



Effective Federal Government Proposal Preparation Methods & Practices



Thursday, July 15, 2010
8:15 am – 4:30 pm

Innovation Depot
1500 First Ave N, Birmingham, AL 35203

Participants will receive lecture/instruction followed by scenario-based training. Topics include:

Business Development (2 hours)

- Building Contacts of Interest
- Developing Relationships
- Searching for Opportunities
- Teaming with other Companies
- Updating Capability Statements
- Writing White Papers
- Coordinating for Customer Reference Letters
- Preparing Proposals

Proposal Development (6 hours)

- Breaking Down the Solicitation
- Developing a Proposal Preparation Outline
- Coordinating Proposal Subparts for Completion
- Writing the Technical Volume
- Writing the Past Performance Volume
- Completing the Costing Volume
- Pulling the Proposal Together
- Reviewing and Discussing the Final Product

The scenario-based training will provide participants an opportunity to experience the various steps and stages in developing a complete proposal. For purposes of the training, the background and qualifications of the fictitious company used will be relatively simplistic; however, all objectives in the proposal preparation process will be covered. **Bring your laptop computer or you may partner with someone with a laptop.**

The workshop leader, Jerry Ellison, is founder and CEO of Staff Services Incorporated of Selma, Alabama. Staff Services provides consulting services for all phases of the government contracting market. Prior to starting Staff Services, Ellison served for many years in key management and operational positions in the Alabama Army National Guard.

REGISTRATION FORM

NAME _____ TITLE _____

COMPANY _____ PHONE _____ FAX _____

ADDRESS _____ Email _____

CITY _____ STATE _____ ZIP _____

Fax this form to 205-348-6974 or e-mail lindsey.butler@ua.edu
For more information, call 205-348-1687

Continental Breakfast and Lunch provided
ALTHOUGH THIS EVENT IS FREE, REGISTRATION IS REQUIRED.