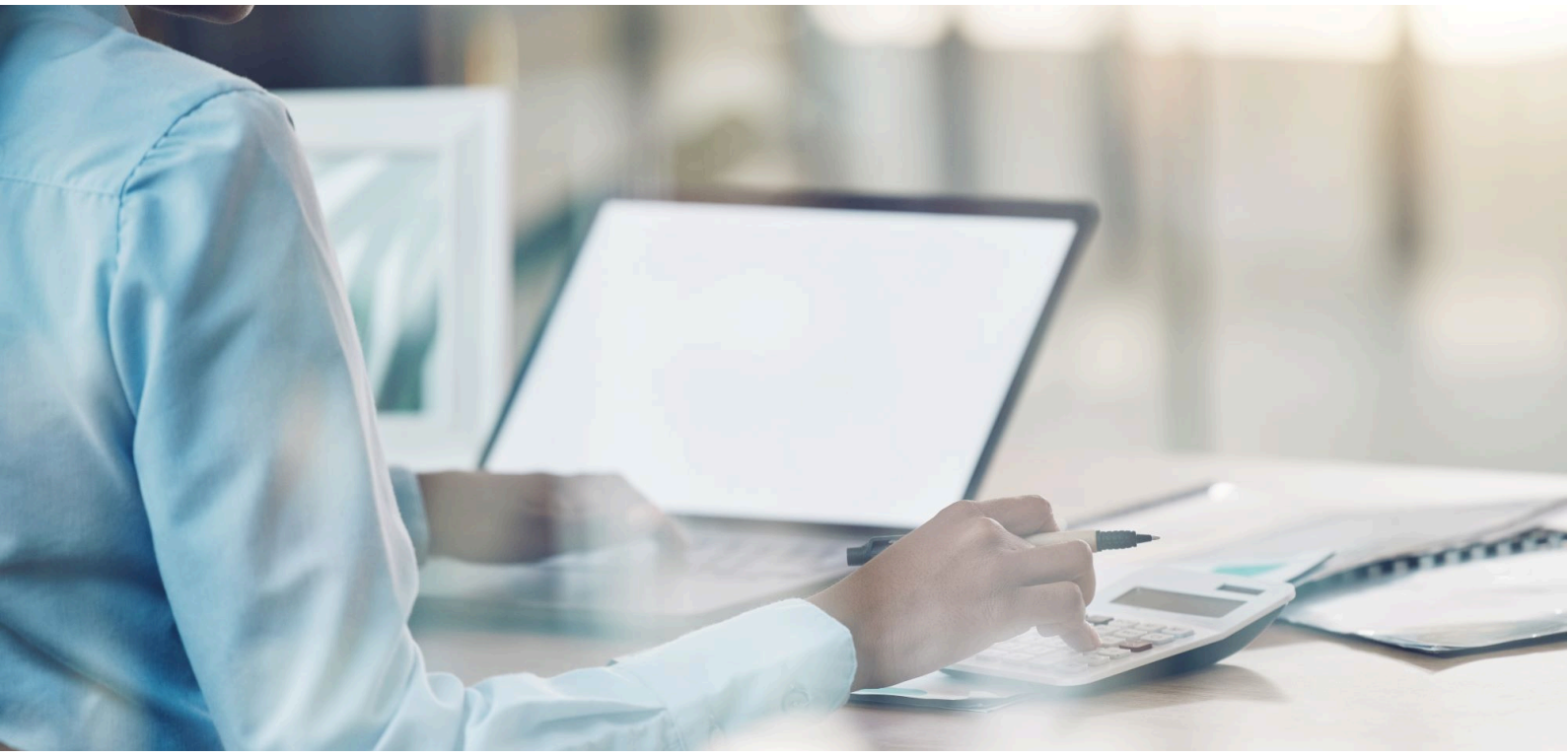
IPI Academy

falconbury



Presented by
Falconbury

Proposal Writing and Costs Benefit Analysis Workshop

11-12 March 27
+ 22-23 September 27

Proposal writing is fundamental to the success of any business; enhancing your proposal writing skills will make you more valuable to your organisation

Format:
Live online

CPD:
12 hours for your records

Certificate of completion

Course overview

This two-day workshop-style training course uses case studies, practical writing sessions and exercises to hone participants proposal drafting skills and enhance their knowledge of cost benefit analyses.

Proposal writing skills are crucial for business success because they enable businesses to clearly communicate their ideas, secure funding and build partnerships. Well-written proposals articulate business ideas, projects or solutions and help stakeholders understand the scope, objectives and value that you are trying to communicate.

During this training course the expert trainer will focus on the role of proposals in project management and how to conduct preparatory work before the proposal is completed. The course also covers lots of tips and techniques, and the importance of including a cost benefit analysis as part of the project.

