

PROPOSAL

TRICKS and TREATS

OCTOBER 24, 2008 FALL SEMINAR

Come learn some proposal tricks and treats from professionals in the proposal industry while networking with your colleagues at the SoCal APMP Annual Training Day at Disney's Grand Californian Hotel in Anaheim California

- 8:00 a.m. **Continental Breakfast, Registration and Networking**
- 8:30 a.m. **Welcome and Introductions –**
Ron Scheidecker, So Cal Chapter Chair
- 8:45 a.m. **Panel Discussion -**
The Outlook for Proposals in Varying Industries
- 9:45 a.m. **Break**
- 10:00 a.m. **Coaching Technical Subject Matter Experts to Write Persuasively -**
Tom Sant – Hyde Park Partners
- 11:00 a.m. **Break**
- 11:15 a.m. **Coaching Technical Subject Matter Experts to Write Persuasively (cont.)**
- 12:15 p.m. **Lunch**
- 1:15 p.m. **Best Practices in Selecting Opportunities –**
Michael O'Guin – Knowledge Link
- 2:15 p.m. **Break**
- 2:30 p.m. **Counting Ferrets –**
Stewart Moses – Northrop Grumman
- 3:30 p.m. **Break**
- 3:45 p.m. **Designing Winning Proposals –**
Colleen Jolly – 24 Hour Company
- 4:45 p.m. **Feedback Survey**
- 5:00 p.m. **Adjourn**

See <http://www.socal-apmp.org> for additional details, prices, and registration instruction.

A CD of the seminar presentations will be available at the seminar.

