



2018 SURVEY RESULTS Thank you to all of you who participated in our recent survey. Page 3	APMP SA CHAPTER SPONSORSHIP 2018 The winner to be announced on 21 June. Page 5	FEATURE STORY Applying six basic design principles from APMP's BoK to make your proposal stand OUT! Page 8	CEU's We spell out the process to follow when logging your CEU points. Page 9
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PAST EVENTS
'Demystifying Your Creativity.' Once upon a time... how to shape your story and entice your audience.
 Page 2



COMPETITION
 Another awesome prize up for grabs! Don't miss out!
 Page 11



ON THE RADAR
 With so much on the go, this takes up a full page!
 Page 10

"Everything we do is designed, whether we're producing a magazine, a website, or a bridge. Design is really the creative intervention that designs everything." - Henry Petroski



Time never waits for anyone and winds never require directions. It only depends on how we use time and turn winds in our favour. I will soon be leaving for the international APMP conference in San Diego which, with close to 1 000 delegates expected, brings together the best in the proposal world. I plan to network extensively and bring lots of learnings back home to the tip of Africa!

Since our theme this month is *'design and creativity'*, I wanted to share a few facts about using videos creatively in presentations. In the 1990s videos were largely used for training and it was really only since the 2000s that they were used to enhance presentations. In 2020, 82% of all internet traffic will be video! 45% of people watch more than one hour of videos per week, mostly on their smart phones. I realised all my new recipes lately have been 60-second videos!

Viewers retain 90% of a video message and only 10% when it is text. Presentations are far more memorable and persuasive if you add a video that conveys emotion and relates to the topic you are presenting on. You capture the audience's attention and break the monotony of continuous slides. An audience's attention span starts dropping after only 20 minutes! Looking forward to sharing feedback from San Diego with you all.

Marlize Schwar





In line with our theme for March and April, the second event for APMP South Africa, sponsored and hosted by Aurecon, was held on Thursday – 19 April 2018 at the Aurecon Centre in Lynnwood Pretoria. The guest speaker – Sonja Janse van Rensburg – from Aurecon, enthralled everyone with her presentation: *'Once upon a time... how to shape your story and entice your audience'*. Sonja kicked off by telling us how Aurecon had embedded a true safety culture in their organisation by personalising it around the theme: *'Because people depend on you'*.

Storytelling affects our brains in four important ways:

1. Neural coupling allows the listener to turn the story into their own ideas and experience
2. Dopamine is released making it easier to remember
3. Cortex activity is engaged including the motor cortex, sensory cortex and the frontal cortex
4. Mirroring, is when the listeners experience similar brain activity not only to each other, but also to the speaker

We shape our stories. Our stories shape us.

We did a number of exercises using DIAGRAMMING, which is a tool for idea generation where ideas grow out from an initial seed word. It helps to access the deep memory, capture thinking at the speed of thought and triggers cognitive association. Each exercise helped us to further release our imagination and find patterns and synergies to generate a creative writing framework.

Sonja explained how we can apply this technique in a practical way to generate win themes. In a proposal you are trying to convince your client to accept your solution and the best way to embed it is through stories, but unfortunately we don't tell enough stories in our modern world. Sonja also cautioned us to be careful how we shape our story in a proposal because stories reinforce beliefs and reshape and influence what people think.

To combine our themes into a story, we applied a simple story frame which consisted of: ONCE UPON A TIME... | SOMETHING HAPPENED... | LIGHT BULB MOMENT | CHANGE OCCURRED |

WHY IT HAPPENED? This generated some really out-of-the-box stories that wove together some interesting combinations e.g. "72-diet, Mars, nutrition, fresh veggies and soups" to "a bathroom with a dog and a man and a woman in love" to "building bridges in Africa" and "Mars with Elon Musk and a dentist"! All interwoven beautifully and which literally had us rolling on the floor with laughter.

