

WELCOME TO OUR

# Quarterly Newsletter



**Maryke Otto | Co-Chair**

**Let's keep building,  
bidding and believing –  
together!**

## CO-CHAIR'S MESSAGE

As we reach the halfway mark of 2025, I'm thrilled to reflect on the incredible momentum we've built and the powerful trajectory we're on.

This quarter, we continue to embrace our new identity as the Sub-Saharan Africa Chapter, a transformation we began earlier this year. This rebranding reflects our commitment to uniting proposal professionals across the region, from Cape Town to Kigali, Lagos to Lusaka.

We've already seen this expanded community in action. In April, we hosted a dynamic webinar led by Christo and his team, who generously shared their insights and expertise. Just a few days ago, *nFold*, in partnership with APMP SSA, unveiled the *2025 Africa RFP and Career Trends Report*, a data-rich and insightful session that shed light on the shifting landscape of proposal management across the continent. If you missed either of these content-packed webinars, don't worry – you can still catch the key takeaways and watch the full recordings through the links in the *Events and Projects* section.

In this issue, you'll also discover stories from a few of our newly minted APMP foundation members as they share their inspiring certification journeys in *The Membership Hub*. Read authentic testimonials from members across the region and find out how you can share your own story through our new "Let's Talk" feature.

**But the real countdown begins now...**

## Mission Orion: Africa's Big Bang in Proposal Excellence

Get ready for our Annual Conference this September, themed Mission Orion. This isn't just another event, it's a launchpad for innovation, collaboration, and excellence in the proposal profession across Africa. Prepare for lift-off as we explore new frontiers in strategy, storytelling and success.

Expect inspiring speakers, cutting-edge topics, and a community ready to soar. [Register now >](#)



# The Can't-Miss Countdown!

## APMP Sub-Saharan Africa Conference 2025



### **Mission Orion:** Launching Proposal Excellence

Join the APMP Sub-Saharan Africa Chapter on **11 September 2025** at **Birchwood Hotel & OR Tambo Conference Centre** for **Mission Orion**, our annual conference designed to **propel proposal professionals beyond traditional boundaries**.



### **Why Attend?**

**Africa's Momentum:** We will be reflecting on the continent's explosive growth in global markets and high-value contracts.

**Space-Inspired Strategy:** We will go deeper into proposal strategies, like space missions, proposal success demands precision, innovation and teamwork.

**Navigating Complexity:** We will tackle proposal challenges with bold, forward-thinking approaches.

**Orion Symbolism:** Inspired by NASA's deep-space mission, we aim to elevate proposal standards across Africa.

**Game-Changer Mindset:** We aim to embrace disruptive thinking, tech innovation, and new strategies.



### **What's in Store?**

**Expert Insights:** Learn from industry leaders shaping the future of proposal management.

**Networking:** Connect with a vibrant community of professionals driving proposal excellence.

### **What to Expect:**

- Inspiring keynote speakers
- Breakout sessions on strategy, storytelling and technology in proposal management
- Networking with peers across the continent
- Opportunities to showcase your work and ideas



**Date:** Thursday, 11 September 2025, 8h00 – 17h30

**Location:** Birchwood Hotel & OR Tambo Conference Centre, Johannesburg

**Register Now:** [annelize@apmp.org.za](mailto:annelize@apmp.org.za)

**Tickets:** R 2499.99 (Members) | R3999.99 (Non-members)

**Call for Sponsors:** Join the Leaders. Back the Best. Sponsor APMP! [Reach out](#) for more info.



# The Membership Hub

## GET CERTIFIED.....

In today's competitive bid and proposal landscape, professional certification is more than just a credential, it's a strategic advantage. Earning your APMP certification not only validates your expertise in proposal management best practices, but also signals your commitment to excellence, continuous learning, and industry leadership.

Whether you're aiming to boost your credibility with stakeholders, enhance your team's performance, or open doors to new career opportunities, certification is a powerful step forward.

## APMP Signature Certifications



### Foundation

Entry-level. Shows extensive knowledge and understanding of best practices. Min 1 to 3 years of industry experience.



### Practitioner

Assesses the knowledge and skills that demonstrate mastery of how to apply best practices and lead others in its use. For professionals with 3-7 years of industry experience.



### Capture Practitioner

Assesses the knowledge and skills that demonstrate mastery of how to apply best practices and lead others in its use. For professionals with 1 to 3 years industry experience in the capture, sales, bid and/or proposal fields.



### Professional

Demonstrates significant contributions to an organization and/or the profession, as well as proven leadership and communication skills. For professionals with 7 or more years of industry experience.

## APMP Micro-Certifications



### Executive Summaries

Provides recognition for APMP best practices and the essential skills required to create compelling executive summaries.



