



A/E/C
PROPOSALS
BOOTCAMP

April 17-18, 2018

Crowne Plaza Toronto Airport
Toronto, ON

Spend two energizing days tearing apart actual proposals to uncover the real secrets of a winning proposal

A GUARANTEE THAT YOU WILL WIN MORE WORK!

- *Stand out from the crowd*
- *Trounce the competition*
- *Win without cutting your prices*
- *Make proposals more strategic—not a game of chance*

AND get individual evaluations of your actual proposals—and turn them into winners!

WHAT MAKES US DIFFERENT (AND BETTER) THAN THE REST?

- You'll **LEARN COLLABORATIVELY** with and from your fellow attendees
- You'll **RECEIVE A TOOLBOX** (\$695 value) to help you with implementation
- We have **SMALL GROUP EXERCISES** using your actual proposals
- We have seminar leaders with **30+ YEARS OF COMBINED A/E/C EXPERIENCE**
- We have no "ivory tower theories"—just **PRACTICAL TECHNIQUES THAT REALLY WORK**



ASSOCIATION OF CONSULTING
ENGINEERING COMPANIES | CANADA

ASSOCIATION DES FIRMES
D'INGÉNIEURS-CONSEILS | CANADA

PSMJ | Resources, Inc.

"Great information and we should have taken this years ago."

Garry McTighe - Stebnicki + Partners

5 REASONS NOT TO MISS THIS PROGRAM:

- 1 Get hands-on practice with interactive exercises using actual proposals.
- 2 Learn from our facilitators who brings decades of real-world A/E/C experience.
- 3 Receive unrestricted complimentary access to valuable tools, templates, checklists, and more.
- 4 Use dozens of action-oriented strategies and tactics that you can implement immediately.
- 5 Exchange experiences and work collaboratively with like-minded attendees facing your same challenges.



WHO SHOULD ATTEND?

PSMJ's *A/E/C Proposals Bootcamp* is for anyone who wants to stop running around in circles chasing new work and actually win that work. This seminar is extremely useful for all levels of marketing and business development staff, as well as those Principals, Directors, and Managers who lead business development strategy, proposals strategy, and are part of key client presentations. Spend two days with us, and we guarantee you will walk away as a much more effective marketer and manager.

HOW DOES YOUR FIRM STACK UP ON PROPOSAL HIT RATES?

One way to determine the effectiveness of your marketing and business development activities is "proposal hit rate," the percentage of submitted proposals that you win. Compare your firm with the following data, taken from PSMJ's *Fees & Pricing Benchmark Survey Report*:

(Percentile)	Median	Top 25%	Your Firm
Transportation	20%	35%	—
Government Buildings	30%	50%	—
Commercial Users	36%	80%	—
Housing	75%	90%	—
Healthcare	27%	41%	—

How do you compare? If you'd like to improve your proposal hit rate and WIN more work with less investment, you MUST attend this program!

"Speaker is extremely knowledgeable and had great answers to every question. He gave me a fresh perspective on what it is I do every day."

Rick Bannister, Business Development Coordinator - Webb Associates



Your Bootcamp Will Be Led by:

Kenneth C. Tichacek, Associate AIA, has been actively engaged in the design and construction industry for over 35 years and is extremely well versed in all aspects of practice management. Ken has been a PSMJ consultant and seminar leader for more than eight years. In that role, he has presented popular seminars to over a thousand design and construction professionals and has helped scores of firms across North America. In addition to his work for PSMJ, Ken is the founder and principal of Think Like Your Clients, LLC. He is a member of the Society for Marketing Professional Services (SMPS) and an Associate member of the American Institute of Architects (AIA). Ken is a frequent guest lecturer for SMPS, AIA, ACEC and other professional organizations throughout the US and Canada.



PROGRAM TOPICS

WHAT YOU CAN EXPECT TO LEARN...

