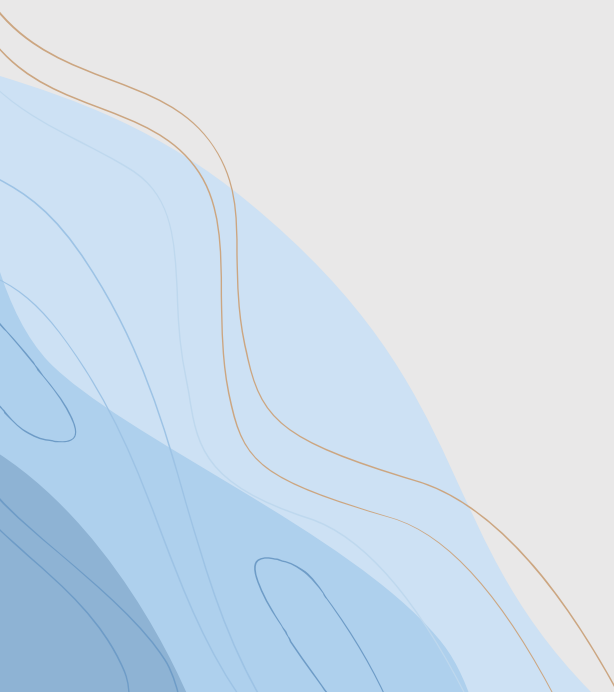




APMP California Capture Adventure Let's review!



Welcome!

Thanks for being part of the adventure!

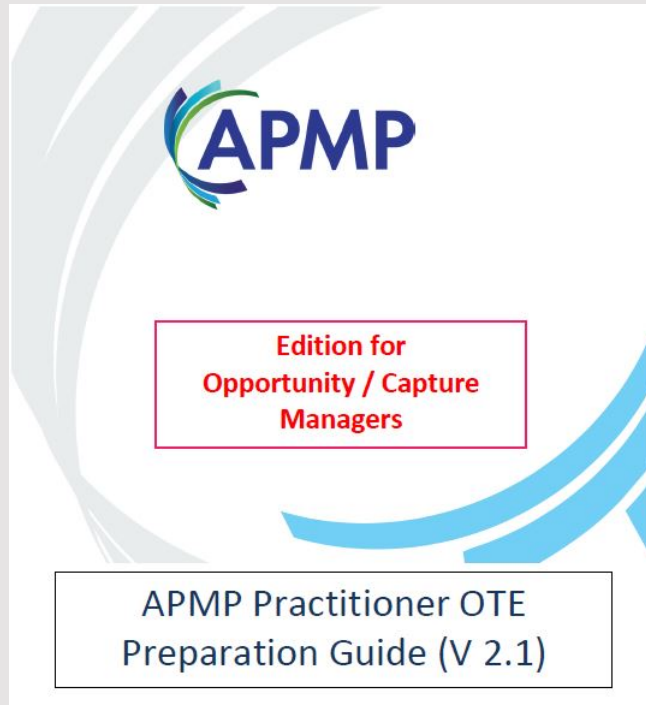


Marie
APMP Professional
Development Chair




Heather
APMP California Chapter Chair

Takeaways



[https://www.apmp.org/resource/resmgr/certification/APMP Opportunity & Capture P.pdf](https://www.apmp.org/resource/resmgr/certification/APMP_Opportunity_&_Capture_P.pdf)



Appendix B - APMP Industry Glossary of Terms (Version 6)

This glossary has been compiled by interviewing more than 50 industry experts from around the globe, polling more than 750 APMP members, and gathering contributions from the writers, reviewers, and editors of the new APMP Body of Knowledge. This glossary includes more than 200 terms that cover a wide spectrum of business development activities with an emphasis on opportunity and proposal development.

Term	Equivalent or Corresponding Terms	Definition and Additional Information
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APMP CAPTURE PRACTITIONER CERTIFICATION

<https://www.apmp.org/page/CapturePractitioner>

APPROVED TRAINING ORGANIZATIONS

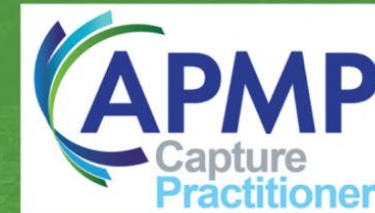
<https://www.apmp.org/page/AccreditationATOs>

