

Agenda

APMP
WRC2025

Disney's
Grand Californian Hotel
Anaheim
November 6 & 7

Thursday, November 6th



Kailey Fascitelli
CF APMP

11:00am – 12:00pm **Pre-Conference Workshop: Effectively Communicating Your Value**

An engaging resume workshop designed for proposal managers and business development professionals. Have you ever struggled to effectively articulate your role and accomplishments? In this session, you will learn how to craft a compelling resume that highlights your unique contributions and aligns with your career goals. This workshop helps build your personal brand and structure an impactful tailored resume.



Marisa Montes
CF APMP

- 12:00pm – 1:30pm **Registration, Networking, and Lunch**
- 1:30pm – 2:00pm **Welcome and Platinum Sponsor Recognition: Rohirrim**



Steve Aberle

2:00pm – 2:45pm **How Our Customers Use AI to Read Proposals**

This session is designed for proposal writers and managers who want to understand and adapt to the growing use of AI in government acquisition processes. Learn how government agencies are employing AI for compliance checks and evaluations to streamline procurement methods. Explore practical techniques and prompts you can use to align your proposals with these AI-driven standards.

- 2:45pm – 3:00pm **Break**



Maggie Garratt
CF APMP

3:00pm – 4:00pm **Future-Proof Your RFP Process: Embracing Change with Confidence**

The world of response management is evolving rapidly: AI is everywhere, RFP software usage is mainstream, and with teams planning to invest even more in tech this year, you can expect that the changes will keep coming. Teams and organizations that successfully adapt to this shifting landscape will gain a competitive advantage. In this session, we'll explore strategies for effectively managing change when implementing new technology, improving collaboration throughout your organization, and streamlining your RFP responses.



Anya Macleod

- 4:00pm – 4:15pm **Break**



Erin Andersen
CF APMP

4:15pm – 5:00pm **Gaining Senior Executive Commitment and Investment for Your Team's Success**

Unlock the secrets to securing over \$6M in team investment by successfully gaining senior executive buy-in. Explore strategies to convince leaders to prioritize bid excellence, elevate proposal professionals, and strengthen your proposal team's impact at the C-suite level. Walk away with actionable takeaways to scale and enhance your team, influence senior leaders, and position your organization for success at the highest levels. Amplify your team's value and elevate your proposal team to new heights with this strategic blueprint.

- 5:00pm – 5:15pm **Day One Wrap-up**
- 5:30pm – 7:30pm **(Optional) Reception at Naples Ristorante e Bar**

For More Information Visit Our Website

<https://apmp-western.org/wrc/>

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Friday, November 7th

- 7:30am – 8:30am **Breakfast and Networking**
- 8:30am – 8:45am **Welcome, Recognitions and Awards, and Sponsor Recognition**



Heather Kirkpatrick
CP APMP, CAP APMP

8:45am – 9:30am **Chart Your Course with the Career Strategies Group!**

Discover effective career planning strategies with insights from our Career Strategies Group. Explore key topics such as securing a new job, achieving promotions, and mapping your professional development for both the short and long term. Consider opportunities like certification, hiring a career coach, engaging with your chapter, and stepping into mentoring roles, while also reflecting on your resume and LinkedIn presence. Let's collaborate to support each other's career growth.



MK VanDerPool
CF APMP

- 9:30am – 9:45am **Break**



Allison Jenney
CF APMP

9:45am – 10:45am **HumanGPT: Writing Technical Content Because Your SMEs Can't (or Won't)**

Proposal professionals often face delays and frustrations when waiting for SMEs to provide technical content, leading to disconnected proposals that confuse clients. Gain strategies and tips that leverage investigative journalism skills and AI technologies to draft technically accurate project descriptions, bios, and more without relying on SMEs.



Tobin Spratte
CP APMP

- 10:45am – 11:00am **Break**



Callie Kent
CP APMP

11:00am – 11:45am **Avengers Assemble: Overpowering the Competition in Proposal Writing**

In a proposal environment, knowing your rivals is just as important as showcasing your own strengths. This session introduces persona building through the lens of Marvel characters to gain a better understanding of your competitors and the strategies needed to win. You will leave equipped to understand the overall strategy for a proposal with take home tactics.



Bradford Hodgson

- 11:45am – 12:00pm **Announcements and Sponsor Presentations**
- 12:00pm – 1:45pm **Lunch and Group Photo**



Mike Parkinson
CPP APMP Fellow

1:45pm – 2:45pm **Proposal Graphics: Elevating Your Proposals with Visual Impact**

Explore the vital role of proposal graphics in enhancing submissions. Learn techniques for creating impactful visuals that communicate complex ideas, capture attention, and reinforce key messages. Attendees will gain actionable strategies to elevate their proposals through effective visual storytelling.

- 2:45pm – 3:00pm **Break**



Kate Conlon

3:00pm – 3:45pm **Demonstrate Your Value Beyond Win Rate**

Proposal professionals often focus solely on submission outcomes, but showcasing broader value to the organization is essential. By tracking and reporting metrics such as down selection, project types, complexity, and productivity, you can illustrate your influence and justify resource allocation. Metrics matter, and effective measurement is key to demonstrating your impact.

- 3:45pm – 4:30pm **Next Step Planning**
- 4:30pm – 5:00pm **Exhibitors and Networking**

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