

Thursday 5



**Dick Eassom**  
CF APMP Fellow

### How to Not Write Proposals Like an Amateur

Have you ever cringed after reading a proposal you submitted... and wondered why did I ever write it like that! Attend this presentation to avoid falling into one of the four traps of the curse of knowledge that makes us look like amateurs! Avoid these traps to win more business. Learn how to structure your proposal sections and communicate the benefits of your offer to your customers. Find out how to write to make your proposal a friendly read so evaluators can easily score your responses and not get frustrated looking for your answers (or fall asleep). Attendees will receive a copy of "The SMA Way: A Style Guide for Proposal Writers."



**Tobin Spratte**  
CP APMP

### Whiteboarding Your Win Strategy: A Better Way to Develop and Build Consensus Around Win Themes and Differentiators

Developing win strategies is often a frustrating process. What the client actually cares about often gets lost in rushed discussions and cryptic emails. As a result, we insert half-baked win themes and unchecked differentiators that often get dissected and ripped apart during reviews days before a deadline. Learn how you can combine Lean tools and techniques with virtual technology and proposal management best practices to garner input from stakeholders early in the process, refocus your strategies on your clients, and ultimately, win.



**Steve Aberle**

### Creative Duality of Ink & Algorithms: Uniting Human Ingenuity and Language Model AI for Proposal Perfection

Proposal writing is quickly reaching an inflection point, where human creativity converges with the potential of large language models (LLMs). A new era of proposal writing has emerged—one defined by the harmonious collaboration of human ingenuity and artificial intelligence (AI). This presentation is the journey of creating the world's first assistive proposal writing LLM, designed to harness the synergy between humans creative storytelling with the computational power of language models.



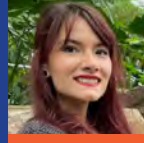
**Melle Melkumian**  
CP APMP

### AI in the Spotlight: Balancing Governance and Ethics for Proposal Managers

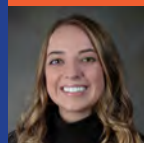
As AI continues to revolutionize proposal management, the fusion of AI with governance and ethics presents unique challenges and opportunities. This presentation explores these intersections, starting with an exploration of governance principles and their role in ensuring transparency, accountability, and fairness in AI practices, including data privacy, algorithmic bias, and the responsible use of AI.



**Emilia Dronkert**  
CF APMP  
Moderator



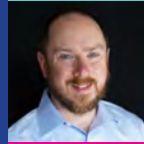
**Emily Wilcoxson**  
CF APMP



**Kailey Wulfert**  
CF APMP

### Beginning Successful Careers: What Managers and Early Career Professionals Need to Know

A panel discussion with early-career proposal/BD professionals discussing the successes, setbacks, and surprises of their first five years in the business. What did they expect, and what came as surprises? What are the most enjoyable and least enjoyable aspects of the work? How have supervisors, colleagues, and APMP set the stage for development and retention of talented professionals? This is an opportunity for mid- to late-career professionals to learn about how to be more effective in recruiting and retaining the next generation of professionals and leaders.



**Marty Humm**  
CF APMP



**Amy McGeady**  
CPP APMP Fellow

### Microsoft Copilot and AI, and Implications for Proposal Development

Drawing on three years supporting Microsoft's Proposal Center of Excellence and this year's emergence of AI, Marty provides overview of Microsoft's AI "copilots" and how they will change and enhance proposal development. Amy provides further industry overview, analysis, and strategy along these lines.



**Kevin Conniff**  
CP APMP, PMP

### Shred for Success: The Value of a Compliance Matrix

A customer RFP document shredded into a compliance requirements traceability matrix (CRTM) provides proposal professionals a tool that ensures all requirements are clearly identified and easily tracked for the creation of compliant response documents that increase the probability of contract awards. Shred for Success shows proposal creators the value of a properly formatted compliance matrix and explores industry tools that speed the document shredding production process.

Friday 6

### Panel: Next Steps for Unlocking the Potential of AI

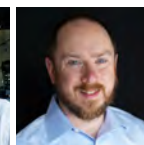
This panel discussion enables a deeper dive into AI assessment and implementation. Where does your company currently stand, what are the issues you need to address, what AI tools are available to build or buy, and what is your plan? This session is an opportunity to address your specific questions to create a roadmap for researching, assessing, and implementing tools for accelerating capture and proposal efficiencies to win business.



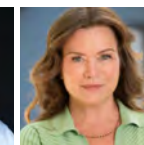
**Anita Wright**  
CPP APMP Fellow  
Moderator



**Steve Aberle**



**Marty Humm**  
CF APMP



**Melle Melkumian**  
CP APMP