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ASSOCIATION OF CONSULTING  
ENGINEERING COMPANIES | CANADA  
ASSOCIATION DES FIRMES  
DE GÉNIE-CONSEIL | CANADA



# A/E/C PROPOSALS BOOTCAMP®

November 19-20, 2019 | Toronto, ON

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

- **Stand out from the crowd**
- **Trounce the competition**
- **Win without cutting our prices**
- **Make proposals more strategic—not a game of chance**
- **And so much more!**

*"This course opened my eyes to the possibilities. Our proposals will never be the same."*

Randall Trites, President / **ROHI Engineering Ltd.**

*"Phenomenal program. The speakers will excite you as they deliver useful content in an interesting format."*

David White, Director of Business Development / **Robertson Lola Roof PC**

## “REAL DEAL” BUSINESS DEVELOPMENT LEADERS AREN'T JUST BORN THAT WAY...

Rather, they develop through proven guidance and experience. They develop by staying close to those who have been there and learning from the seasoned experts. They develop by attending PSMJ's A/E/C Proposals Bootcamp.

Be ready to experience two intense days of training at this Bootcamp. We will walk you through the entire proposal writing 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

For junior and senior staff alike, PSMJ's A/E/C Proposals Bootcamp gives you two intensive days of learning and interaction that equip you with innovative strategies and effective tactics for success.

## 5 REASONS YOU CAN'T AFFORD TO MISS THIS BOOTCAMP

1. **Get hands-on practice with interactive exercises using actual proposals.**
2. **Learn from facilitators who bring decades of real-world A/E/C experience.**
3. **Receive unrestricted complimentary access to valuable tools, templates, checklists, and more.**
4. **Gain the knowledge to immediately implement dozens of action-oriented strategies and tactics.**
5. **Exchange experience and collaborate with like-minded attendees facing your same challenges.**

## YOUR COACH



### **Bill Hinsley**

*Bill has been involved with the A/E/C Industry for more than 14 years. In addition to being a trainer with PSMJ Resources, Inc., he has served as a senior leader in two international A/E companies providing consultancy, design, engineering and management services in the fields of Infrastructure, Water, Environment, and Buildings.*

## WHAT MAKES THIS PROGRAM DIFFERENT?

This is unlike any other development course. Beyond being tailored specifically to the A/E/C industry, this intensive two-day program gives you first-hand access to:

*You'll learn with and from your fellow attendees*

*We have small group exercises using your actual proposals*

*Tools, templates, and checklists to ensure action when you return to the office*

## WHO SHOULD ATTEND?

- **PRINCIPALS**
- **MANAGERS**
- **MARKETING DIRECTORS**
- **BUSINESS DEVELOPMENT DIRECTORS**
- **PROJECT MANAGERS**
- **BRANCH OFFICE MANAGERS**
- **ANYBODY INVOLVED IN PROPOSALS DEVELOPMENT**

*“I enjoyed the great passion and knowledge of the instructor. It was inspiring.”*

Christopher Todd, Principal, Project Manager / **SPEC Services, Inc.**

# MASTER THESE BUSINESS DEVELOPMENT SKILLS

Get ready for two days of hands-on interaction to add more punch to your proposals. Receive strategies, tips, and tricks to ensure that you are chasing the right opportunities and turning those opportunities into backlog.

## ARTICULATE YOUR DIFFERENTIATION AND POSITIONING STRATEGY

- What you need to make your firm stand out from the crowd
- Three things you MUST know to position yourself to win
- Positioning strategies that let David beat Goliath

## FOCUS ON WHAT CLIENTS REALLY CARE ABOUT

- Use PSMJ's powerful IFBP approach to keep clients happy and get more work
- Receive regular feedback from clients (*PSMJ client satisfaction survey template included*)

## UNDERSTAND YOUR STRATEGY BEFORE THE RFP

- Steps to position yourself to win the project...even before the RFP has been issued
- What clients are really asking for in RFPs
- Influence RFPs before they leave the client's hands

## CHOOSE THE RIGHT OPPORTUNITIES

- Say "no" in a way that creates future opportunities
- Make sure your proposal speaks to the client's most important issues
- How to strategically price a project so everybody wins

## START WITH A GOOD STRATEGY AND ORGANIZATION

- Deal with page limits and other unusual requirements
- Define roles during the process and make them stick
- 11 steps you must follow to create winning proposal plans

## BUILD A PROPOSAL THAT YOUR CLIENTS WILL WANT TO READ

- Prove your claims in a way no one can dispute
- Real examples (good and bad) of what other firms do
- Use a 30-second test to tell if your proposal is good

## LEVERAGE TECHNOLOGY TO YOUR ADVANTAGE

- Stand out in a digital world
- Use video and other media to maximize impact
- The biggest mistakes to avoid with electronic proposals

## IMPLEMENT WHAT YOU HAVE LEARNED

- Create a personal action plan
- Make sure the lessons stick
- Let your voice be heard

## PLUS MUCH MORE

visit [www.psmj.com](http://www.psmj.com)  
for complete agenda details!

### CLASS HOURS:

DAY ONE: 8:30 am to 5:00 pm DAY TWO: 8:00 am to 3:30 pm

(photocopy form for additional registrations)

# A/E/C PROPOSALS BOOTCAMP<sup>®</sup>

November 19-20, 2019 | Toronto, ON

## CONFERENCE SITE AND ACCOMMODATIONS

### Crown Plaza Toronto Airport

33 Carlson Court, Toronto, Ontario M9W 6H5 • [www.crowneplazatorontoairport.ca](http://www.crowneplazatorontoairport.ca)

**Reservations:** To book a room please call the hotel's central reservations line at +1 (800) 268-3300.

Please quote "ACEC-PSMJ" when booking for the guestroom rate of \$135 single.

**Reservation Cut-off Date:** November 1, 2019

## ATTENDEE

Title \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province \_\_\_\_\_

Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

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

### REGISTRATION DEADLINE: **November 5, 2019**

\$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 registrants from one firm** – first two are regular price, third person is half price

**Four registrants from one firm** – first three are regular price, fourth person is free

**Five or more registrants from one firm** – first three are regular price, fourth person is free, every additional registrant beyond four is 25% off.

### PAYMENT INFORMATION:

Check enclosed for \$\_\_\_\_\_ payable to *Association of Consulting Engineering Companies*

Charge my:    

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

Cancellations received before November 5, 2019 will receive a full refund. Cancellations received after November 5, 2019 will be subject to a \$200.00 administrative fee.



### PROPOSALS BOOTCAMP DIGITAL TOOLBOX ON THE PSMJ CLOUD

As a premium to your Bootcamp participation, we provide you with access to PSMJ's must-have *Proposals Bootcamp Digital Toolbox*, filled with PSMJ's proprietary tools—a \$695 value—FREE!

## TO REGISTER

Email: [jjacquard@acec.ca](mailto:jjacquard@acec.ca)

### REGISTRATION INCLUDES:

- Attendance
- Complete instructions
- Workbook
- Reference materials
- Breakfast and lunch