AutogenAI

APMP WESTERN CHAPTER

APMP WESTERN REGION CONFERENCE 2026 | ACCELERATING PROPOSAL QUALITY

November 5, 2026 Anaheim, California

Faster, Better, More Strategic

How AI Expands the Role and Value of Proposal Professionals



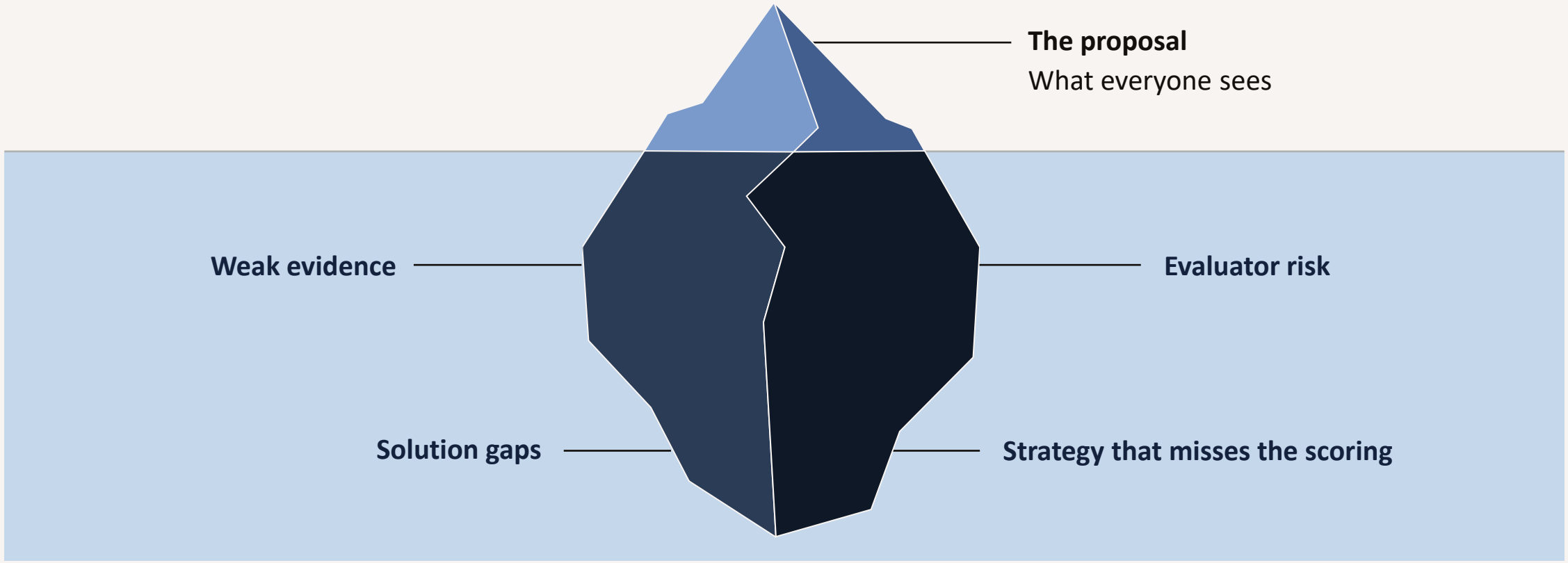
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The proposal team saw the problem after the decisive choices were made.

> “The customer didn't hate the proposal. The customer hated the solution.”



Proposals expose what the pursuit has not resolved



AI widens what a proposal professional can see and connect

Search	Compare	Synthesize	Draft	Review	Rework
More knowledge within reach Knowledge, evidence, and customer intelligence.		**More information examined** More material tested and connected in the time we have.		**Problems surfaced earlier** Gaps and risks found while they can still be fixed.	

> “The profession has always had the ability. AI expands its reach.”

THE PROBLEM

Most organizations adopt AI to increase output and never reinvest the capacity in quality

↓ HOW AI RESULTS USUALLY GET REPORTED

Words per hour	Drafts per day	Bids per quarter

↓ WHAT RARELY GETS MEASURED

Better pursuit decisions

A risk caught before release. A bid decision made on evidence. A weakness closed before the evaluator found it.

THE MODEL

Reclaim, Reinvest, Influence

Reclaim

Accelerate repetitive work to take back time, attention, and cognitive capacity.

Reinvest

Put that capacity into the work that improves proposal quality and selectivity.

Influence

Shape the decisions that determine the win, earlier in the lifecycle.

THE NEXT TWO DAYS | ACCELERATING PROPOSAL QUALITY

The model runs through all of WRC26

Reclaim	Reinvest	Influence
	Thu 3:00 pm · Christian Ferreira **Proposals for AI-assisted evaluation**	Thu 4:00 pm · ASU panel **Upstream readiness before the RFP**
Fri 8:45 am · Amy-Louise Tracey **Change that sticks**	Fri 11:00 am · Tammy Holzer **Customer insight into win themes**	Fri 9:45 am · Career panel **Paths into capture and leadership**
Fri 3:00 pm · Becky Ellison **Templates and production hacks**	Fri 1:45 pm · Mike Parkinson **Visual solution architecture**	

> "Acceleration is where it starts. Quality is where the capacity gets spent."