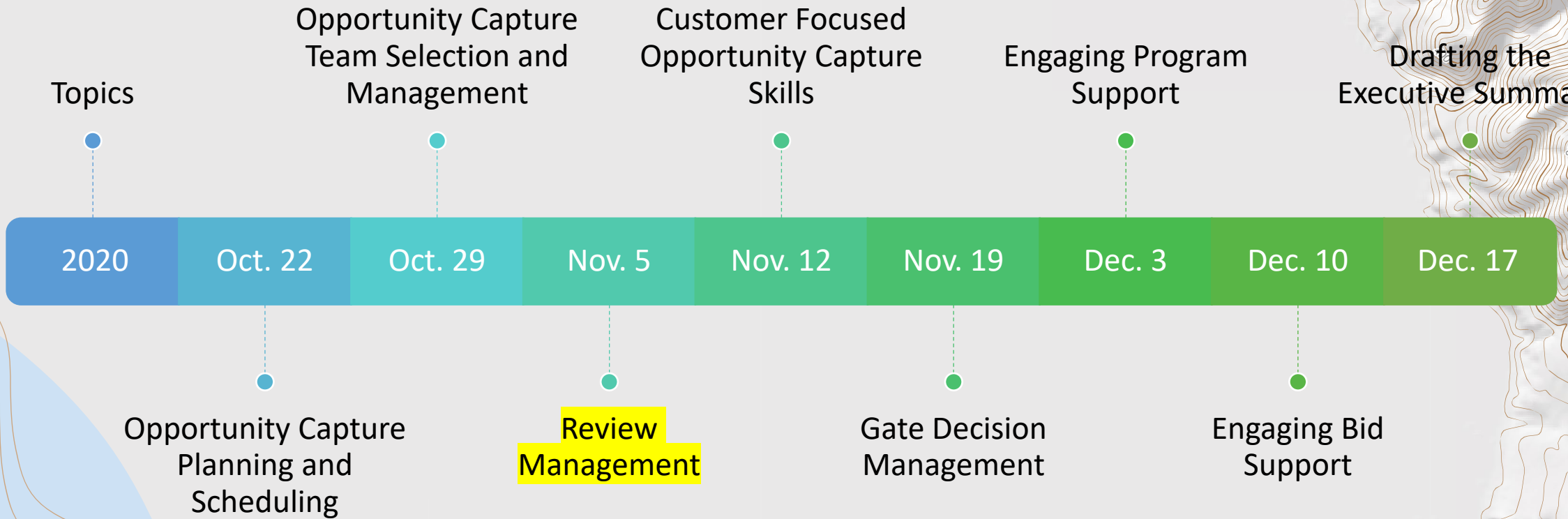


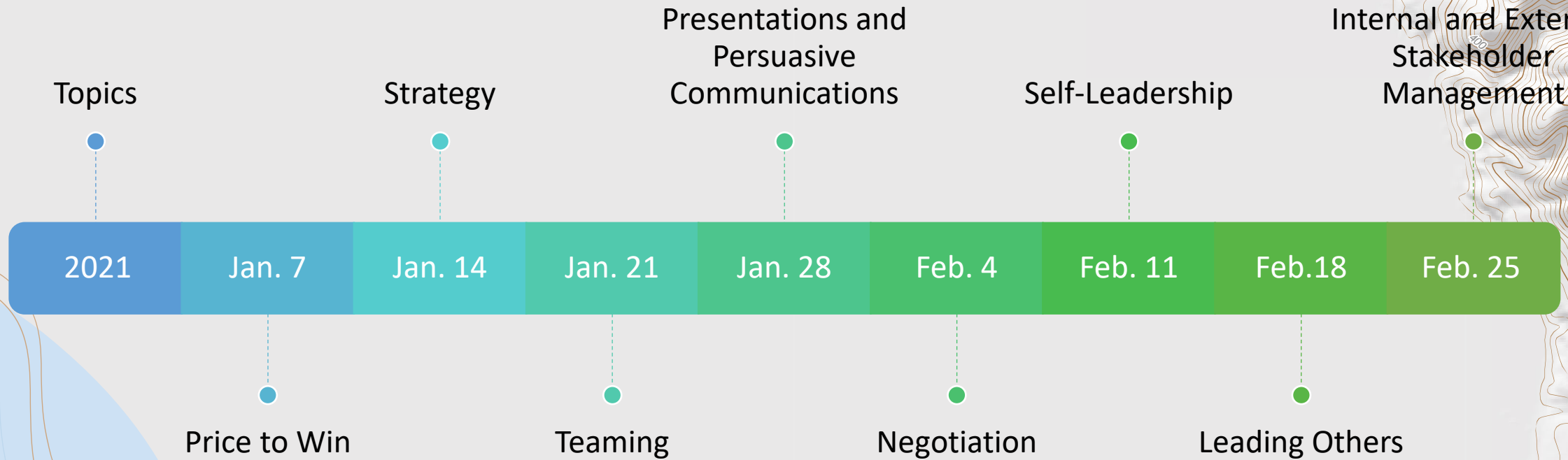
APMP CALIFORNIA CAPTURE ADVENTURE SERIES

