



MID YEAR REVIEW 2024

#ProudToBeAPMP

APMP UK promotes the professional growth of its members by advancing the arts, sciences and technologies of winning business. APMP UK is the authority for professionals dedicated to the process of winning business through proposals, bids, tenders, and presentations.

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Founded in 2001, APMP UK is the UK Chapter of the Association of Proposal Management Professionals (APMP).

Through association and education, the Chapter provides members with access to tools, methods, processes, innovations, talent, and specialised expertise that can directly improve the ability to acquire new business and to sustain growth and competitiveness. APMP UK has over 2800 members, accounting for approximately one quarter of APMP's global membership.

APMP is a worldwide member association headquartered in Washington, DC. The association was started in California, USA in 1989. At the time of publication, APMP has over 13,000 members globally in 72 countries across 28 Chapters.

Our mission

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

Our vision

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

Our values

To accomplish our mission, we understand the following to be the values that guide our decisions and behaviour with each other and with those we serve.

Excellence: We strive to do our best and to be accountable to our members, our industry, and each other. We commit to providing the highest quality member service, with excellence and consistency everywhere we operate.

Integrity: We are honest and ethical in all our business activities. We will be transparent and share information with our members. We will treat everyone with integrity, keeping our promises and learning from our mistakes. We will have the courage to hold fast to our professional convictions.

Respect: We respect all members and welcome them into our association regardless of their gender, ethnicity, disability, religious beliefs, or sexual orientation. We care that each member has a desire to grow personally and professionally and that they are dedicated to the art and science of winning business. We value each voice, and we are stronger through the diversity of thoughts and the variety of ideas. We will listen to, respect, and consider all ideas.

Teamwork: We communicate, cooperate, and collaborate freely across organisational and geographic boundaries and work as one team to fulfil our mission.

Trust: We trust our colleagues, our members, and ourselves. We will strive to communicate with honesty and candour.

CEO Foreword

Dear Members,

At the start of the year, 12 months felt a very long time. An opportunity to do so much. With AI and the Procurement Act 2023 being in daily conversations, the landscape of bids and capture was and continues to evolve at pace. And APMP UK needs to be the place people go to for support in this changing environment. A place to find unbiased information, best practice, increase our sense of community – that place where we don't have to explain what our job is, and the conversation starter, collaborating with adjacent fields.

To be that go-to arbiter of bid, capture and proposal best practice, we needed to focus on our structure. At the start of the year, we introduced a Common Operating Model, aligning ourselves to business practices in how we operate and behave as a chapter. This saw us focus our strategic aims around three pillars:



Since then, we've continued to perform, delivering benefit for our members and seen growth across the chapter. We've held a phenomenal number of events, both online and in person, we've increased the number of focus groups, providing targeted value to specific sectors of our industry and we've grown our network, with external organisations coming to us for expertise.

Additionally, we've not been afraid to try new things. We held our first ever hybrid event in this half of the year, created a new board position in the form of Chief People Officer, with Ben Goodlad in post to increase our focus on volunteers, and to that point we held our first ever volunteer appreciation event. This report will detail our initiatives held this half year to provide member value and shine a spotlight on our achievements year to date.

As a board, we culminate this half year end with a review of our strategy. As a three-year plan, we are halfway through our execution and so it provided the right opportunity to review, refocus and re-energise our efforts, in line with the Common Operating Model to ensure we continue to provide member value. As such, I am excited about what we have on offer for our member this second half through to year end.

Mel Bunston, CP. APMP
Chief Executive Officer
mel.bunston@apmpuk.co.uk #ProudToBeAPMP



2024, the year so far!

We'll let **our numbers** do the talking...

55 

volunteers,
and
growing!

36 

active
mentor/mentee
relationships

8

new mentors
trained



15

events
held

2

panel discussions, including first ever
hybrid event

11

webinars

343

live webinar
attendees*

2

BIDX roadshows



691



167

issued
Jan - June

40



digital
badges to
date



newsletter
articles
published

Thank you to all our members for your ongoing support!

* This does not always mean unique attendees

January 2024

12

Kicked off 2024 with our Annual Quiz. We enhanced the format this year with the use of a dynamic leaderboard and time sensitive scoring!