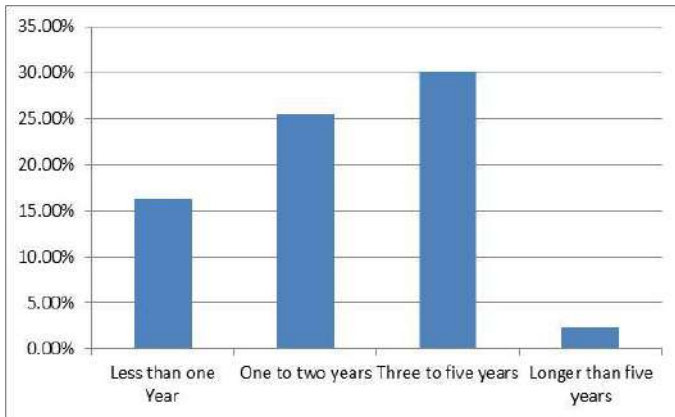
We need to create and design our narrative to fit our audience and for a great narrative, we need to be authentic, relevant and clarify the action we are seeking. We then need to incorporate all of these arguments into our proposal by pulling them through into the executive summary, images, action captions and even how we package the end result. Sonja ended off by telling us that our proposal should be seen a gift by our readers who, in turn, are giving us the gift of their time by reading it.

*"I've learned that people will forget what you said, people will forget what you did, but **people will never forget how you made them feel**"* – Maya Angelou (poet, author and civil rights activist).

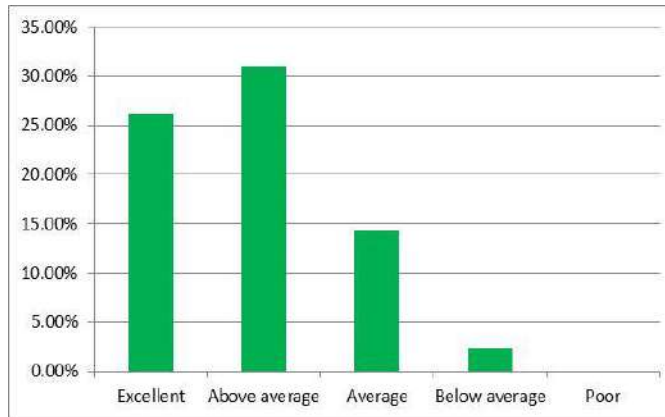




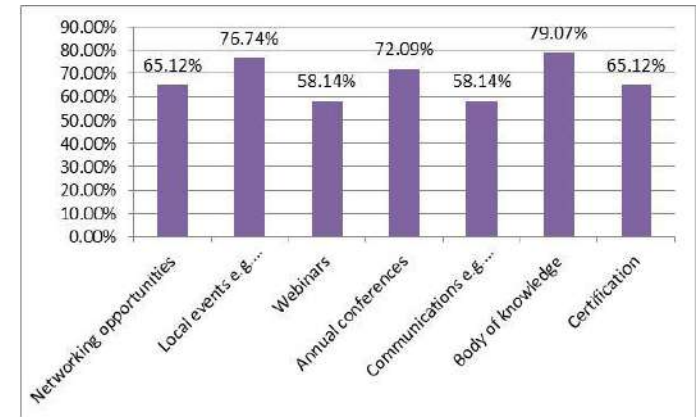
Thank you to everyone who participated in our recent survey. We received a total of 43 responses, representing an overall response rate of 17% of which 31% were from our members. It is reassuring to know that most of our members would most likely recommend APMP to a friend or colleague and that more than 95% of you plan to renew your memberships. Below are some of the overall results from the survey:



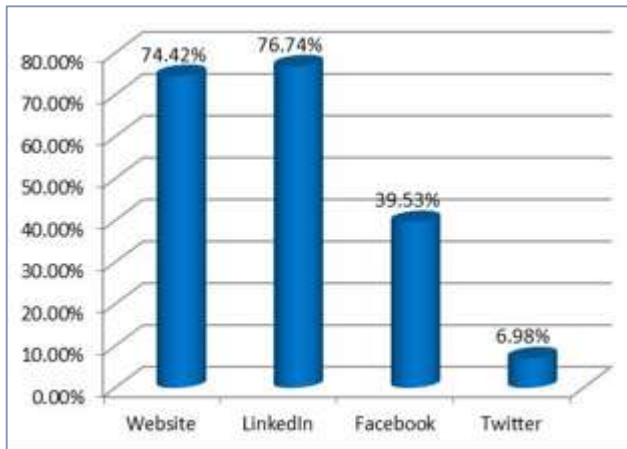
Q1. How long have you been a member of the APMP?