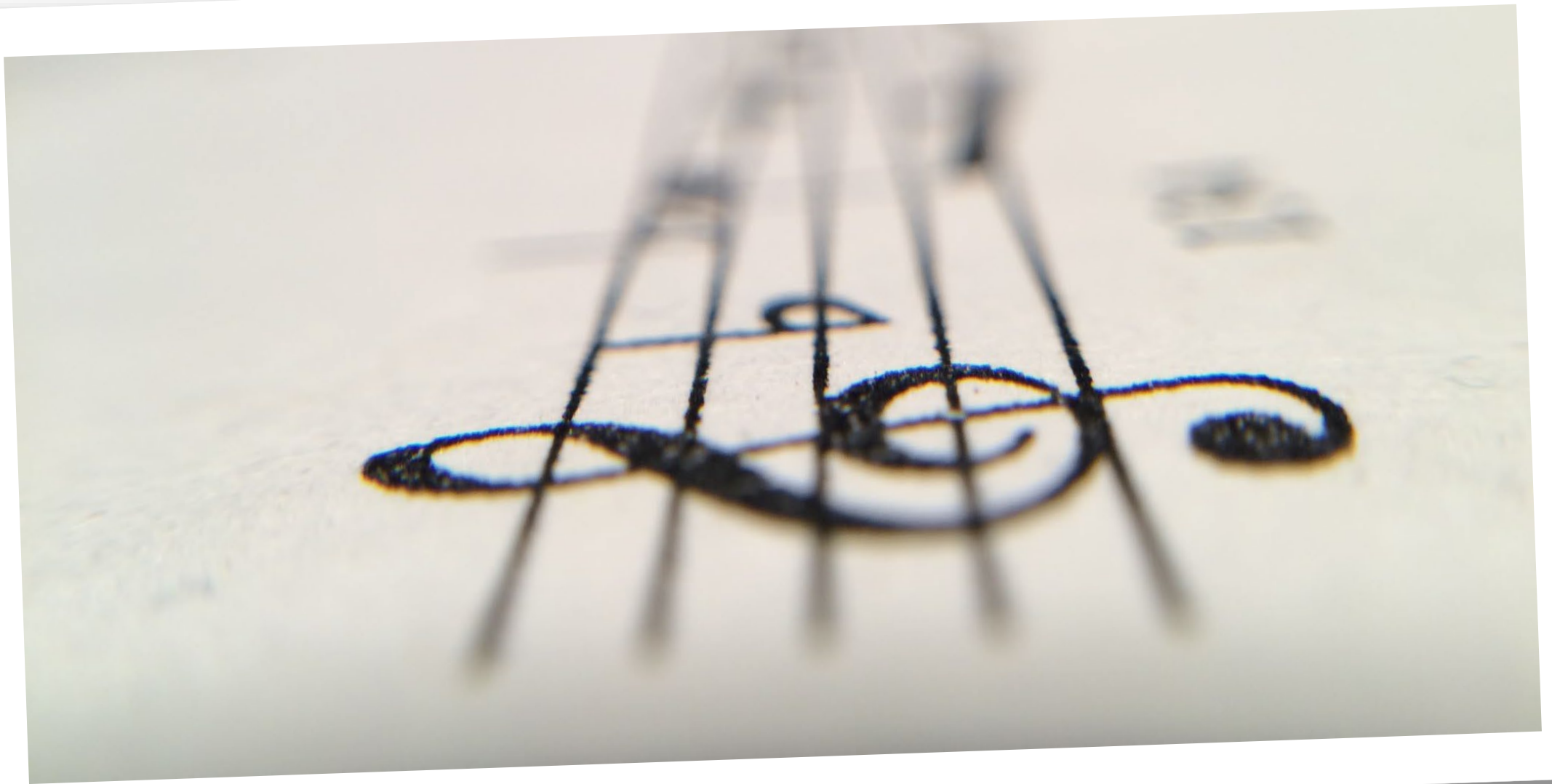
EVERY THURSDAY ON ZOOM | 9:30 - 10 AM
OCT. 22 - FEB. 25

JOIN US FOR A WEEKLY 30-MINUTE
POWER HALF-HOUR TO PREPARE FOR THE
APMP CAPTURE PRACTITIONER CERTIFICATION!









