

APMP Greater Midwest Chapter

Benefits of APMP Membership





APMP International

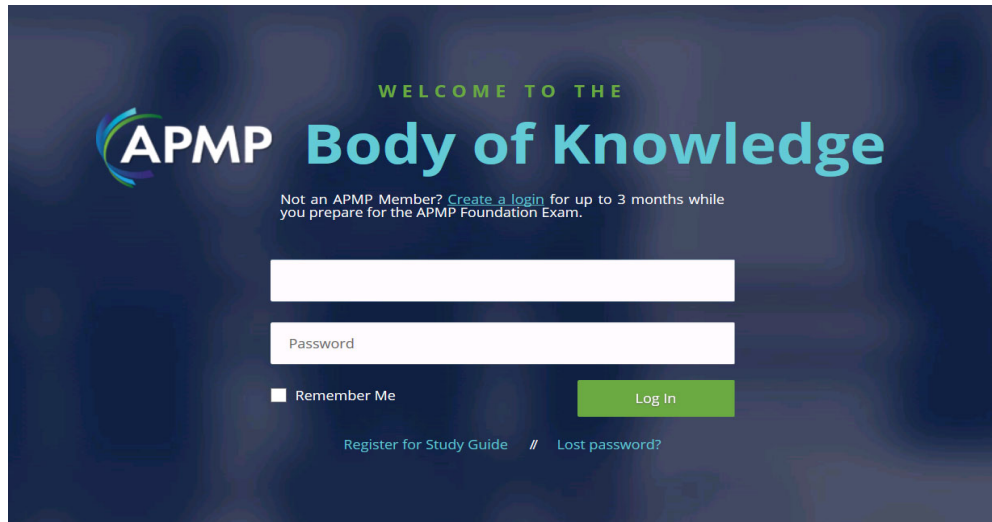
Parent organization and resources

<http://www.apmp.org/>



APMP Body of Knowledge

With your membership you have access to the **APMP Body of Knowledge** (APMP BOK). This is a collection of wisdom from the world's leading professionals in proposal management and business development.



WELCOME TO THE

APMP Body of Knowledge

Not an APMP Member? [Create a login](#) for up to 3 months while you prepare for the APMP Foundation Exam.

Remember Me

[Register for Study Guide](#) // [Lost password?](#)

<http://bok.apmp.org/wp-login.php>

APMP Body of Knowledge

Within the APMP BOK, there is a full-text search capability, a **glossary**, a list of **acronyms**, and a library of **tools and templates**.

Explore the APMP BOK

The APMP BOK comprises 51 topics organized into seven categories. There's also a full-text search capability, a [glossary](#), a list of [acronyms](#), and a repository of [tools and templates](#). Readers are encouraged to help evolve a topic's content by providing feedback in the form of comments. To learn more about the APMP BOK, such as its purpose, creators, how to use it, and how to comment, please go to [About the APMP BOK](#).

Understand Business Development

Introduction to the Business Development Lifecycle

Focus on the Customer

Compliance and Responsiveness
Customer Analysis and Competitive Intelligence
Executive Summaries
Strategy and Win Themes
Value Propositions
Proposal Theme Statements
Features, Benefits, and Discriminators

Create Deliverables

Compliance Matrix
Proposal Organization
Persuasive Writing
Writing Clearly
Headings
Graphics and Action Captions
Page and Document Design
Cost and Pricing Data
Proactive Proposals
Q&A Response Development
Managing Questions to the Customer
Relevant Past Performance
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Manage Processes

End-to-End Process
Gate Decisions
Kickoff Meeting Management
Daily Team Management
Review Management
Production Management
Quality Management
Virtual Team Management
Lessons Learned Analysis and Management
Application of Project Management Principles to Proposal Management

APMP Bid & Proposal Con

Bid & Proposal Con is the world's largest conference for proposal, bid, tender, capture, business development and graphics professionals. Attendees gain tested information, proven strategies, and best practices from the best and brightest in the industry.

- Hands-on education & certification
- Insight and cutting-edge content from industry leaders and inspiring keynotes
- Networking opportunities

APMP Monthly Webinars

APMP offers live webinars that address key industry topics and best practices. In addition to the live event, webinars are recorded and available for viewing at your convenience, providing you with an invaluable resource.

All webinars (live and recorded) are **free to members**.

[Find upcoming Webinars: https://www.apmp.org/page/APMPOnDemand](https://www.apmp.org/page/APMPOnDemand)

[Webinar Recordings: https://www.apmp.org/page/APMPOnDemandStore](https://www.apmp.org/page/APMPOnDemandStore)

Certification



APMP offers the world's first, best, and only industry-recognized certification program for professionals working in a bid and proposal environment. It is the global standard for developing and demonstrating proposal management competency. Achieving APMP certification:

- Demonstrates a personal commitment to a career and profession.
- Improves business development capabilities.
- Creates a focus on best team practices.
- Gains the respect and credibility of peers, clients and organizational leaders and, in some cases, additional compensation.
- Reinforces bid/proposal management as an important role within an organization and not as an ad hoc function that anyone can perform.

