# 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 Proposal/ infographic	Impact	15%
	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

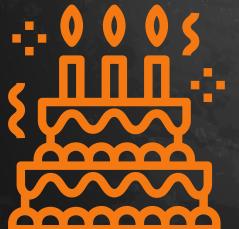


Sandy Pullinger (APMP Professional), APMP SA -Founder - nFold



#### 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



