

# Conference Programme

Wednesday, 20<sup>th</sup> October 2010

EOH, CA Building,  
Ground Floor Auditorium, Block F,  
Gillooly's View Office Park,  
1 Osborne Lane, Bedfordview  
Johannesburg

## Making a Splash!

Fresh Ideas to Inspire

## Better Proposals



Time	Event
08:00 - 09:00	Registration
09:00 - 09:15	<b>Welcome and Opening</b> - Sandy Pullinger, Chairperson: APMP South Africa
09:15 - 10:15	<p><i>International keynote speaker</i> Jon Williams, Managing Director: Strategic Proposals</p> <p><b>Winning Proposals – A Masterclass</b> Looking for practical tips to sharpen the quality of your proposals – and hence to improve your win rate? This interactive, high-energy session will review top tips for writing powerful content. We'll explore effective executive summaries, and look at the overall process for developing a compelling proposal that will differentiate you from your competitors. And we'll draw throughout on research with customers – what do they really look for in the proposals they evaluate?</p>
10:15 - 11:00	<p><i>A local perspective</i> Chris Rademeyer, Head of Tender Office: Deloitte</p> <p><b>How to avoid bid team burnout</b> An invitation to a proposal represents a gateway to potentially lucrative work. But the process involves more than writing a strong proposal or tender. You and your team members must launch a coordinated effort to research the prospective client's goals, competitors, and industry needs; evaluate necessary resources, including staff time, equipment, and technical support; and develop an accurate budget and realistic schedule. Using practical examples and case studies, this presentation will discuss ways to improve some process elements and how to effectively manage a proposal team and avoid bid team burnout.</p>
11:00 - 11:20	<b>Tea Break</b>
11:20 - 12:20	<p><i>Panel discussion</i> <b>Why you didn't win – A procurement manager's perspective</b></p>
12:20 - 12:30	Why aren't you a member of the APMP yet?
12:30 - 13:30	<b>Lunch</b>
13:30 - 15:00	<p><i>Workshop 1</i> Colleen Jolly, 24 Hour Company</p> <p><b>Proposal Pictionary: How to Translate Words into Pictures</b> Visuals increase success rates up to 43%, communicate 60,000 times faster, and give ideas 22 times more impact --so why are there so few pictures in proposals? Learn how to turn your ideas into clear, communicative, compelling visuals.</p>
15:00 - 15:20	<b>Tea break</b>
15:20 - 16:00	<p><i>Workshop 2</i> Colleen Jolly, 24 Hour Company</p> <p><b>This Old Proposal: A DIY Guide to Proposal Graphics</b> We all know pictures communicate faster and easier than loads and loads of text alone, but who has the time, resources, and wherewithal to actually put them in a proposal? In the spirit of "Do It Yourself," we will take actual proposal graphics and show you how to recreate them using Microsoft PowerPoint 2007 —in real time. We'll also look at case samples of other old proposals that have been successfully renovated, and take on any of your graphics that need a facelift.</p>
16:00 - 16:30	<b>Close</b> - Sandy Pullinger, Chairperson: APMP SA and Managing Director: nFold (Pty) Ltd
16:30	<b>Drinks, networking and APMP SA AGM</b>