15

Lee Hurt joins the board as Chief Revenue Officer

16

Monthly Chapter Board Meeting – launched the Common Operating Model, focusing on:

- Performance: Measuring success through data and feedback.
- Delivery: Keeping promises to ensure initiatives benefit members.
- Growth: Increasing learning and engagement opportunities, and broadening outreach.

This led to structural changes, strategic adjustments, new board and volunteer positions, and more support for volunteers.



26

Launched additional material on our website on the Procurement Act 2023. As the biggest legislative change to hit our industry in a generation, it is important that we provide members with unbiased information. [Click here.](#)



31

The Social Value Group released a blog exploring the wisdom of building social value into your sales campaigns before the formal procurement phase begins. [Click here.](#)



February 2024

1

Exploring human psychology in Capture Management, this article drew parallels with the hit TV show *The Traitors*. [Click here.](#)



13

Monthly Chapter Board Meeting: an opportunity to implement the Common Operating Model.



27

Results of the second Social Value Survey were discussed by Carole Davey, Sarah Hindcliffe and Claire-Alix Zapata Garin. Available on [APMPTV](#).



9

To celebrate National Apprenticeship Week, we launched a new Apprenticeship page on our website to highlight the benefits for apprentices and employers. [Click here.](#)

"The Journey of a Bid Apprentice" – Tom Hood shared his experiences and insights. Available on [APMPTV](#).



26

The Social Value Group publishes its second survey results report., showing how a good sample of the bidding community feels about buyers' and suppliers' social value maturity, overall and at different stages of the procurement lifecycle. [Click here.](#)



29

The first Procurement Act Panel Discussion in Reading, hosted by Clarks Legal, featured experts from legal, MOD Procurement, Commercial, and Capture.

The new Procurement Act will have a big impact on bidding and how we interact with our customers. It is vital that we all understand the new Act so that we can deliver compelling bids. APMP is providing useful information and guidance on the Act. – Jennifer Mallery, Capture and Proposal Lead Northrup Grumman

March 2024

1

The UK Chapter is part of a collaboration with other EMEA Chapters to form a Steering Group on AI. This group formed a collaborative article on AI in the capture process, authored by Mel Bunston, Teo Danilovic (UK) and Angela Elhs (DACH). [Click here.](#)



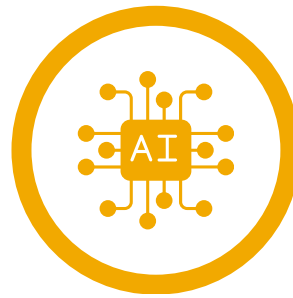
16

Monthly Chapter Board Meeting: held in person, and with a couple of new board members, we focused on forming our Team Charter as a board and began our review of the strategy, ensuring our efforts align with our North Star to be the go-to arbiter of bid, proposal and capture best practice in the UK.



20

David Wright and Laura Simmons shared their learnings and views from attending the Procurement Act panel discussion held on 29th Feb. Available on [APMPTV](#).



13

Angela Fraser joins the board as Chief Marketing Officer and Lucy Davis steps fully into the role of Deputy CEO and Conference Director for TBO 2024.

Serving on the APMP UK board and contributing to our excellent member services is a privilege. Supporting the existing board and Marketing Comms volunteers, it's a pleasure to be part of the team. It's fascinating to appreciate and contribute to the effort and brainpower behind everything, from the smallest detail to the three-year strategy, ensuring we serve our current and future members. – Angela Fraser, Chief Marketing Officer



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How do we make TBO 2024 the best yet? Like all bids, it starts with a kick off meeting to launch our planning initiatives.



April 2024

16

Monthly Chapter Board Meeting developed on our in-person session to hone in on the power of focusing on one thing per portfolio to ensure we deliver member benefit in alignment to the North Star and Common Operating Model.



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Engagement session with Catapults showcased APMP UK membership benefits for R&D bidding. For more info, contact David Wright at David.wright@apmpuk.co.uk.

The second Procurement Act panel, our first hybrid event hosted by AutogenAI, focused on AI's role in the Act. Panelists included experts from technology, capture, legal, and the Cabinet Office.



