

PREPARING EFFECTIVE PROPOSALS

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Co-Presenter

Rick "A to Z" Agopsowicz
EVP, CORTAC Group

LEARNING OBJECTIVES

- Pre-Proposal Preparation Sets the Stage for Success
- The Overall Proposal Process
- Management / Technical / Past Performance Volume(s)
- Integration of Pricing, Technical, and Management, etc
- Pricing/Cost & Contracts Volume(s)
- What Succeeds, What Doesn't



Co-Presenter

Anthony Kim
Partner, Capitol Edge
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This Class is Intended for Those Who...

- 1 Work in corporate growth and leadership positions looking to better understand the "what, why, and when" of preparing effective proposals
- 2 Have roles as critical proposal participants (e.g., Program Manager, solution leads, pricing / costing staff, etc.), needing to understand more of the "what, why, and when" to become more effective in supporting the proposal team