You will benefit from a 15% discount on the full conference ticket price.
- You will have proven to yourself that you have something to offer your industry, something to give back.
- Certified APMP members selected to present will also earn 20 continuing education units (CEUs).

[Speaker Sign-up](#)





## C. Timeline

<b>Sat 14<sup>th</sup> July</b>	Deadline for speaker proposal submission
<b>Fri 20<sup>th</sup> July</b>	APMP UK creates a long list of proposals that meet the selection criteria
<b>Mon 23<sup>rd</sup> July – Fri 3<sup>rd</sup> August</b>	Members vote on who they want to speak
<b>Mon 6<sup>th</sup> August</b>	APMP UK Speaker Selection Committee will invite the Speakers who the members have selected to the 2018 Conference
<b>Fri 10<sup>th</sup> August</b>	Publish the Speaker Schedule on website and email

[Speaker Sign-up](#)

## D. Presentation guidelines

Use the following guidelines when preparing for conference:

### Abstracts/synopsis

- Provide delegates with the benefits of attending your session – what will they learn, and what can they apply to their jobs and lives

### In general

- Be passionate – have a point of view
- Do not sell or pitch company services or products – this is not for you, and we will all think you are taking advantage of delegate time
- Frame your story so the listeners can follow the storyline. We are wired to listen to stories
- Mix Data and Narrative – Using only data is boring. Using only a story is weak
- Be yourself, be conversational, and leave the corporate sales patter at the office
- Slides need to be readable from a distance and memorable. We therefore recommend using images rather than text
- You do not have to have slides
- Proof-read any materials you produce
- Practice and test the timing, remembering you will get questions
- Remember there is an audience and engage with them
- Include speakers notes in any presentation decks as a clear aid to those who choose to download a copy after the session





- Make your session engaging and entertaining – you have a captured audience for 60-90 minutes, so it's only fair
- Embrace the nerves – this will give you energy and spark

### **Panels**

- Have your point of view, argue your case and give your experiences, but listen to your fellow panellists
- This does not have to be adversarial
- Do your homework and speak with authority
- Practice

### **Workshops**

- Use materials and exercises that support the session and make it interactive

### **Lectures**

- Draw on real life experiences and lessons learned
- Use data and examples to back up your arguments
- Come to a logical conclusion after a well-organised argument
- Include take-away messages
- Don't read your own slides
- Allow for at least 10 minutes for Q&A at the end.