"APMP UK's new Procurement Group aims to both help members better prepare for procurement reforms, whilst equally helping to foster greater collaboration between buyers and suppliers in improving procurement practice. It's a big agenda, but we've got a great group together, and we're building some positive early momentum." – Jim Carley, Carley Consult

29

2024 anniversary digital badges released – if its your membership anniversary this year, there's a badge for you.



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Engagement session held with the team at Mott MacDonald to provide insights into APMP UK membership benefits. If you would like a similar session for your team, please email ceo@apmpuk.co.uk.



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APMP UK Procurement Focus Group formed, headed by Jim Carley, group members bring diverse experience and include: Jess Hewitt, Rachel Lishman, Kevin Finch, Anna Inman, Charles Grosstephan, Cher Wilkie, Adam Marchant, Gemma Waring, Louise Hilcoat, Madeline Fitton and Carol Miller.



May 2024

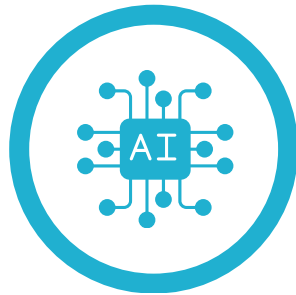


14

The first BIDx™ Roadshow of 2024 was held in Bristol at QinetiQ's offices with an interactive session on Critical Conversations by Body Talk UK.

APMP UK Annual Awards applications are open. Winners will be announced on November 5th. Categories include Best Newcomer, Bid Excellence, Collaborative Teamwork, and more.

Our Monthly Chapter Board Meeting finalized strategic actions for the second half of our three-year strategy.



15

The UK Chapter supported the EMEA AI Advisory Group in publishing a series of interviews conducted at BPC Barcelona, gaining opinions on AI technology in our industry. [Click here.](#)



23

New Design Focus Group established, led by Ciara Gilsonan and Victoria McAleese.

"When I heard about the Design Focus Group, I knew I wanted to join. As a former packaging designer, I initially felt disconnected in the industry. This group within APMP UK gives me a greater sense of belonging and the opportunity to advocate for design. As Chair, I'm excited and honored to lead this fantastic new group."

– Ciara Gilsonan, Design Focus Group Lead



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Calling notice for community speakers for TBO 2024 opened. An opportunity to showcase the knowledge and experience of our members at our largest event of the calendar.



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David Wright and Laura Simmons shared their learnings and views from attending the Procurement Act panel discussion held on 29th Feb. Available on [APMPTV](#).



30

Our biggest online event, the Social Value Measurement Platforms and Tools Carousel explored a number of ways to measure social value. Available on [APMPTV](#).

I was impressed with the result of the first Social Value survey the group presented during the 2022 APMP UK Conference, and how it impacted bid responses, so I volunteered to join on the spot! I have learned a lot since joining the group. I became the SV advocate at work, challenging leadership and raising awareness. - Stephanie Charman

June 2024

1

Launched Inspiring the Future volunteer registration opportunity to speak about Career Paths at members local educational venues. [Click here.](#)

The Procurement Group launched its first survey to gain views from members on the Act. [Click here.](#)



There's so much that the public and private sector can learn from each other. For me, APMP UK's brilliantly proactive Procurement Group is a platform for us all to bring these themes together at a moment in time when the way the UK Government procures is evolving for the better. – Rachel Lishman Director of Business Development, Savills



6

Our first ever volunteer appreciation event was held. Sponsored by CV Partner, volunteers and mentors gathered virtually. This event saw us launch the volunteer learning platforms, recognizing their contribution to APMP UK through the provision of personal development materials

"Since becoming a volunteer with APMP UK, I have been given the opportunity to learn from industry leaders about some really critical issues, including the Procurement Act. I've really enjoyed being part of a team, and as an early professional, I've been really supported to grow, which will no doubt benefit my career." Jess Hewitt.

4

Those affiliated with the UK Chapter and attending BPC NOLA met for a coffee morning to socialise in the Big Easy



10

A panel discussion on the APMP UK Awards. Featuring Parysa Pascoe, Jim Carley, Paul Harding and Mel Bunston shared tips and techniques from a former winner, judge and sponsor to help candidates best prepare their nominations.



13

Ben Goodlad joins the board as Chief People Officer – a role designed to focus on the attraction, retention and development of our valued volunteers.



