

# WESTERN REGION CONFERENCE

October 6 and 7, 2022

## PROFESSIONAL DEVELOPMENT FOR CAPTURE AND PROPOSAL PROFESSIONALS

Registration: [apmp-western.org/western-region-conference-2022/registration](https://apmp-western.org/western-region-conference-2022/registration)



**CARRIE JORDAN**  
CF APMP

### Culture of Connectedness: Cultivating Team Synergy in Any Environment

Whether remote, onsite, or hybrid, we need our teams to flourish in any environment. From war rooms to video calls, the same key element is necessary to foster synergy and satisfaction in proposal teams: Team Culture. Learn how Microsoft developed a Proposal Center of Excellence.



**ROBIN DAVIS**  
APMP Fellow

### KEYNOTE

### Maximum Influence: How to Get It and How to Use It

Proposal development is a team sport, and we're the captain. Our role requires that we teach, coach, and inspire the rest of the team in order to have the best outcome. Our ability to effectively persuade, motivate, and influence others who do not report to us can be the difference between winning and losing.



**KAREN HANSEL**  
CP APMP

### Planning to Win Between "Go" and "Kick-off"

How can you recognize your leverage, engage people, and build resilient proposal teams to capture excellence? In this interactive hybrid session, participants will learn tools and techniques to engage well and often with subject matter experts and others across their organizations to help meet deadlines and secure trust during and beyond specific proposal efforts.



**BRANDON CONROY**

### Black Hats and Wargames—the What, Why, and When

In our hyper-competitive environment, companies are increasingly looking for ways to develop a deeper understanding of their competitors' strategies and tactics on a given opportunity, so that they can effectively defend against them in their capture and proposal plans.



**TODD PACKER**  
CF APMP

### Lessons from the Mouse: Adding Creativity to the Proposal Lifecycle to Impact Evaluators

Most people think of proposals as business documents designed to appeal to a person's technical side (the brain). Great proposals also appeal to the evaluator's emotions (the heart) by connecting with their hopes and allaying their fears. To add this necessary depth to proposal efforts, we need to think of proposals as creative enterprises.



**AJAY PATEL**  
CF APMP

### New Approaches to Proposals: Learn How Newsrooms and Magazine Editorial Departments Write to a Deadline

Our proposals would be perfect, if only we had more time! This session will explain how reporters, freelancers, editors, newsroom chiefs, and publishers always meet their deadlines for breaking news articles, investigative reports, and information pieces in the most highly regarded publications.



**KEVIN SWITAJ**  
PhD, CP APMP



**QUYEN WICKHAM**  
MA, CP APMP, CAPM

### Motivating Virtual Teamwork: Best Practices from Social Science and Real-World Experience

Decades of research on small groups, team communication, and the Science of Team Science have provided us best practices for building in-person teams. But what do they tell us about handling virtual teams? See what psychology, sociology, and communication sciences reveal about virtual team building.



**ANITA WRIGHT**  
CPP APMP Fellow (Moderator)



**ROBIN DAVIS**  
APMP Fellow



**CARRIE JORDAN**  
CF APMP



**BASKAR SUNDARAM**  
CP APMP

### Panel: Continue to Build Your Team and Q&A

Gather what you have learned from this conference and discuss with industry leaders: 2022 lessons learned and key priorities, including actions and commitments for defining a future of proposal excellence.