

The Association of Proposal Management Professionals
SOCAL Chapter invites you to attend



9th ANNUAL TRAINING DAY

October 26, 2012; 8 am – 5 pm

Disney's Grand Californian Hotel® & Spa, Anaheim CA
1600 S. Disneyland Drive, Anaheim, CA 92802



Network of Proposal Champions – Best Practices for Winning!

Featuring:

- **This is How We Do it**
Robert (BJ) Lownie, PPF.APMP *Managing Director, Strategic Proposals, LLC*
- **Let's Get Real or Let's Not Play!**
Brad Douglas, *Chief Operating Officer/VP Marketing, Shipley Associates*
- **Mind Mapping Techniques to Create Winning Proposals**
James Franklin, P.E., PMP *Project Manager, the Shaw Group*
- **Proposal Metrics & Proposal Dashboards**
Mark White, *Founder and Co-owner of Proposal Geeks*
- **Designing Winning Proposals**
Mike Parkinson, PPF.APMP *Co-owner, 24 Hour Company*
- **Leading, Not Just Managing**
Amy McGeady, PhD, PPF.APMP *Vice President of Professional Services, Privia LLC*

Register Now!

<http://www.acteva.com/go/wingame>

	APMP Members	General	Group Rate (3 or More)
Early Bird Registration (Until 9/14/2012)	\$139	\$189	\$139 each
Regular Registration (9/15/2012 – 10/20/2012)	\$169	\$219	\$149 each
Late Registration (10/21/2012 – 10/26/2012)	\$200	\$250	\$169 each

Note: Self-parking, breakfast and lunch included with conference registration

For more detailed conference and hotel information,
Visit the SOCAL APMP website:
<http://www.socal-apmp.org>



Association of Proposal Management Professionals (APMP)
Southern California (SOCAL) Chapter, presents:

9th ANNUAL TRAINING DAY

October 26, 2012; 8am – 5pm

Speakers and Presentations

8:00 AM	Registration & Breakfast	
8:45 – 9:00 AM	 <p>Steve Koger <i>APMP SOCAL Chair</i></p>	Welcome & Introductions
9:00 – 9:50 AM	 <p>BJ Lownie <i>Strategic Proposals</i></p>	This is How We Do it
10:00 – 10:50 AM	 <p>Brad Douglas <i>Shipley Associates</i></p>	Let's Get Real or Let's Not Play!
11:00 – 11:50 AM	 <p>Jim Franklin <i>The Shaw Group</i></p>	Mind Mapping Techniques to Create Winning Proposals
Noon – 1:00 PM	Lunch	
1:15 – 2:05 PM	 <p>Mark White <i>Proposal Geeks</i></p>	Proposal Metrics & Proposal Dashboards
2:15 – 2:35 PM	 <p>Mike Parkinson <i>24 Hour Company</i></p>	Super Mega Awesome Proposal Internet Scene-it Fun-Time Game
2:45 – 3:35 PM		Designing WINNING Proposals
3:45 – 4:35 PM	 <p>Amy McGeady <i>Privia, LLC</i></p>	Leading, Not Just Managing
4:35 – 4:50 PM	Closing Remarks	
5:30 PM – ?	Downtown Disney® Social	

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