



# APMP Foundation Accreditation

EOH, Gillooly's View Office Park, Block F, Leopard Boardroom,  
1 Osborne Lane, Bedfordview, Johannesburg  
Wednesday, 27 July 2011



Association of Proposal  
Management Professionals

## Invitation to Proposal Writers

If you enjoy writing proposals, this is your chance to add a globally recognized qualification to your CV. You have only one chance this year to do it the easy way. BJ Lownie, certified APMP trainer and MD of Strategic Proposals is coming from the UK to South Africa especially to coach you to pass.

### Globally Recognized Proposal Qualification

The Association of Proposal Management Professionals offers the world's first Professional Accreditation Program for those working in a bid and proposal environment. The Program uses a process of examination and competency-based assessment, which is consistent and measured against world best practice standards. Strategic Proposals is an accredited training organisation for this qualification.

*"The Foundation level exam has helped me write better proposals in South Africa", says Sandy Pullinger, first chairperson of APMP South Africa and MD of proposal consultancy nFold. Pullinger is one of only 16 South Africans who have passed this exam so far. You can be a proposal pioneer too. Attend and take the exam.*

### When you pursue Accreditation you:

- Demonstrate a personal commitment to your career and profession
- Gain the respect and credibility of your peers, clients and organization's leaders
- Improve both your own and your organization's business development capabilities
- Bring a focus on best practices to your team
- Accreditation Enhances Your Career Progression

### The benefits for individuals of being recognized under our professional accreditation program are:

#### Career Progress

Individuals will become more valuable to employers because an APMP accreditation:

- Proves ability as a proposal manager
- Proves impact as a proposal manager
- Provides a "mark of quality"
- Identifies Proposal Managers for recruitment, promotion and succession planning

#### Stand Out From the Crowd

Not everyone has what it takes to achieve an APMP accreditation—achieving this differentiates you from other proposal managers:

- APMP accredited proposal managers are still a small percentage of the proposal management population
- Those achieving APMP accreditation have a current, proven and independently assessed record of proposal management
- No other scheme offers such tangible proof of impact

#### Gain Professional Respect and Credibility

APMP accredited proposal managers have equal standing with professionals in other professions. They:

- Demonstrate their commitment to reviewing and improving their skills and performance
- Move internally throughout organizations, and externally throughout industries, with recognized skills and credentials



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## Levels of Accreditation

There are three levels of accreditation. Each is tested in a different way and each requires a minimum level of experience. All participants in the Foundation course must have one year's experience of bid or proposal related work, and must be a paid-up member of APMP before they sit the exam. They also require a copy of the Shipley's Proposal Guide. Other than that, there's no pre-work required.

There are two parts to the accreditation at APMP-Foundation™ level:

1. You must provide the name of a reference person to APMP, (such as your line manager, a peer or a commissioning client) who is prepared to confirm that you have worked for at least one year in a bids and proposals environment.
2. You must pass the multiple-choice examination, by answering at least 42 out of 75 questions correctly.

## About the Foundation Course

The day starts no later than 08h30 and covers the following key areas:

- Overview of the APMP accreditation scheme and the Foundation Level qualification
- Detailed review of the five areas of the APMP Foundation Level syllabus
- Practice exam questions throughout the course
- Proposal writing case study, linked back to the APMP exam
- Candidates then sit the paper-based version of the APMP exam at the end of the training (starting no later than 16:00)
- Exam papers are marked at the end of the afternoon, and results (pass / fail) are fed back to candidates on a one on one basis

## About the Exam

The exam is designed to test your understanding of common proposal terminology. During the day, we'll work through the entire syllabus – highlighting the things that APMP expects you to know to pass. There will also be plenty of practice questions to build your confidence. The exam itself comprises 75 multiple-choice questions, each with four possible answers of which only one is correct. You have one hour to complete the exam (yes, you'll have to work pretty quickly!). The pass mark is 42. Straight after, we'll mark your papers and then give you your result. The good news is that the exam is "open book", meaning that you'll be able to take the course slides and your copy of the set textbook (which we'll give you on the day) into the exam with you.

## About your Trainer



### BJ Lownie PPF.APMP

BJ founded Strategic Proposals L.L.C. (formerly known as P3 Consulting) in 1987. Based in the US, he brings years of experience in building proposal centers, developing and delivering training and managing proposal efforts. He is a founding member of the APMP and has been accredited as a Proposal Professional.

BJ is a frequent, popular presenter at industry events and has published articles in the APMP Journal and Perspective. BJ was previously head of the Corporate Proposals Group for a major technology company, and has a background in business management, operations and journalism.