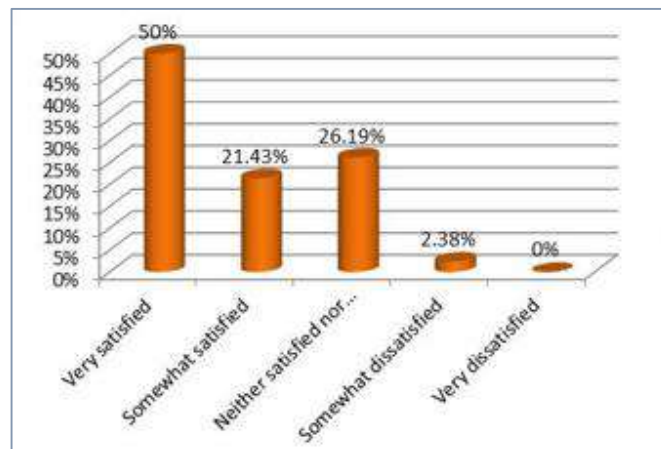
Q2. How would you rate the value for money of your APMP membership?



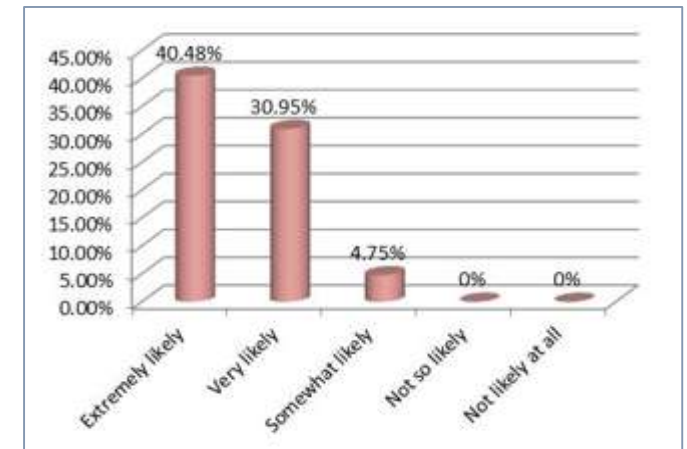
Q3. Which of the following are important to you in terms of your APMP membership?



Q4. Which social media platforms do you think the APMP should make use of?



Q6. Overall, how satisfied or dissatisfied are you with the APMP?



Q8. How likely are you to renew your membership the APMP?





Thank you for all of your valuable feedback.
We take your feedback seriously and are working hard to address all of your issues and concerns.
Below are some of issues you raised that we have already started working on:

- ✓ Content relevant and in line with today's trends.
- ✓ Tracking education points in a more user-friendly manner.
- ✓ Provide training to update CEU points.
- ✓ Provide more body of knowledge (BoK).
- ✓ Be in media, do webinars, involve Durban and Cape Town via video conferencing.
- ✓ Small companies sponsored to attend the conference.

- ✓ More advertising of events and more exposure on social media.
- ✓ Focus on graphic design and editing for example.
- ✓ Have events during working hours.
- ✓ Want to see a higher standard for the conference.
- ✓ Include Cape Town and Durban.

- We encourage you to please join us on LinkedIn, where we will regularly be posting relevant messages and updates. We are also in the process of updating our local chapter's website and will let you know as soon as our revamped site is up and running.
 - We will continue to address your concerns and will keep you updated so watch this space!
 - For the complete survey results please go to: <https://www.surveymonkey.com/results/SM-GLRCGCR68/>.