### Bid & Proposal Writing

Provides recognition for APMP best practices and the essential skills required to write compelling bids and proposals.



### Graphics

Provides recognition for APMP best practices and the essential skills required to create impactful and effective graphics for bids and proposals.



### Competitive Price to Win

Provides recognition for APMP best practices and the essential skills required to develop a Competitive Price To Win.



Ready to take the next step in your career?

Scan me to explore APMP certifications.

# APMP Foundation Certified. Confidence Amplified.

We asked members to share what APMP certification means to them and how it's transforming their approach to bid management.



**Sam van Wyk**

Manager, Global Client Pursuits - EMEA

## **When did you first become involved in the bid and proposal industry, and what inspired or led you to pursue this career path?**

I first became involved in the bid and proposal industry in 2015 while working at Allen & Overy, a Magic Circle law firm, when they opened their office in South Africa. Initially, I supported partners and associates on the full spectrum of business development initiatives, but I quickly found myself drawn to the strategic and creative aspects of proposal development. I discovered that crafting compelling proposals was not just about responding to RFPs - it was about telling a story, building trust and showcasing value in a way that resonates with clients.

Over time, this interest evolved into a specialised career path. Today, I serve as a Manager in the Global Client Pursuits team at Baker McKenzie, where I focus on enabling the firm to win strategic pitches and secure panel positions with high value clients across the EMEA region. My role is centred on high-value, high-growth opportunities and involves close collaboration with partners, pricing teams, and other business services professionals.

It's the perfect role where I get to do what I love every day - combining project management, stakeholder engagement and persuasive communication to help the firm win meaningful work. This specialism allows me to bring both structure and creativity to every pursuit and that's what continues to inspire me in this field.

## **In what ways do you believe achieving APMP Foundation Certification will positively impact your ability to collaborate effectively with cross-functional teams in your business during the bid and proposal process?**

Achieving the APMP Foundation Certification has enhanced my ability to collaborate with cross-functional teams. The certification provided a structured framework and common language that aligns everyone - from pricing and legal project management to legal tech and HR - around best practices in proposal development. It has also helped me apply proven methodologies such as gate decisions and lessons-learned analysis. With nearly a decade of experience in legal business development, the APMP framework has added a layer of strategic clarity and consistency to my work, making cross-functional collaboration more seamless and impactful.

## **How do you plan to leverage the APMP community and resources to enhance your bid and proposal management skills and knowledge?**

The APMP community is an invaluable resource, and I plan to engage more actively with it moving forward. While I regret not enrolling in a local chapter earlier, I see the immense value in connecting with peers, attending webinars and participating in forums. The Body of Knowledge has already become a go-to resource for me - its practical, real-world guidance is something I refer to regularly. I also enjoy staying up to date through APMP newsletters and events and I'm exploring opportunities to contribute to the community, whether through mentoring or sharing insights from my own journey.

## **What advice would you offer to individuals considering pursuing the APMP Certification curriculum?**

My advice is simple: go for it, but go in with a plan. Start by familiarising yourself with the Body of Knowledge and focus on truly understanding the material rather than memorising it. Create a study schedule that fits around your work commitments and don't hesitate to reach out to colleagues or local chapters for support.

The certification is more than just a credential - it's a mindset shift that will elevate your approach to proposals. Also, take advantage of all the resources available, from practice tests to webinars. Most importantly, enjoy the journey. It's a rewarding experience that will not only boost your confidence but also open doors to new opportunities and professional growth.

# APMP Foundation Certified. Confidence Amplified.

We asked members to share what APMP certification means to them and how it's transforming their approach to bid management.



**Lebogang Moshime**

Bid & Procurement Manager

**When did you first become involved in the bid and proposal industry, and what inspired or led you to pursue this career path?**

I became involved in the bid and proposal industry in December 2024, when I took on a role that required close collaboration with the business development and sales teams. I was drawn to the strategic and collaborative nature of the work, combining writing, project management and stakeholder engagement.

What inspired me most about this opportunity was the chance to leverage my procurement experience, bringing together both worlds felt like the perfect way to add value to the business while advancing my career.

**In what ways do you believe achieving APMP Foundation Certification will positively impact your ability to collaborate effectively with cross-functional teams in your business during the bid and proposal process?**

Achieving the APMP Foundation Certification will provide me with a standardized understanding of best practices in bid and proposal management. This common framework will enhance communication and coordination with cross-functional teams by aligning everyone on processes, terminology and expectations. It will also help me facilitate more structured collaboration, ensure compliance and improve the overall quality and effectiveness of our proposals.

