



### Early Bird Price Before 9/14

APMP Member \$220  
General \$250

Group Rate \$195 per person\*

### Regular Price 9/15– 10/8

APMP Member \$240  
General \$270

Group Rate \$225 per person\*

### Late Registration 10/9 – 10/23

APMP Member \$260  
General \$290

Group Rate \$255 per person\*

\*3 or more from same company

### Questions:

**Dick Eassom**, CF APMP Fellow  
Chapter Chair

chair@california-apmp.org

or **Anita Wright**, CPP APMP Fellow

Chapter Vice Chair

vicechair@california-apmp.org

*Price includes a free pass for self-parking near the hotel (not valid for valet), meals, refreshments and handouts for one attendee. If you bring a guest, they must register and pay the prevailing fee. We cannot process credit card transactions at the event. Refund Policy: No refunds, including for "no shows," however, you are welcome to notify us and send another person in your place.*

## Professional Development for Proposal Professionals

Friday, October 29, 2021 • 8 am - 5 pm

Disney's Grand Californian Hotel & Spa  
1600 S Disneyland Drive, Anaheim, California 92802  
Post-Conference Reception: 5:30 pm – 7:30 pm



### Keynote: WIN THEM ALL! Eight Master Techniques to Make Props for ALL Evaluators

To win, you want to appeal to all decision makers, evaluators, and influencers. Learn Mike's techniques to quickly and clearly communicate with a mixed audience.

Mike Parkinson, Microsoft MVP, CPP APMP Fellow



### Making Winning Choices: An Intellectually Agile Approach to Developing Successful Win Strategies

The new approach to win strategy avoids protracted decision-making while still being transparent and repeatable.

John Prior



### Incumbent Bid Strategies

Learn the pitfalls and the need for competitive intelligence even when you are the perceived favorite.

Gene Metcalf, CCEA



### Coast-to-Coast in Agile Proposal Development

Learn the Manifesto and Principles of Agile and why they're crucial for APMP professionals to embrace before renaming proposal managers to scrum masters.

Anatalia Macik, CP APMP and Eric Billingsley, CF APMP



### Weave Your Sales Message with Golden Thread: Developing an Effective Value Proposition

How to build a Value Proposition that is consistent with your firm's brand and adapt it throughout campaigns for different audiences.

Marsha Lindquist, CPP APMP Fellow and Mark Wigginton, CP APMP, CAP APMP



### Psychology of Messaging

Understanding how we, as humans, make decisions can come in handy when working through the proposal lifecycle. Learn how psychology can equip us to use tips and tricks to influence the decision makers through subtle layout design and/or color choices.

Taemi Tran, CP APMP

## Back to Business

*This time it's ~~personal~~ in person!*

<https://california-apmp.org/wp/2021-training-day-inaugural/>