


Are you the next
proposal MasterChef?



APMP SA 2018 Proposal Competition


Recipe for Part 1

Criteria	 Measurement	Score
Executive summary	Persuasive structure	15%
	Layout and graphics	10%
	Language	10%
	Overall impact	15%

Method

- Using APMP best practice send in a real executive summary to be benchmarked
- Send in PDF format, named "APMP 2018 Executive Summary P1" Size limit 5MB
- Confidentiality guaranteed

Recipe for Part 2

Criteria	 Measurement	Score
APMP	Impact	15%
Proposal/ infographic	Quality of design	10%
	Clarity of message	10%
	Accuracy	15%

Method

- ✎ Create a 1-page proposal or infographic to sell the benefits of being an APMP member / sponsor / certification.
- ✎ Send in PDF format, named "APMP 2018 Infographic P2" Size limit 5MB
- ✎ Recipe 2 winners and runners up collateral may be used for APMP marketing.

Notes

 Submit your entries by 28 September 2018 to sandy@nfold.com. Winner to be announced at the APMP SA 2018 AGM.

 T&C's apply.

 Open to APMP members only.

Homemade proposal stars



Jon Williams (APMP Professional Fellow), APMP UK – Managing Director - Strategic Proposals, Co-author of Proposal Essentials, Passionate about proposals and the Proposal Guys Blog



Nigel Dennis (APMP Professional Fellow), APMP Australia - Director, BidWrite



Sandy Pullinger (APMP Professional), APMP SA - Founder - nFold

Results

Beside getting feedback from sought-after proposal experts, the 2018 winner will win a trip to a UK/US APMP conference in 2019 to the value of ...



R52,000

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