**How do you plan to leverage the APMP community and resources to enhance your bid and proposal management skills and knowledge?**

I plan to actively participate in APMP webinars and conferences to stay updated on industry trends and emerging best practices. The APMP community also offers a valuable platform for networking with peers, sharing experiences and learning from seasoned professionals.

Additionally, I intend to utilize the APMP Body of Knowledge and mentorship opportunities to continuously improve my skills and stay informed on evolving client expectations and market dynamics.

**What advice would you offer to individuals considering pursuing the APMP Certification curriculum?**

Start with the Foundation level to build a solid base and approach the study materials with the intent to apply them in real-world scenarios.

# APMP Foundation Certified. Confidence Amplified.

We asked members to share what APMP certification means to them and how it's transforming their approach to bid management.



**Zamakhize Mkhize**

Group Bid Manager

## **When did you first become involved in the bid and proposal industry, and what inspired or led you to pursue this career path?**

My journey into the bid and proposal industry began in 2012 when I joined one of the Big 4 Audit/Advisory firms. Initially, I was brought in by my boss to assist with bid administration and collating proposal information, primarily handled at our Head Office.

This exposure sparked my interest and soon we were managing bids at the regional office level, particularly for two Provincial governments, two Lesotho Commissions, and a few Water Boards. This hands-on experience solidified my passion for the field.

## **In what ways do you believe achieving APMP Foundation Certification will positively impact your ability to collaborate effectively with cross-functional teams in your business during the bid and proposal process?**

Achieving the APMP Foundation Certification not only validates my expertise and knowledge in the bid and proposal domain, but also elevates our profession's status. It underscores our role as strategic advisors and partners to the businesses we serve, rather than mere back-office support. This certification is a testament to our commitment to excellence and positions us as integral contributors to our organization's success.

## **How do you plan to leverage the APMP community and resources to enhance your bid and proposal management skills and knowledge?**

I view the business development cycle as a seamless continuum, where each phase is interconnected. The APMP training equips us to communicate this holistic approach to our businesses, ensuring our involvement at the right stages. It provides us with critical insights from preceding phases, enhancing our proposal development process and ensuring continuity post-submission. My role, fortified by this training, is to implement best practices, foster interaction between phases and shift mindsets regarding our strategic importance and direct impact on market success.

## **What advice would you offer to individuals considering pursuing the APMP Certification curriculum?**

I wholeheartedly encourage pursuing the APMP Certification. Embrace it with an open mind, ready to challenge and refine your existing practices. Gradually introduce new methodologies, add tangible value, demonstrate results and positively influence your business's win rate. The journey is rewarding and transformative, positioning you as a key player in your organization's success.

# APMP Foundation Certified. Confidence Amplified.

We asked members to share what APMP certification means to them and how it's transforming their approach to bid management.



**Jenelle Alexander**

HOD: Supply Chain

## **When did you first become involved in the bid and proposal industry, and what inspired or led you to pursue this career path?**

I first became involved in the bid and proposal industry in 2012, when I stepped in to support a short staffed proposals team. What began as a temporary assignment quickly turned into a passion, I found the fast paced, strategic nature of the work incredibly engaging.

I was drawn to the challenge of crafting compelling proposals that not only met client requirements but also told a clear, persuasive story about our values. That initial experience sparked my interest and ultimately led me to pursue a long term career in this field.

## **In what ways do you believe achieving APMP Foundation Certification will positively impact your ability to collaborate effectively with cross-functional teams in your business during the bid and proposal process?**

Earning the APMP Foundation Certification has given me a stronger grasp of best practices, which has made it easier to work closely and effectively with cross-functional teams. It has helped me stay aligned, communicate more clearly and approach each bid in a more structured and strategic way leading to better teamwork and stronger proposals.

## **How do you plan to leverage the APMP community and resources to enhance your bid and proposal management skills and knowledge?**

I plan to use the APMP community to connect with others in the industry and learn from their experiences. I'll also take advantage of resources like webinars, articles and tools to keep building my skills and finding new ways to improve how I manage bids and proposals.

## **What advice would you offer to individuals considering pursuing the APMP Certification curriculum?**

My advice would be to treat it as an investment in your career. The APMP Certification not only strengthens your understanding of proposal best practices but also helps you work more effectively with your team.

It's practical, well structured, and widely respected in the industry. If you're serious about growing in this field, it's definitely worth pursuing.

## Winning Strategies from Christo & Team

### The recipe for creative proposals

In April, we hosted an insightful webinar led by Christo and his team, who generously volunteered their time and expertise. The session focused on “Proposal Strategy in Action”, offering practical tips and real-world examples that resonated with both new and seasoned professionals.

#### Key Takeaways:

- Align your proposal strategy with client pain points.
- Use executive summaries to tell a compelling story.
- Collaborate early, don't wait for the RFP to drop.