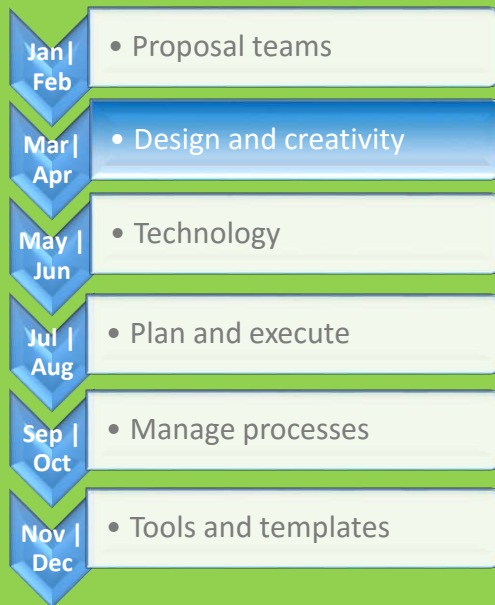


Themes

The theme for this newsletter is 'Design & Creativity'

Each subsequent newsletter will focus on a different theme.

In the next issue we focus on 'Technology':



APMP SA Chapter Sponsorship 2018

APMP SA decided to sponsor a young individual in the bid industry. The R15,000 total sponsorship consists of individual membership fee, attendance at this year's annual conference and 2018 Foundation accreditation and certification. The SA directors and committee member for training and accreditation, Ipeleng Rakidi, identified a group of previously disadvantaged individuals in the bid industry. They looked specifically for owners of small and medium enterprises; as well as individuals working for smaller companies who do not necessarily have the resources to fund APMP membership and accreditation fees.

A total of 200 potential applicants were identified and asked to apply, from which the following five candidates were shortlisted:

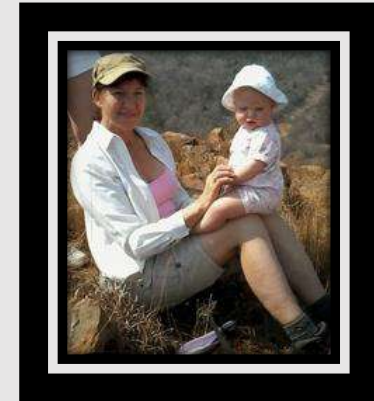
- **Nolwazi Rammutele** from Soaring Summits Developers
- **Rachel Letsoalo** from Ubuku Consulting
- **Sarasvathie Govender** from Pearl Projects (Pty) Ltd
- **Simphiwe Malepe** from ODIS Steelworks and Engineering
- **Thabang Shakong** from Zwinada Holdings

These five candidates underwent a strict interview process conducted by a panel consisting of: Neil Philipson (APMP SA director) and Marlize Shwar (APMP SA chairperson) together with Ipeleng Rakidi.

As a committee, we are very excited to sponsor the winner. This will be a contribution of our local chapter to give back to the community and grow membership, awareness of the APMP and improve the quality of bids from smaller companies. We are looking forward to the winner being an ambassador for the APMP both locally and in the rest of Africa.

The winner will be announced at the event on 21 June 2018.

Welcome to Shirley Moss



Shirley hails from Zimbabwe and is an alumna of the esteemed Mabelreign Girls High School in Harare! She loves happy adventures with her family which includes four very lively (gorgeous of course!) grandchildren. Hiking is her top hobby and one of her dreams is to hike across Namaqualand with her hubby and their best friends. She has always had a strong passion for developing people in those essential business soft skills and loves all things training. She is currently fully involved in running her company ADMAST-The Training & Recruitment Company. Shirley has a long-time involvement with the APMP and wrote her foundation exam in 2011. This year, she makes a welcome return to the APMP SA committee as part of our membership portfolio to help us achieve our goal of growing our membership base by 25% to reach 175 or more.