Reclaim capacity from the work that consumes it

What we reclaim	From
Time	Repetitive drafting, production, and administration
Attention	Searching across fragmented sources
Cognitive capacity	Manually assembling, comparing, and reconciling information



Accountability stays with us

Accuracy, customer judgment, solution integrity, compliance, and pursuit decisions.

The proposal manager now walks into kickoff with a point of view

What I brought to kickoff then

Most of a week. PM, QA, two DTPs, capture.

- Outline built by hand, 24 to 48 hours
- A day of QA, then capture sign-off
- Shells built from the outline
- A second QA review of the shells

What a PM can bring now

Less than a day. The PM alone.

- Outline and writing shells
- Draft capture content alongside
- Risks that need a kickoff decision
- Questions nobody has answered yet

Reinvest capacity where it improves proposal quality

Evaluator analysis

Test capture assumptions against evaluator evidence.

Bid and no-bid

Decide whether the opportunity is winnable.

Strategy and story

Shape win themes, differentiators, and the proof.

Solution

Find gaps and trade-offs before they reach the page.

Proof

Strengthen metrics, past performance, and evidence.

Reviews

Use reviews to settle substantive pursuit decisions.

Challenging our assumptions won a twenty-year recompete

What we believed

Twenty years on our longest-held contract would carry the recompete.

What Kate asked

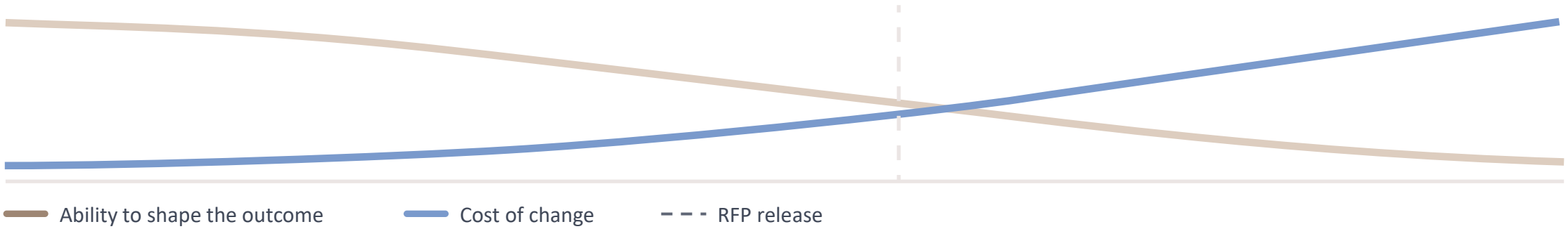
What does the customer want next? What is the so-what of each strength, and can we prove it

What changed

The program split into two contracts. We proved we could make the pieces work apart, and we won.



Move upstream to where the pursuit is shaped



Bring evaluator logic into qualification and bid decisions. Challenge weak assumptions while strategy, solution, investment, and positioning can still change.

The proposal manager can now do capture work while it still matters

> "I didn't make bid decisions. I lived with them."

Why capture often arrives thin

- High bid volume
- Win and retention pressure
- Shifting customers and markets
- Small teams and thin B&P
- Quick-turn task orders

What the proposal manager brings left of release



The evaluator's read

Sections L and M applied to the draft RFP or RFI.



The risk and question list

What needs a decision before anyone writes.



The resource case

What winning will take, brought to the bid decision.

Translate proposal insight into terms leaders act on

Business term	What capture leaders, solution owners, and executives ask
Competitiveness	Can we beat the field on what the customer will score?
Investment	What will it take to close the gap, and is it worth it?
Revenue	What is this opportunity worth to the business?
Risk	What could cost us the win or hurt us in performance?
Win probability	How does this change our odds?

PART 6 | HUMAN JUDGMENT

Human judgment is the multiplier

AI accelerates

- Searching and comparing sources
- Synthesizing and drafting
- Reviewing and reworking
- Surfacing gaps, risks, and contradictions

People decide

- Accuracy and compliance
- Customer judgment
- Solution integrity
- Bid and pursuit decisions

> “AI expands sight; judgment decides what it means and what we do next.”

From managing the response to shaping the pursuit



For proposal professionals

Strengthen capture thinking, evaluator analysis, solution logic, evidence-based persuasion, executive communication, and constructive challenge. Bring recommendations with confidence and tie them to the outcomes the business values.



Making the case to your leaders

Ask leadership to protect reclaimed capacity for early pursuit work. Show what it bought on one pursuit, in win probability, risk, and B&P terms.

AI should not simply help proposal teams produce more. It should expand the role by helping them matter more.

YOUR TAKEAWAYS, PUT TO WORK

A repeatable method for your next pursuit

Reclaim

What capacity could AI reclaim for you or your team?

Reinvest

Where would reinvesting it most improve your next pursuit?

Influence

Which decision should you seek to influence earlier?

Frame

How will you put that recommendation in terms your leadership can act on?

Frame it

If we decide [the decision] by [date], we [reduce risk or improve win probability] because [evidence].

BACK TO THAT LEADERSHIP MEETING

What I would bring into that room today

- Why would the customer buy this?
- How is this different from what competitors will propose?
- Where is the evidence?
- Why do we believe this wins?

Months earlier, while the answers could still change the solution.

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Thank you

Reclaim. Reinvest. Influence.



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