



MAC 2024

Sessions At-a-Glance

DATE

10.18.2024

LOCATION

THE WESTIN ARLINGTON, VA

REGISTER TODAY



7:30 -
8:30am

Registration / Breakfast

Enjoy breakfast and a coffee, network and prepare for a day of learning.

Room:

8:45 -
9:35am

Keynote Speaker: Danny Murawinski

Proposals are the architects of change. Join Danny for inspiration and insights into generating content at scale, and scaling relationships into opportunities.

Room:



Danny is a dynamic entrepreneur and digital marketing strategist.

10:00 -
10:45am

Connecting with your SMEs

Ezinne Amaonwu

Room: Fitzgerald A

Maximize Your Schedule - Pre and Post RFP Release

Sarah Shaffer

Room: Fitzgerald B

Remember, You Chose This Career

Len Miller

Room: Fitzgerald C

APMP Training

Join the experts on 10.17 for APMP Foundation and Practitioner Level Training.



11:00 -
11:45am

Protest Basics for Federal Contractors from a Business Development Point of View

Beth Strum

Room: Fitzgerald A

“Servant Leadership Secrets: Elevating Proposal Teams in Government Contracting”

Angela Marsh

Room: Fitzgerald B

How to Score Higher: The Art and Science of Compelling Federal Proposals

Lisa Shea Mundt

Room: Fitzgerald C

12:00 -
1:00pm

Lunch

Time to network and share what you've learned today!

Room:



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Continued

1:15 -
2:00pm

Should We Be Chasing This? Enabling Bid/No-Bid Decisions through Intentional Analysis, *Steve Skeldon*

Room: Fitzgerald C

DEATH TO THE DEBRIEF! Re-thinking Proposal Post-Mortems

Rebecca Link

Room: Fitzgerald B

Masterclass: Insights with the Fellows

Beth Wingate, Eric Gregory, Bob Lohfeld, Brenda Crist, Jessica Morgenstern, Betsy Blakney

Room: Fitzgerald A

2:15 -
3:00pm

Fail is not a 4 Letter Word- Growth Mindset for Proposal Professionals

Laurie Walther

Room: Fitzgerald C

What Goes Around Comes Around: Reducing Proposal Revisions, *Cheryl Smith*

Room: Fitzgerald B

Masterclass: Insights with the Fellows

Beth Wingate, Eric Gregory, Bob Lohfeld, Brenda Crist, Jessica Morgenstern, Betsy Blakney

Room: Fitzgerald A

3:30 -
4:15pm

So, You want to be a Proposal Manager...

Jennifer Cassaday

Room: Fitzgerald A

There and Back Again - A Bidder's Tale, *Erin Green*

Room: Fitzgerald C

Cultivating Growth: 5 Lessons Learned from Working at a Company that Prioritizes Learning, *Sara Levene*

Room: Fitzgerald B

4:45 -
5:00pm

Closing Ceremony

Time to reconnect and win some prizes!

Room:

5:30 -
7:00pm

Happy Hour

Time to kick up our heels and celebrate the day!

Room:

Meet our Expert Sponsors!

