

APMP-NCA Mid-Atlantic Conference and Expo 2018



The Association for Proposal Management Professionals - National Capital Area Chapter (APMP-NCA) Mid-Atlantic Conference and Expo (MAC) is the region's flagship event for bid and proposal professionals. Approximately 250 professionals attend the event each year including individuals whose primary responsibilities are business development, marketing, capture, proposal, pricing, and graphics.

The 2018 APMP-NCA MAC is intended to help business development (BD), marketing, capture, proposal, pricing, and graphics professionals and their organizations "Compete and Win in a Changing Marketplace." The market is continually shifting. Changes in leadership, legislation, mergers and acquisitions, budget uncertainty, limited resources, and the tech disrupter culture create excitement, churn, and angst for BD professionals. Conference sessions will provide attendees with actionable steps to navigate market

trends, understand the pros and cons of new methods and approaches, and address evolving customer needs. Presentations and panel discussions cover topics that include how to take advantage of media trends, technologies, and new submission techniques as well as identifying new challenges to competing and winning.

The 2018 APMP-NCA MAC is the largest gathering of bid and proposal professionals in the National Capital Area. For one full day, you'll network and interact with your peers to:

- ★ Enhance your professional toolkit with customized, specialized training
- ★ Produce results based on a foundation of the latest best practices
- ★ Discover tips, lessons learned, and strategies to increase your win rates
- ★ Build relationships with companies and that are developing business in your target area

This conference offers training that you can use to impact your organization by adopting new practices and sharing them with your colleagues. You will:

- ★ Discover new tools and methods that push your organization past your limits into a new realm of possibility
- ★ Learn how to create seamless working relationships across all phases of the BD lifecycle
- ★ Gain new tools in using creativity and resourcefulness to generate results beyond your current view

When you attend the conference, you are a visible investment that your organization is making in the development of its workforce. The program and networking offer opportunities for your organization to:

- ★ Receive recognition as an organization that is fully committed to skills development of its workforce
- ★ Meet potential partners, employees, and consultants that fill current gaps in your bidding team
- ★ Learn the latest best practices that streamline the business development lifecycle and increase PWIN
- ★ Discover new approaches through networking with and learning from experts who've set best practices or found creative solutions to challenges you may also face
- ★ Survey the latest tools, software, and services that enhance bid activities
- ★ Reinforce the company's brand, values, and reputation

At a ticket cost of just \$275 for APMP members or \$345 for non-members, this one-day event offers fantastic value. The first 50 proactive attendees who secure their tickets early will get special pricing of \$225 for members or \$295 for non-members. Everyone gets a chance to meet the experts, network with potential peers or partners, and build individual and organizational skills.

If you're ready to demonstrate your knowledge through certification, join us for the APMP Foundation Level Certification Training Class on October 10, 2018. This full-day course will train you for the Foundation exam based on the APMP Body of Knowledge (BoK). The course explains best practices for implementing the competencies and provides constructive exercises and practice test questions. By the time 5pm hits, you'll have completed 1-hour multiple choice, pass/fail, 75-question open book exam and will walk out a Foundation-Level Certified professional!