We posed the following five questions to two of our committee members, **Phillippa Phiri** (Cape Town portfolio) and **Annah Shange** (membership portfolio) so that you can get to know them on a more personal level:

1. *What is your strength in the proposal process?*

Phillippa: Like most bid managers or proposal coordinators, there are certain aspects of the proposal process that I enjoy more. Naturally, those you enjoy most become your strengths. One of my strengths is creating good relationships with my core team, ensuring easier project, people and bid management. During many projects, I have found that investing in my core team is what ultimately ensured a successful outcome for all of us. Bid qualification is also one of my strengths. I enjoy playing the devil's advocate and asking the solution team probing questions. This process is a very important one, as it can help to identify potentially serious problems when there might still be time to address them.

Annah: The entire proposal process i.e. from planning and leading scoping meetings/sessions through to content collation, writing, formatting and production.



2. *What are you currently reading?*

Phillippa: *African Love Stories* an anthology by Ama Ata Aidoo.

Annah: *I write what I like* by Steve Biko.

3. *What don't a lot of people know about you that you feel proud of?*

Phillippa: I was part of the inception of a department that has pioneered bid management best practice within EOH. From a team of four to over 21. I feel very proud when I look at everything that has been achieved over the last seven years.

Annah: On an annual basis, myself and three friends, buy gifts and host a Christmas party for the underprivileged children in an area of Alexandra, a suburb in Johannesburg, where we grew up. We have been doing this since 2013 and it is really fulfilling.



4. *If, for some reason, you landed up in a different career, what would it be?*

Phillippa: Social worker.

Annah: Proposal Management is my first, second and last choice. I am passionate about it. In fact, I have made it a personal goal to develop the expertise in this profession.

5. *What is your favourite food:*

Phillippa: Pap and tripe.

Annah: Indian cuisine – I love spicy food!





We posed the same to questions to **Neil Philipson** – one of our directors on the APMP South African board. Neil is speaking at the Cape Town event on 20 June 2018... so don't miss him!

1. What is your strength in the proposal process?

Keeping everybody's feet on the ground and focused on the end goal.

2. What are you currently reading?

The Goal by Eli Goldratt.

3. What don't a lot of people know about you that you feel proud of?

I am a Deacon in the Catholic church. I have two sons aged 21 and seven, quite a gap, but it keeps me on my toes!

4. If, for some reason, you landed up in a different career, what would it be?

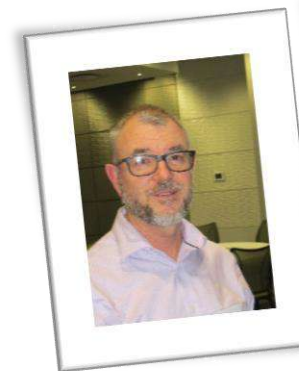
Farming - growing organic vegetables and herbs.

5. What is your favourite food?

Thai curries - I love the different flavours and red wine of course!



Neil presenting at APMP Bid and Proposal Conference in Seattle in 2015.



Neil is also an enthusiastic and regular supporter of all of our local chapter events.

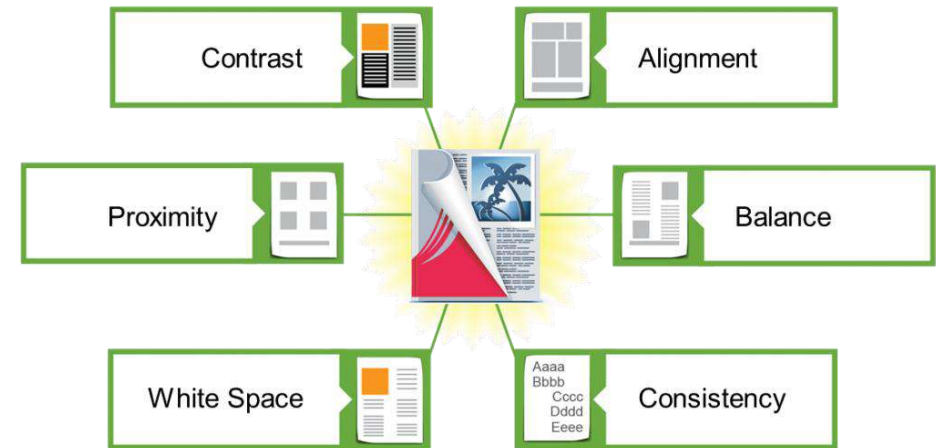


Applying Basic Design Principles to Make Your Proposal **Stand Out!**

The overall design and layout of your proposal is critical not just for communicating your information, but also for making an impression on reviewers and evaluators. According to the APMP's body of knowledge (BoK), which all members have access to via the international website: www.apmp.org, a proposal's visual presentation is nearly as important as its content. Application of design principles, combined with clear production timelines, can help you create a compliant and consistent document.