<https://www.apmp.org/page/AccreditationProgram>



APMP Publications

The Reporter

The Reporter, the Official News Weekly of APMP, is an e-news brief distributed to the in-boxes of APMP members. It features APMP announcements and current industry news. You may elect to receive The Reporter by updating The Reporter preferences in your profile.

Winning the Business

Winning the Business is the flagship publication for the Association, published electronically, refreshed entirely on a quarterly basis and with regularly monthly updates on key topics.

<http://www.apmp.org/?page=PubsHome>



Greater Midwest Chapter

Our Chapter and Resources

NEW MEMBER WELCOME



Professional Development & Networking Opportunities

Our mission is to provide value to our members through engaging content, professional development, and networking. Opportunities include:

- Monthly Webinar Series
- Quarterly Newsletters
- Social Media and Website Blog Posts
- Member Resources
- Local Member Meetups
- Mentorship Program
- Certification Study Group
- Consultant Virtual Networking Group
- Quarterly Book Club
- Annual Symposium

APMP GMC Publications

The Proposal Debrief

The Proposal Debrief is a quarterly newsletter for the GMC members. Providing articles and information regarding the industry.

GMC Blogs

Insights, tips, and tricks from leaders in in the industry.

<https://apmpgmc.org/resources/>



APMP GMC Annual Symposium

GMC's biggest event of the year, our Annual Symposium is an excellent opportunity for GMC and other APMP members to gather for networking and professional development. We offer a full day of speaker sessions, proposal related vendors, lots of networking time, and PRIZES! You don't want to miss this awesome event!

Members receive CEUs toward maintaining APMP certification for attending our Symposium.

<https://apmpgmc.org/symposium/>



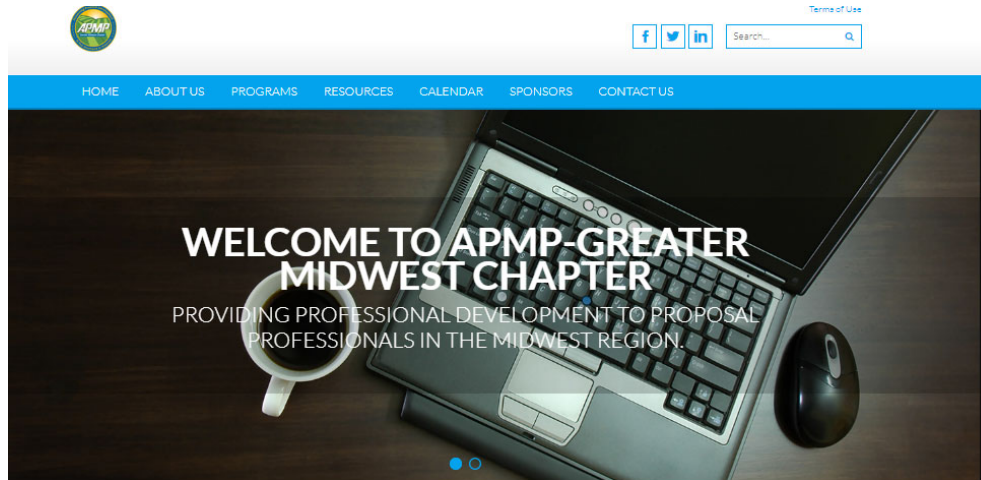
APMP GMC Programs

GMC Monthly webinars, provide professional development with a variety of topics. <https://apmpgmc.org/webinars/>

Mentorship, a mentor is an excellent way to give back in your profession and earn CEUs toward your APMP certification. Participating as a Mentee is an excellent way to meet someone new in our profession and learn from others' valuable experiences. <https://apmpgmc.org/mentorship-2/>

Local Meetups, these events offer excellent opportunities for APMP GMC members to network and share best practices with others in your local area. <https://apmpgmc.org/local-meetups/>

Bookmark the Greater Midwest Website



<http://apmpgmc.org>

APMP GREATER MIDWEST CHAPTER (GMC)

Welcome to the APMP Greater Midwest Chapter (GMC). Originally founded in 2003, GMC serves the Greater Midwest region, which is comprised of the following states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. Although we officially serve these twelve states, we have members all over the map. Any APMP member can join our chapter and/or meetings. Our mission is to provide value to our members through engaging content, professional development, and

BLOG



Making Proposals Friendly to Colorblind Readers

By: David Seibert If you use color graphs and charts to communicate information in your proposal...

NEW MEMBER WELCOME



Join us on Social Media!



APMPMidwest, [click here](#)



APMP Greater Midwest Chapter, [click here](#)



@APMPMidwest, [click here](#)