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PACIFIC NORTHWEST
CHAPTER

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APMP Pacific Northwest Chapter News

August 2020

Vision Statement

Be our members' preeminent professional development resource by providing meaningful industry engagement, increasing national recognition, and promoting the highest caliber of business development.



Hot Tip of the Month

Prepping for Oral Proposal Presentations

Successfully surviving an oral proposal (and doing well) means more than reading off your note cards like you did in speech class. Here are three (3) key tips to remember:

1. **Rehearse, rehearse, rehearse!**
2. Time your presentation as you rehearse so you can adjust as needed before the real thing. You don't want to have to leave content out because you ran out of time.
3. Think of questions your audience (customer) may ask during or after the presentation. The more prepared you are, the less you still stumble and sound more confident and knowledgeable to your audience.

If you have a chance, check out Rebecca Link's *A Crash Course in Orals Prep* webinar (featured at APMP's WBVE). A great source of information.



Upcoming Events

Lunch & Learn Webinars

- September 8, 2020
- November 10, 2020

Coffee Talks

- October 13, 2020
- December 8, 2020

Ask Orca

Dear Orca:

I just have to rant for a minute! Like many of us who work in the proposal world, I'm juggling multiple proposals including subcontracting partners and internal subject matter experts contributing to the writing, so when I receive last minute massive changes to content, it literally can make me lose my mind. My question to you is, how do you handle repeated last minute changes and edits to proposals from other key contributors, even when you have done EVERYTHING in your power to



prep, plan, schedule, and anticipate/mitigate that risk?

*Signed,
Frazzled Frieda in Seattle*

Dear Frazzled,

Your situation sure sounds familiar! I'll bet many of our fellow APMP members can sympathize with your plight. For me personally, expecting the unexpected has become the norm when it comes to proposals. Because of this, I have found three strategies that I use in my proposal management practices that provide me with the most flexibility. They are:

1. Set and communicate solid deadlines;
2. Check in often and ask for help when needed; and
3. Give yourself time for a full cover to cover review.

Set and communicate solid deadlines: Every proposal effort that I manage starts with a kick off meeting where the entire proposal effort is laid out to all writers and reviewers, including the due dates of each writing draft, each review completion, each copy edit phase and final production. Everyone (writers and reviewers) has to acknowledge these dates and agree to them during kick off. Then, as we progress through the schedule, I am constantly checking the status of each writing section to see how it is progressing.

Check in often and ask for help when needed: My check in with writers/reviewers happens at a minimum on a weekly basis and sometimes twice a week. We walk through every section of the proposal and get a report of status towards meeting the deadline and any roadblocks being encountered. As soon as I notice a section isn't coming along as planned or there are roadblocks, we start setting up contingency plans to meet our deadlines. This might include bringing in additional writers or recruiting additional reviewers depending on where the bottle neck is occurring.

Give yourself time for a full cover to cover review: This means you incorporate a full cover to cover review of your proposal well in advance of final production. By doing so, someone from the management team has the opportunity to read the writing in its entirety, which does two things: 1) it holds writers accountable for solid drafts early on in the process and 2) if there are significant changes needed based on the full review, you have time to incorporate them before it's crunch time.

Above all else, remember, no matter how organized you are or how many plans you make, there will always be the unexpected that occurs. Give yourself the grace to accept it when it does and do your best to accommodate the changes as they arise. However, if you do the three things listed above, I think you'll find the number of "last minute drastic changes" will be minimized. As always, we hope you found this information helpful. If you have a question you would like to ask, please send it to communications@apmp-pacificnw.org with the subject line: "Ask Orca." We look forward to hearing from you!



Is your proposal team growing? Consider APMP Corporate Membership

There are multiple benefits to Corporate Membership. Cost savings, marketing, resources, and more. Visit APMP's [Corporate Membership page](#) to learn more.



Networking and Learning

In an effort to provide our members with multiple opportunities to connect, network and learn from each other, we will continue to offer our bi-monthly **Lunch & Learn Webinars** alternating with a monthly **Coffee Talk**. While the Lunch & Learns will feature presentations by industry recognized

experts, the Coffee Talks are meant to be more informal and provide an avenue for us to get to know each other better.

You don't want to miss out, so, mark the following dates on your calendar. We look forward to meeting with you soon!



As an added bonus, after each **Lunch & Learn**, we will be randomly selecting one attendee to receive a prize for their attendance. The prize next month is a Starbucks gift card.

Lunch & Learn Webinars



September 8, 2020

Mock Scoring Approaches and Scoring Tool Development

APMP PNW Chapter is pleased to welcome Kristin Dufrene CPP APMP Fellow. Kristin is Executive Director for Strategic Capture at CACI International Inc. She has 26 years' experience in Federal sector proposal development and management, business development and capture. She is skilled in strategy development principles and techniques; and has a comprehensive understanding of the Federal acquisition and evaluation process. Kristin also served on APMP's International Board of Directors.

[Click here to Register Now!](#)



November 10, 2020

Topic TBA



Coffee Talks

October 13, 2020

Kickoff Meetings

An effective kickoff meeting gets your entire team together and moving in the same direction. The kickoff meeting is an opportunity to start your proposal off right and address any issues or risks. It also is a great motivational tool. Join us for discussion about this critical topic.

[Click here to Register Now!](#)

As always, these will be informal chat sessions and all participants are welcome!



December 8, 2020

Content Management & Software Solutions

Business development and proposal professionals have a lot to juggle, and much of it is made far easier with content management and software solutions. These tools help us capture, store, activate, analyze, and automate. We rely on them for assisting with a multitude of tasks. Join us for discussion about this critical topic.

[Click here to Register Now!](#)

As always, these will be informal chat sessions and all participants are welcome!

Interested in sharing your own expertise with the chapter? We would love to hear from you. [CONTACT US](#) today and let us know what is most important to you!



Job Postings



Do you have a proposal or business development position to fill? Let our members know. Send an email with job information to communications@apmp-pacificnw.org, and we will post it to our [website](#).



Benefits of Membership



Certification Opportunities

APMP offers the world's first, best and only industry-recognized certification program for professionals working in a bid and proposal environment. APMP certification is the global standard for developing and demonstrating proposal management competency.

Achieving APMP Certification:

- Demonstrates a personal commitment to a career and profession.
- Improves business development capabilities.
- Creates a focus on best team practices.
- Gains the respect and credibility of peers, clients and organizational leaders.
- May result in additional compensation.
- Reinforces bid/proposal management as an important role within an organization and not as an ad hoc function that anyone can perform.

Visit the [APMP Website](#) to Learn More!



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Message and data rates may apply.