An aerial photograph of a large body of water, possibly a lake or a wide river, with a sun flare at the top center. The water is dark and textured with ripples. The sun flare is bright and creates a lens flare effect across the top of the image.

Review Management

Review Management

1

Define the organization's process phases, gate milestones, and review points to support a specific capture

2

Use the Opportunity Capture Plan Review to review the Opportunity Capture Plan and validate the win strategy

3

Use a Competitor Strategy Review to anticipate competitors' likely strategies and solutions and update the win strategy

Review Management

4

Use the Proposal Strategy or Content Plan Review to validate that the opportunity capture plan outputs have been successfully transferred to proposal strategy and verify compliance

5

Use the Final Document Review to evaluate the proposal for customer focus, completeness and clear communication of the win strategy and solution

6

Use the Business Case or Senior Management Review to confirm the offer entails acceptable profit and risk

Review Management

7

Use the Lessons Learned Review to determine how the process, strategies, and talent can be improved

8

Use a consistent process for each review

9

Communicate clear review assignments, balancing each reviewer's workload

Review Management

10

Select appropriate reviewers for each review task

A dark green rectangular banner with a white and light blue circular logo on the left. The logo consists of three curved lines in white, light blue, and purple. To the right of the logo, the text "APMP Body of Knowledge" is written in a white, sans-serif font.

APMP Body of Knowledge

<https://www.apmp.org/page/BOK>

Review Management BOK Topics



Review Management



[https://bpcglobal2020.pat
hable.co/meetings/virtual/
dHcafFdxGF7SAcsSb](https://bpcglobal2020.pat
hable.co/meetings/virtual/
dHcafFdxGF7SAcsSb)

Creative Proposal Reviews – Kevin Switaj

<http://bok.apmp.org/bok/review-management/>

Review Management BOK Topics

Summary



Reviews should be scheduled appropriately to allow sufficient time for proposal team members to incorporate reviewers' comments.



All reviews should have an experienced leader who understands the customer and can keep team members on track.



Organizations should keep the same core team throughout all functional reviews, adding team members with subject matter expertise as needed.



Most reviews are associated with confirming the bid decisions. Reviews should be organized around desired outcomes and should improve the quality of your bid.



Reviews can be adapted for any bid circumstance. Remember: It is more important to consider and deliver on the principles of the appropriate bid reviews than to be constrained by the review delivery mechanism.

Terms to Know

- Functional Reviews
- Review Team Lead
- Subreviews

Tools and Templates

- [Notional Comment Form](#)
- [Notional Team Review Agenda](#)
- [Review Planning Checklists](#)
- [Sample Schedules](#)
- [Team Review Debrief Template](#)
- [Team Review Inbrief Template](#)

Common Pitfalls and Misconceptions

See also

[Collaboration and Other Proposal Automation Tools](#)

[Compliance Matrix](#)

[Graphics and Action Captions](#)

[Page and Document Design](#)

[Persuasive Writing](#)

[Proposal Organization](#)