A huge thank you to Christo and the team for their contribution to our community!

 Missed it? [Watch the full webinar >](#)



## A Recap: Events and Projects



### Africa Salary Survey and RFP Trends Report from nFold, in partnership with APMP SSA

#### Africa's proposal professionals have spoken. Are you listening?

From burnout to pay gaps, cross-border bidding to AI fears, the 2025 APMP Sub-Saharan Africa Salary & Trends Survey pulled no punches. And neither did the people who joined us live.

#### Key Takeaways:

- 60% are clocking 50+ hour weeks.
- Teams of 2-3 are managing global volumes.
- Burnout is widespread.
- Tech and tool adoption is still lagging.
- Many are underpaid, under-recognised and still delivering.

This isn't just research. It's a wake-up call. If you lead a bid team, manage proposals, or care about talent retention in Africa, this is a must-read.

 Missed it? [Watch the full webinar >](#)

 [Download the full report >](#)

### Africa Survey and RFP Trends Report

From AI to pay, pressure and skills, a must-watch for anyone in proposals, bids, tenders, pitches or sales in Africa.

Need help turning these insights into action?

Let's chat:  
[info@nfold.com](mailto:info@nfold.com)

# Let's Talk!

Even if you know the Body of Knowledge backwards, nothing can prepare you for all the curveballs that come your way during a bid. When things go sideways and the theory can't help, it's very easy to feel alone. But – remember – a problem shared is a problem halved!

**We appreciate your participation and would still love to hear more of *your stories of times when things haven't gone quite right in a bid.***

We want to know how you handled it, and what you learned. We're calling this project Let's Talk and our goal is to strengthen our community, provide catharsis and support to those who've been in similar situations, and turn all those tricky bids into opportunities for growth.

Explore and find inspiration from stories that have already been shared [here](#) ➤



To submit your stories



## Submit and Win!

The first three entries for Let's Talk will each receive a **R100** Takealot voucher!

## On the Radar: Events and Projects



Let's Talk Webinar

### Put the Talk into Let's Talk!

The Challenge of a Challenge

Even if you know the Body of Knowledge backwards, nothing can prepare you for all the curveballs that come your way during a bid.

✉ [annelize@apmp.org.za](mailto:annelize@apmp.org.za)

📺 MS Teams

📅 2 July 2025

🕒 11:00 – 12:00 SAST



Mel Bunston

## The Webinar

In a profession where impact often speaks louder than titles, it's time we shine a light on both our stories and our worth. In July, we're excited to spotlight this powerful initiative with our guest speaker, Mel Bunston!

**Register and join us for a insight packed session!**



Scan me to register

# Mental Health Corner

## Social Media Survey Results

The mental health survey revealed that a majority of respondents **(63%) are managing well despite experiencing some stress**. Meanwhile, **19% reported feeling great and positive**, indicating a strong sense of well-being. On the other hand, **13% of participants are feeling overwhelmed or down**, and **6% are experiencing stress or anxiety**.

These results, **highlight a general trend of resilience, though a notable portion still faces mental health challenges**.



### How is your mental health this week?

Mental health is more than just a buzzword—it is the foundation of our well-being! It helps us handle life's ups and downs, unlocks our potential, and helps us to thrive in our personal and professional lives.

From managing stress to building strong relationships, mental wellness shapes how we think, feel, and act every day. Prioritizing it is key to living our best lives.

So, we are checking in! How are you feeling this week?

Share your state of mind in our poll and let's support each other on this journey to better mental health!

Which of the following best describes your mental wellness this week?

Feeling great and positive	19%
Managing well with some stress	63%
Stressed or anxious	6%
Feeling overwhelmed or down	13%

**More polls coming soon. Follow us on our social media pages and have your say!**

JUNE 16

**SOUTH AFRICA**



**YOUTH DAY**

## Keep Bidding. Stay Resilient. You've Got This!

We're halfway through 2025 and what a journey it's been! Whether you've submitted one bid or one hundred, earned a certification, or simply stayed curious and committed, **we see you and we celebrate you!**

The world of proposals is fast-paced, demanding and ever-changing, but it's also full of opportunity, growth and community. So, here's your reminder to keep showing up, keep learning and keep bidding!

Don't forget to book your spot for the Annual Conference, Mission Orion awaits! [Register now](#) ▶

*Thank you for reading!*

**APMP**  
Sub-Saharan Africa

**YOU ARE INVITED**

11TH SEPTEMBER 2025  
08H00 TO 17H30  
BIRCHWOOD HOTEL & OR TAMBO CONFERENCE CENTRE  
MEMBERS R2499.99 | NON-MEMBERS R3999.99  
MISSION ORION  
AFRICA'S BIG BANG IN PROPOSAL EXCELLENCE

