

WESTERN REGION CONFERENCE

Disney's Grand Californian Hotel • Anaheim • October 17th & 18th 2024

THURSDAY OCT 17th SPEAKERS



Mastering the Art of Post-RFP Oral Presentations

Lauren Antonian, CF APMP

Delve into the essential skills needed to turn a well-crafted proposal into an engaging and persuasive live pitch. Learn how to effectively adapt written content for verbal delivery, create impactful visual aids, and anticipate client questions.



Real Artificial Intelligence (AI) Use Cases Panel

Melle Amade Melkumian, CP APMP; David Mansi, CF APMP; Chip Schaller, CF APMP; Larry Pitts & Drew Hartley

AI is revolutionizing proposal management by streamlining processes, enhancing efficiency, and improving decision-making. This panel explores real-world use cases of AI in proposal management, highlighting both its transformative potential and the challenges organizations face during implementation. Explore real-life case studies and gain expert advice on how to effectively navigate AI implementation complexities. The session will also provide strategies for overcoming obstacles and maximizing AI's benefits in proposal management. Learn practical knowledge to leverage AI effectively, whether you're just beginning to consider AI solutions or looking to enhance your current systems.



Effective Strategies for Rewarding Proposal Teams

Joseph Daniel Ayala, CF APMP

Dive into best practices for acknowledging and rewarding proposal teams, drawn from real-world examples and proven strategies. Explore a range of reward mechanisms, from monetary incentives and career advancement opportunities to innovative recognition programs.

THURSDAY EVENING RECEPTION

Meet us at Naples Restaurant and Bar for our event reception hosted by the APMP Western Chapter. Enjoy great food, drinks, and conversation as you network and relax with fellow professionals. Just a short walk from the conference, and don't forget your drink tickets in your name badges. Don't miss this chance to connect and recharge after a day of insightful presentations!



Register at apmp-western.org

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FRIDAY OCT 18th SPEAKERS



The SMA Way and the Future of Proposal AI

Jacquie Keats, CF APMP & Steven Aberle

Join us for an in-depth discussion on the collaborative journey between SMA and Rohirrim in creating a Task-Specific Language Model uniquely pre-trained on SMA's renowned body of knowledge for proposal best practices.



The Five Elements of Career Development

Emily Wilcoxson, CF APMP; Hayley Bohall, CF APMP; Laura York, CF APMP

This presentation introduces a structured approach to career development using five thematic elements: Earth, Air, Water, Fire, and Spirit. Receive actionable guidance on how to build a strong professional identity, embrace mentorship, pursue continuous learning, set strategic career goals, and define personal success. Each segment provides practical strategies for integrating these aspects into a cohesive career path. End the session equipped to combine these elements into a roadmap for achieving your professional goals and thriving in your career.



AI-Driven Graphics in Proposal Management

Mike Parkinson, CPP APMP

Explore how AI is transforming graphic design in proposals, enhancing clarity, engagement, and overall impact. Discover practical insights and real-world examples of how AI-powered graphics can elevate proposals to new heights, streamline workflows, and provide a competitive edge for organizations.



Elevate Your Career

Cynthia Mastro, CF APMP

Uncover key tactics that can help you rise to the top. Essential tips for crafting a résumé that passes through applicant tracking systems, leveraging your network to reach hiring managers, and understanding what hiring managers are truly looking for in candidates. Learn how to effectively answer questions about personal strengths and weaknesses.



Embodying Excellence in Mentorship

Kailey Fascitelli, CF APMP & Irene Trujillo, CF APMP

Learn how your head, ears, heart, and more all contribute to becoming a confident mentor who empowers and develops their mentees. Obtain actionable steps and best practices to help you embody these qualities.



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