Be ready to experience two intense days of training at this Bootcamp. We will walk you through the entire process, step-by-step, giving vital tips and important information along the way. The entire seminar is tailored specifically to the needs and levels of each group of participants. You can be sure we will address all of your burning questions and hit all the hot topics, including:

1. Articulating Your Differentiation and Positioning Strategy

- How different is your firm, really?
- What you need to do to make your firm stand out from the crowd
- The three things you MUST know to position yourself to win
- Positioning strategies that let David beat Goliath

2. Focusing on What Clients Really Care About

- Learn client-speak
- What do your clients actually care about
- Using PSMJ's powerful IFBP approach to keep clients happy and get more work
- Getting regular feedback from clients
(PSMJ client satisfaction survey template included)

3. Understanding Your Strategy Before the RFP

- What you can do to position yourself to win the project...even before the RFP has been issued?
- Why you must focus on strategic clients
- How to track opportunities and build a proposal pipeline effectively
- What clients are really asking for in RFPs – what it does and doesn't say
- How to influence RFPs before they leave the clients hands

4. Choosing the Right Opportunities

- Why you should always do a Go/No-Go assessment
- How to say "no" in a way that creates future opportunities
- Making sure your proposal speaks to the client's most important issues
- Who should be on your team and why?
- How to strategically price a project so everybody wins
- Why you should focus on winning, not just 'making the short list'

5. A Winning Proposal Starts with Good Strategy and Organization

- What's the right way to write a proposal for public sector work
- How to deal with page limits and other unusual requirements
- How to clearly define roles during the process...and make them stick
- What 11 steps you must follow to create winning proposals
- Teaming with other firms/exclusive vs. non-exclusive subs

6. Building a Proposal that Your Clients Will Want to Read

- Using a language style to make your proposals more attractive to clients
- Presenting your firm's qualifications without using boilerplate
- What every part of your proposal should look like
- Use PSMJ's IFBP technique to keep your proposal focused
- How to prove your claims in a way no one can dispute
- Telling your story even within a constricted public sector format
- Real examples (good and bad) of what other firms are doing
- Using a 30-second test to tell if your proposal is any good

7. Leveraging Technology to Your Advantage

- Standing out in a digital world
- Using video and other media to maximize impact
- The biggest mistakes to avoid with electronic proposals
- How to deal with the unique constraints of electronic proposals

8. Implementing What You Have Learned

- Creating a personal action plan
- Making sure the lessons stick
- How NOT to be a voice in the wilderness
- What are you going to do tomorrow?

The Hours for the Class are:

Day One: 8:30 am to 5:00 pm

Day Two: 8:00 am to 3:30 pm

A/E/C Proposals Bootcamp

April 17-18, 2018 • Toronto, ON (photocopy form for additional registrations)

Conference Site and Accommodations

Crowne Plaza Toronto Airport

33 Carlson Court, Toronto, Ontario, M9W 6H5

Reservations: For guestroom reservations, please call the hotel’s central reservations line at 1-877-424-4188 to book a room. The ACEC-PSMJ guestroom rate is: \$129 Single/Double with parking included. Participants are responsible for their hotel room reservations and charges. Please quote “ACEC-PSMJ” to book your room or use block code: **AC3**

Hotel reservation cut-off date: **March 28, 2018**

Name _____

Title _____

Firm Name _____

Address _____

City _____

Province _____ Postal Code _____

Phone _____ Fax _____

Email _____

License Plate Number _____

REGISTRATION INCLUDES:

- Attendance
- Complete instructions
- Workbook
- Reference materials
- Continental breakfast
- Lunch and breaks

I am a member of *Association of Consulting Engineering Companies*

REGISTRATION DEADLINE: APRIL 3, 2018

- \$2,034.00 (HST included) per person for ACEC members
- \$2,260.00 (HST included) per person for non-members

DISCOUNTS FOR GROUP REGISTRATIONS:

Three or more registrants from one firm – first two are regular price, and every additional registrant beyond three will receive 25% OFF registration fee.

- Check enclosed for \$_____ payable to *Association of Consulting Engineering Companies*
- Charge my: VISA MasterCard

Credit Card # _____ Exp. Date _____ / _____

Cardholder Name _____ CVV Code _____

BILLING ADDRESS FOR CREDIT CARD:

Street _____

City _____ State _____ ZIP Code _____

Signature _____

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WAYS TO REGISTER:
 EMAIL: jjacquard@acec.ca
 FAX: (613) 236-6193

Cancellations received before April 3, 2018 will receive a full refund. Cancellations received after April 3, 2018 will be subject to a \$200.00 cancellation fee.