Apply six design strategies to create effective layouts.

1. **Contrast** creates emphasis between visual items and can highlight or hide information. Create contrast with big and small elements, black and white text, squares and circles and other binary/opposite pairings.
2. **Proximity**, or physical/visual closeness, establishes a bond between elements on a page and helps readers understand when two or more concepts are related.
3. **White Space** gives pages breathing room and a 'break' to readers. White space must be balanced with concerns regarding page limitations and may be decreased to include more text-based information or graphics.
4. **Consistency** in the use of design elements, font, colour and graphic/table styles helps evaluators navigate information more efficiently. It can aid in comprehension and signal information levels.
5. **Balance** can be applied throughout the document layout and includes arranging elements on the page so that no one section is 'heavier' than the other. Columns, graphics, tables and other elements can be used to create balance. The placement of elements can also suggest a company's sensibility. A more innovative company may have a more visually imbalanced/dynamic layout, while a more established company may chose a static and balanced layout to further support their claims of stability.
6. **Alignment**, or the relationships of parts of a page (text, headers, graphics, tables etc.) to each other, can make a layout easier or more difficult to read and can influence readers' perceptions of written content. Desktop publishers may use other design elements, such as proximity, white space, balance or contrast to achieve alignment.



Six Design Strategies:

All six design elements can be used together to create a cohesive and engaging document.

Term to know | HIGHLIGHTING TECHNIQUES | (Emphasis Devices) Different font styles, spacing, alignment, placement of graphics and groupings meant to create impact, draw attention and enhance readability. Common techniques include **bolding** or *italicising* text, using **colour**, increasing font **SIZE** or varying font *choice*.





Login and go to My Profile



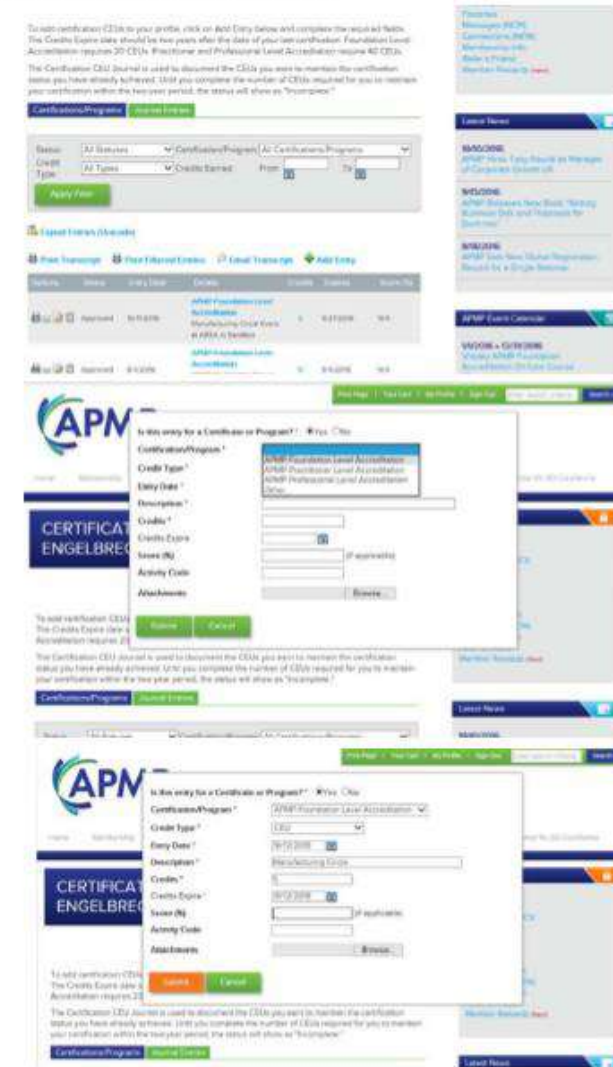
Click on Manage Profile



Scroll down to content & Features and click on Professional Development



On the screen below click on Add Entry. Select the level of accreditation and complete all the details and select submit.