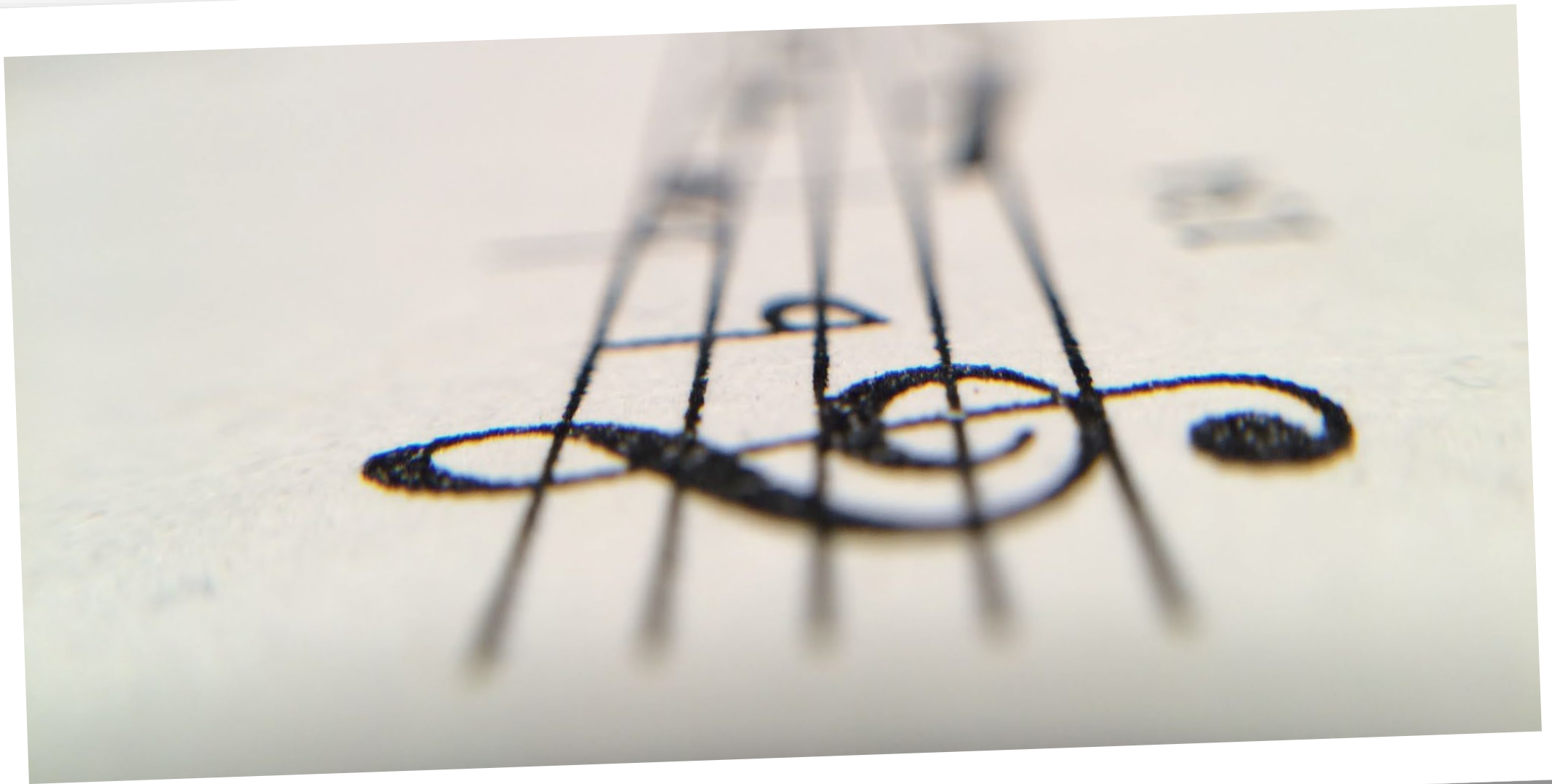
[Scheduling](#)

[Strategy and Win Themes](#)

[Value Propositions](#)

[Virtual Team Management](#)

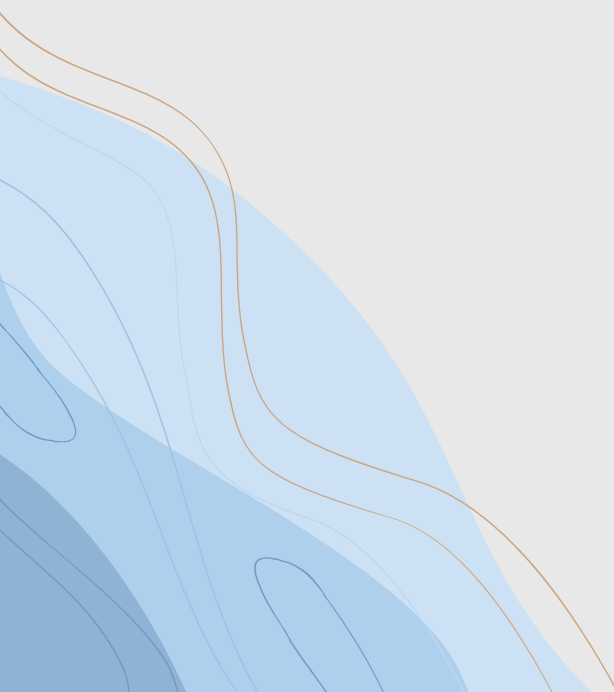
[Writing Clearly](#)





