



## The Proposal Odyssey: Navigating the Path to Winning Call for Presentations

**Location:** Denver Metro Area

**Date:** Friday, August 22nd

Are you a proposal pro with insights to share? We're looking for presenters to lead sessions for our 2025 Annual Bootcamp. This full-day, hands-on event is designed to guide participants through the entire proposal process, from prepositioning to debriefs.

### Suggested Session Topics Include:

- **8:15 AM – 9:45 AM | Session 1 – Charting the Course**
  - Mapping out your proposal journey—prepositioning, making go/no-go decisions, and arranging your team.
  - Presenters should focus on:
    - Prepositioning & Go/No-Go Decisions – How to evaluate opportunities before and after the RFP drops.
    - Kick-Off, Organization & Timeline Setting – Strategies for a smooth proposal process.
- **10:00 AM – 11:30 AM | Session 2 – Writing & Wayfinding**
  - Developing your guide to success— where RFP compliance meets powerful messaging.
  - Presenters should focus on:
    - Breaking Down an RFP – Understanding key requirements and outlining your proposal.
    - Answering the “Why Us?” Question – Crafting compelling content around true differentiators and how to weave them in.
    - Cover Letter – Making a strong first impression.

- **12:30 PM – 2:00 PM | Session 3 – Working with a Crew & Rowing in the Same Direction**
  - Considerations for piecing together the full proposal.
  - Presenters should focus on:
    - Technical Writing – how to help your technical team address the RFP and convey their expertise effectively.
    - Voice and Style – how to write (and rewrite) sections to sound and look consistent across all sections (technical and qualifications)
    - Layout & Graphics – Best practices for visual appeal and readability to get your point across.
- **2:15 PM – 3:45 PM | Session 4 – Reaching the Destination**
  - Crossing the finish line—finalizing proposals, managing content, and strengthening client relationships.
  - Presenters should focus on:
    - Proposal Closeout – Ensuring completeness and compliance before submission.
    - Content Management (CRM & Without CRM) – Organizing content for future efficiency.
    - Client Management & Debriefs – Strengthening relationships and learning from successes and failures.

### **Session Format: 1.5-hour presentation**

- 45 minutes of instruction + 45 minutes of hands-on application

### **How Speakers Benefit from Presenting at the 2025 Annual Bootcamp?**

- Great opportunity to build your presentation repertoire and professional references that can be utilized for future Call for Speakers applications in the Industry.
- If interested in future speaker opportunities, join our line-up of vetted speakers for the 2025-2026 SMPS Colorado Education Events.
- Establish yourself and your firm as a trusted thought leader in our profession.

**Interested in presenting? Apply now:** <https://smpsc.memberclicks.net/25-may-edu-bootcamp-call-for-presentations#!/>