In Certification tab you will find more information on CEU Points.





With so much happening in the next few months, we decided we needed to dedicate a whole page to 'On the Radar' for this issue!

LOCAL CHAPTER EVENTS

JOHANNESBURG:

Date: Thursday – 21 June 2018

Topic: *Technology and the digital future of tenders*

Speaker: André van Eeden from the Wow Factory

Time: 17h30 for 18h00

Venue: Equinox centre, Absa capital building, 15 Alice Lane, Sandton



We are proud to let you know that we are hosting a chapter event in Cape Town in June; so for all of our Capetonians please diarise. We look forward to seeing you there!

CAPE TOWN:

Date: Wednesday – 20 June 2018

Topic: *You reap what you sow! How do you sow your proposal onto fertile ground?*

Speaker: Neil Philipson is a certified proposal professional in the service sector, currently with Mott MacDonald Africa – an international engineering and management consultancy. Neil is responsible for business development initiatives, lead generation and capture management for Africa.

Time: 17h30 for 18h00

Venue: EOH Cape Town regional office, Block C Estuaries, 7 OxBox Lane, Century Avenue, Century City, Milnerton

LOCAL RECORDED WEBINAR

JOHANNESBURG:

Date: Thursday – 17 May 2018

Event: APMP recorded webinar

Topic: *Awesome PowerPoint Tricks for Effective Presentations*

Time: 17h30 for 18h00 (one-hour webinar finishing at 19h00)

Venue: South campus, Absa capital Building, 15 Alice Lane, Sandton

Please join us for the event.
Refreshments will be served afterwards.

INTERNATIONAL ANNUAL CONFERENCE

The **Bid & Proposal Con 2018** in San Diego is sold out, but keep an eye on our APMP website for feedback from our South African presenter and delegates!

INTERNATIONAL WEBINAR

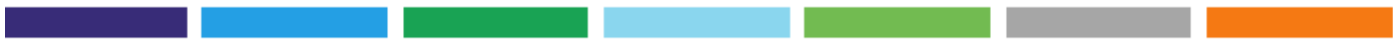
Date: Wednesday – 20 June 2018 11:00am EDT US

Topic: *The use of technology for the proposal industry*

(Distributed/Remote/Virtual - no matter the term you prefer to use, the reality is that at some point managers will have a team with some or all members who work from home. While many management strategies are best practices no matter the environment, there are certain challenges that are unique to managing remote teams. In this webinar, participants will identify strategies to overcome those challenges.)

Speaker: Tammy Bjelland –Founder workplaceless. Tammy holds a BA and MA from the University of Virginia. She began her professional career in academia before moving into the educational technology industry, where she got her first remote role in 2011. Since then, Tammy has been an advocate for flexible and distributed work environments, and in 2017 launched workplaceless as a resource for remote employees and teams.

LOCAL ANNUAL CONFERENCE





Training Dates

To date we have seven people registered for the face-to-face two-day Foundation training and exam scheduled on 15 and 16 October 2018. Remember we need a minimum of eight people to hold the workshop so we are almost there!

We also have three people registered for the online Foundation certification.

Good luck with your studies everyone!

Competition

You can win a **Bourdeaux Cheese Set!**
Host your next dinner party in sheer style. This stunning 4 -piece stainless steel and wooden cheese knife set is a must have. This set includes a wooden cheese board with 3 stainless steel utensils. Product Dimension: 56cm (l) x 14.8cm (w) x 1.5cm.

All you need to do is simply answer the following question and email your answer to events@apmp.org.za. Please use the heading: 'Newsletter Competition: April 2018' in your email response.