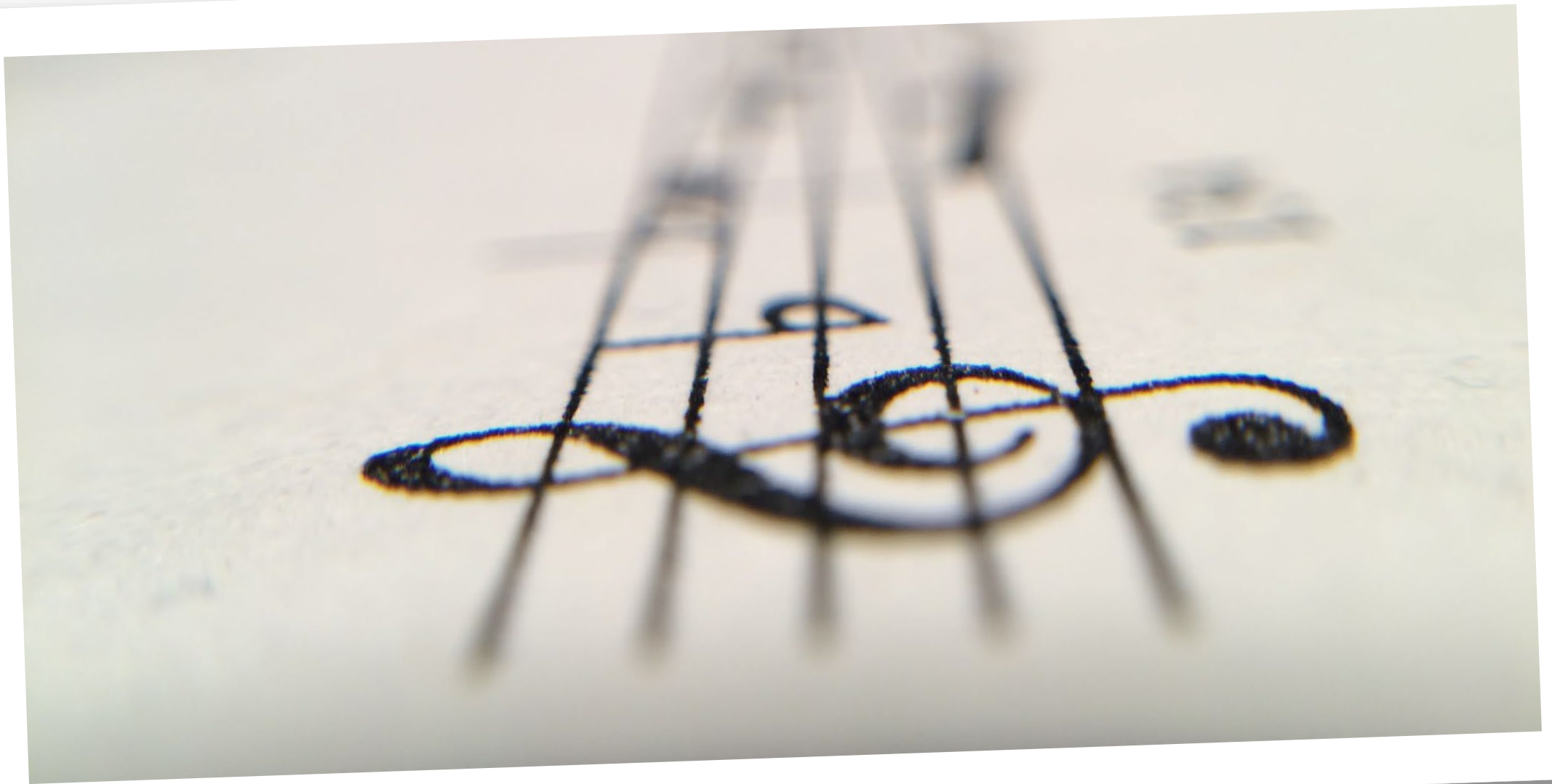
APMP California Capture Adventure

What can you take away?



An aerial photograph of a coastline at sunset. The sun is low on the horizon, creating a bright glow and casting long shadows across the water. The text "Can you capture every moment?" is overlaid in white, centered on the image.

Can you capture every
moment?



CAPTURE AND BUSINESS DEVELOPMENT CONFERENCE

JANUARY 28, 2021 | ONLINE



Virtual Events Calendar

APMP Community Calendar

https://www.apmp.org/events/event_list.asp

APMP Webinars & Recordings

<https://www.apmp.org/page/APMPOnDemandStore>



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