14

To mark Carers Week, we recorded a special interview with Louise Thompson from My Folks and Mike Coverney on supporting those who work in bidding and care at home. Available on [APMPTV](#).

June 2024 continued

15

Monthly Chapter Board Meeting: halfway through 2024 marked the right time to conduct a mid-year review and lessons learned as we once again gathered in person.



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Mentor Cohort Training conducted at Mitie offices in Birmingham. So far, four mentees have gained a promotion thanks to our support. Two have set themselves on a career trajectory they have been looking for and one has stayed in the profession after looking to leave.

"The training was amazing. We are all genuinely proud to be APMP's latest mentor cohort and today's training has given us invaluable tools to undertake the role with confidence and to a high standard." – Cathie Moreira

Four mentees have gained a promotion thanks to our support. Two have set themselves on a career trajectory they have been looking for and one has stayed in the profession after looking to leave.



17

Tickets for TBO 2024 launched. Mark the 5th and 6th of November in your diaries – it's guaranteed to be a banger! [Click here.](#)

The Research and Development Focus Group formed – led by Matt Light and David Wright.

The R&D sector secures funding and delivers cutting-edge innovation but often lacks job titles reflecting their roles and access to bidding best practices. The newly developed APMP UK R&D Interest Community aims to highlight the importance of bid professionals and the nuances of their proposals. I'm excited to see the group's progress and the benefits it brings to APMP UK members.

Matt Light, Bid Excellence Team Manager, Wincanton



"The APMP BIDx Storytelling event by Body Talk effectively taught how to structure and present messages to customers, with real-world success stories. It also provided tools to analyse received messages, including identifying diversionary tactics." Toby Clark

27

Our second roadshow took to London, hosted by Open Opportunities. This time, Body Talk took us through Business Storytelling. Look out for more on our 3rd and final roadshow in Farnborough soon!

Developing our strategic relationships with adjacent fields, Mel Bunston was invited to host a roundtable discussion at the National Sales Conference – focusing on how sales and bidding can work together to win business on one thing AI can't do – emotion. [For the article containing the findings from the round table, click here.](#)

Whats in store for the rest of 2024

It's clear to see that a lot has happened this half year. As we align ourselves to business principles to support growth, we continue to deliver even more for our members.



TBO

Our flagship event is shaping up to be the biggest and best yet. On the 5th-6th November, TBO focuses on people, process and tools, ensuring there is something for everyone regardless of sector and seniority.



Events

The second half of the year kicks off with a webinar on PAS 360 in July. Our third and final BIDx(TM) Roadshow takes place in Farnborough in September, sponsored by BAE Systems.



Mentoring

With a new cohort of mentors freshly trained, the mentoring scheme continues to match mentors and mentees to help support people in various aspects of their career.



Intentional Career Path

The team are focused on research into the different roles within our industry and what that could mean for early careers considering bidding. Expect the results of that research to be published in the second half of the year.



People

Building on the learning platform schemes rolled out in the first half, our people focus is on how we attract, retain and support the development of our volunteer base. Expect more volunteer opportunities to be available soon as we continue to focus on our structure.



Revenue

We continue to seek additional revenue stream to enable us to deliver more to our members. Currently, we are on track to have a sizeable sponsorship of our 2024 packages.



Membership

Expect more digital badges to be released soon to mark different interactions with APMP UK. Additionally, the team are focused on designing initiatives that will excite members old and new.



Focus Groups

The Social Value Focus Group continue to provide value and have their sights set on supporting the National Social Value Taskforce, which influences much of what happens in local government and contributing to the [Social Value Conference](#) in October as well as TBO2024 in November!

The Procurement Focus Group will naturally be making sense of the results of the General Election and what that means for the Procurement Act 2023, as well as closing on their survey and analysing the results.

The R&D and Design Focus Groups will continue to establish their operating principles and targets to deliver to members in the upcoming year to end.



#ProudToBeAPMP

APMP UK Limited
175 Wokingham Road
Reading
Berkshire
RG6 1LT

support@apmpuk.co.uk
www.apmpuk.co.uk

Company Reg. No. 11800662
VAT Reg. No. 315 5463 13
DUNS No. 224682499