Competition closes Monday - 18 June 2018.

Question: "Who is the APMP SA director featured in this newsletter?"

Members' Feedback

We value your feedback so please drop us an email at info@apmp.org.za and let us have your comments.

Save the Date

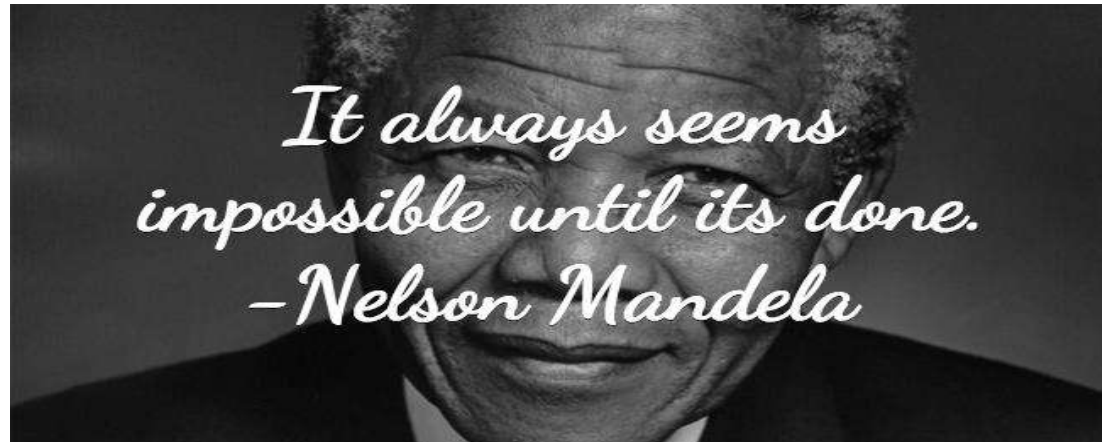
Don't forget to diarise our annual conference on Thursday - 23 August.



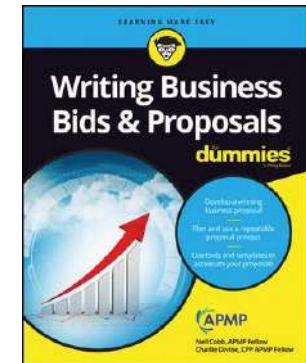
“Etc.”

A word used to make others believe that you know more than you actually do!

We take a moment to acknowledge two important national public holidays on the South African calendar. The first is **Freedom Day** on 27 April, which celebrates freedom and commemorates the first democratic elections held on this day in South Africa in 1994. The second is **Workers' Day**, which has been celebrated, since 1994, as a national public holiday in South Africa on 1 May each year and pays homage to the working class and the intrinsic power they hold in affecting government and commercial policies.



Contact Annelize via email on info@apmp.org.za to order your copy of *'Writing Business Bids & Proposals for Dummies'* for only R 250 (excludes delivery). Limited stocks available.



Our theme for May and June 2018 is TECHNOLOGY.

Thanks to our sponsors:



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[APMP SA Newsletter February 2018]

APMP SA

2018 Conference

23 August

Bytes Conference Centre

*Quick facts about the first
cook in our proposal
kitchen*



Jon Williams

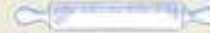
(Fellow of the Association and
a certified Proposal
Professional)

UK keynote speaker of Africa's first-ever proposal
management conference back in 2009

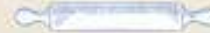
Jon is widely recognised as a thought leader in the proposal profession, working at senior levels to transform the quality of proposals and pitches - and hence to significantly improve win rates.



He has published widely on bid and proposal best practice - including the "Proposal Guys" blog, numerous white papers and "Proposal Essentials"



Jon is well-known for his passion for proposals, championing proposal management best practice. He has completed proposal assignments in over thirty countries worldwide.



His biggest screw up in the kitchen... cooking a goose for Christmas dinner for family and friends. Noticing a strange orange glow in the kitchen...realising he'd set the oven ablaze...