

AIMING FOR A HIGH TARGET



The Association of Proposal Management Professionals (APMP®)

California Chapter invites you to attend our

11th ANNUAL TRAINING DAY

October 24, 2014; 8am – 5pm

Disneyland Hotel® in Anaheim, California

Optional Post-conference Social: 5:30 - ?



ROBIN DAVIS
CF APMP Fellow,
Chief Executive
Officer, Metre
"I don't get no respect! Three ways to Expand Your Influence & Heighten Your Personal Profile"

Six Dynamic Sessions



BEVERLEY SINCLAIR
Principal, Sinclair & Associates

"Putting on the Client's Hat: Compelling, Client-Focused Content Meets Page Architecture™"

NANCY WEBB
Owner, Nancy Webb Graphic Design



DICK EASSOM
CF APMP, Fellow (aka Wordman), Director, SM&A
"Wordpardy!"



AJAY PATEL
President & CEO, SM&A
"Are We Stuck in the Past? The Need for New Thinking"



RANDY RICHTER
President, Richter & Company
"Using Porter's 5 Forces to Hit the Target"



DR. TOM SANT
Fellow, Co-Founder, Hyde Park Partners
"Effective Translation: How to Convert Product and Marketing Copy into Effective Proposal Text"

REGISTER ONLINE

	APMP Members	General	Group Rate (3 or more)
Early Bird Registration (before 9/12)	\$180	\$220	\$180
Regular Registration (9/13 - 10/17)	\$210	\$250	\$210
Late Registration (10/18 - 10/24)	\$240	\$270	\$240

Rates include conference, breakfast, lunch, break refreshments, and a free self-parking pass (not valid for Valet); Optional post-event (self-pay) social at restaurant TBD; No refunds, including 'no shows,' however, a substitute may attend (please notify us)

For more detailed conference and hotel information, visit the California APMP website:

www.california-apmp.org/

Disneyland Hotel®, 1150 Magic Way, Anaheim, CA 92802 (714) 778-6600

<https://disneyland.disney.go.com/disneyland-hotel/>