This workshop-style training course will take participants through each step of the proposal writing process, from understanding why they are writing a proposal, to gathering information, writing and proofreading, through to creating the final, professional product.

Key topics in this course include:

- Developing a plan
- Proposals and contract law
- Writing effective proposals
- Writing executive summaries
- Developing a cost benefit analysis

The expert trainer will use a mix of theory plus lively and interactive training methods, including exercises, case studies, practice sessions and group discussions. This course is designed to help you develop your proposal writing skills.

During this highly interactive training course, participants are encouraged to participate and discuss their experiences to get solutions to problems they have encountered.

Benefits of attending

By attending this training course you will:

- **Learn** how to write a powerful proposals
- **Expand** your proposal drafting skills and techniques
- **Understand** how to evaluate proposals
- **Gain** the skills to write executive summaries
- **Get to grips** with proposal management processes
- **Explore** tips and techniques for preparing proposals that win contracts
- **Understand** methodologies used in developing a cost benefit analysis

Who should attend?

This training course will be of particular interest to all those professionals who write and manage proposals, including:

- Commercial managers
- Bid and tender managers
- Project managers
- Business development managers
- Key account managers
- Marketing and sales professionals

Programme

Day 1

Introduction to proposals

- Definition of a proposal
- Types of proposal
- Why write a proposal?
- Making your proposal responsive

Proposals and contracts

- Position in contract
- Difference between proposal and contract
- Is a proposal a binding contract?
- Letter of acceptance - acceptance of a proposal

Writing a proposal

- Proposal development plan
- Where to begin
- Internal reviews
- Budget
- Proposal writing checklist

Proposal content: part 1

- Cover sheet
- Table of contents
- Executive summary
- Organisation information
- Project description
- Project work plan

Proposal content: part 2

- Human resource
- Project site
- Project monitoring
- Project risk and evaluation
- Proposed budget
- Attachments
- References
- Compliance

Day 2

Effective drafting

- Writing tips
- Words that often create confusion – what to avoid
- Proof reading and editing skills

Submission of proposal

- Formatting and typing
- Page content
- Deadline date
- Team lead requirement
- Copying and distribution

Golden rules for successful proposals

- Write a persuasive summary
- Compelling story
- Customer focused
- Evaluation from customer perspective
- Winning executive summary
- Powerful presentation

Lessons learnt

- Tips and techniques
- Practical examples

Cost benefit analysis (CBA)

- What is CBA?
- Why do we need a CBA?
- What process calls for a CBA?
- What are the processes and methodologies used in developing a CBA?

Cost benefit analysis – making the case for a project or proposal

- Develop the problem statement
- Define the objective and scope
- Formulate assumptions and identify constraints
- Document current status (status quao)
- Define alternatives with cost estimates
- Identify quantifiable benefits
- Identify non-quantifiable benefits
- Define alternative selection criteria
- Compare alternatives
- Report results and recommendations

Presenter



Manoj Nair

Manoj Nair is a Partner with SVM Contract Consultants. He has over 25 years of professional experience in consulting and training. He advises clients on how to improve their contracts and take preventative steps to reduce claims. He has advised companies in India and around the world on procurement/contract management processes, tender/bid management, FIDIC conditions of contract, vendor management, supply-chain contractual risk, contract negotiations, contract administration, claims management, contract drafting, bankruptcy laws and US FCPA and UK Bribery Act, anti-money laundering and counter terrorism financing, and dispute resolution.

He has worked with diverse clientele throughout his career including companies from the construction, energy, power, EPC, telecoms, IT, travel, insurance, manufacturing, media, banking and oil and gas sectors.

He has extensive training experience and has to date conducted 350 **+** corporate training's, on topics including: contract drafting and negotiations, contract/procurement management, tender/bid management, outsourcing contracts, proposal writing, vendor management, negotiations for supply chain managers, FIDIC Conditions of Contract, US FCPA and UK Bribery Act, anti-money laundering and counter-terrorism financing, business case writing, claims management and negotiations.
He is fluent in English and Hindi.

Course dates

11-12 March 27	**Live online** 09:00-17:00 **UK (London)** (UTC+00) *Course code 17047*	GBP **999** ~~1,199~~ EUR **1,399** ~~1,679~~ USD **1,607** ~~1,919~~ **Until 14 Jan**
22-23 September 27	**Live online** 09:00-17:00 **UK (London)** (UTC+01) *Course code 17349*	GBP **999** ~~1,199~~ EUR **1,399** ~~1,679~~ USD **1,607** ~~1,919~~ **Until 28 Jul**

How to book

Online:
ipi.academy/3044

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

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Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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